

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

MGT4790.E1 AI-Driven Innovation & Strategy
Fall 2026

PROFESSOR INFORMATION:

Professor: Dr. John Sinclair
Amberton Extension: 972-279-6511 ext. 262
Amberton Email: jsinclair@Amberton.edu

COURSE INFORMATION:

MGT4790.E1 AI-Driven Innovation & Strategy

Level: Undergraduate
Beginning Date of Session: September 12, 2026
Ending Date of Session: November 19, 2026

Student access available to the Student Portal: Saturday, September 12, 2026.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:

None

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: AI Strategy
Author: Bernard Marr
Publisher: Kogan Page
Year Published: 2025
Edition: 1st edition
ISBN: 13: 9781398616955

BoodleBox: This course uses BoodleBox, an AI-powered learning platform that supports collaboration, critical thinking, and hands-on learning activities. A small access fee may apply; however, the cost is typically lower than most textbooks and simulation (SIM) platforms used in similar course
Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA

research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

This course provides career professionals and industry leaders with hands-on experience in leveraging artificial intelligence (AI) for strategic decision-making, operational efficiency, and business transformation. Students will gain practical knowledge of AI applications through an interactive AI testing environment used to develop AI-driven solutions, engage in AI-powered discussions, and apply AI to real-world case studies in industries such as technology, finance, project management, emerging business trends and various industries

Designed as the final project of the AI series of courses at Amberton, this course is centered on developing strategic AI solutions for real-world challenges. Students will assess industry trends, evaluate AI tools, and build an AI strategy portfolio or prototype as their final product that they can take with them into the marketplace.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT:

1. Explaining the core concepts of AI-driven innovation and strategy in business environments.
2. Utilizing Amberton's AI testing environment to develop AI-powered solutions for strategic decision-making.
3. Identifying ethical considerations and governance issues related to AI adoption in organizations.
4. Identifying AI models to gather data and develop solutions.
5. Applying AI models to enhance efficiency, automation, and competitive advantage across industries.
6. Analyzing real-world AI applications in technology, finance, project management, and entrepreneurship.
7. Developing AI-driven strategies for workforce development and industry leadership.
8. Creating, testing, and refining AI chatbots and automation tools for business optimization.
9. Evaluating AI's impact on digital transformation and the evolving business landscape.
10. Integrating AI findings into key solutions from research.
11. Implementing AI strategies to address core scenarios and solutions.
12. Developing AI solutions for real-world scenarios and problems.

ACQUIRED SKILLS:

1. AI Strategy Development
2. AI Testing Proficiency
3. Strategic AI Tool Evaluation
4. Ethical AI Governance
5. AI Portfolio

COURSE POLICIES:

Student's Responsibilities

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. “Active participation” can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an “F” or withdrawn at the discretion of Amberton University.

Plagiarism Policy

Plagiarism is the presentation of someone else’s work as though it were your own. If you use another person’s words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University’s code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin “Draft Coach” is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student’s writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

Please see below for instructions.

COURSE OUTLINE AND CALENDAR:

Week	Topic	Assignment	Competencies Covered	Due Date
1	Introduction to AI in Organizations	Discussion 1	1	Sunday, September 20
2	AI as a Strategic Competitive Advantage	Discussion 2	2	Sunday, September 27
3	AI in Organizational Efficiency and Automation	Discussion 3, Assignment 1	3	Sunday, October 4
4	AI-Enhanced Project Management	Discussion 4	4	Sunday, October 11
5	AI-Enhanced Leadership and Decision-Making	Discussion 5	5	Sunday, October 18
6	Ethics, Governance, and Policy in AI	Discussion 6, Assignment 2	6	Sunday, October 25
7	AI Collaboration, Knowledge, and Future Trends	Discussion 7	7	Sunday, November 1
8	AI for Innovation and Market Expansion	Discussion 8	8	Sunday, November 8
9	Strategy Implementation	Discussion 9, Final Project	9	Sunday, November 15
10	Execution, Evaluation, and Strategic Leadership	Discussion 10	10	Wednesday, November 18

GRADING CRITERIA:

Grades are based on a percentage; uses the scale below and includes the following: Discussions (weekly – qty 10) – 25% of course grade

***Discussions are weekly and cover main topics from the week.

Discussions create classmate collaboration and an opportunity to explore prompts together. Full points will be awarded for a substantive initial post of at least 300 words plus citations/references by Thursday 11:59 PM CT, and a reply to at least two classmates of at least 150 words each with commentary to drive the conversation forward by Sunday 11:59 PM CT. Quizzes (weekly except weeks 3 and 6 – qty 8) – 25% of course grade

***Quizzes should cover main concepts at a high level. Quizzes ensure students are staying caught up with material and provide a quick vector check for who may be struggling. Additionally, they will be able to read prompts and see which is the most appropriate for a given business task. Homework (qty 2 – weeks 3, 6) – 25% of course grade

***Homework will largely focus on critical thinking and analysis about the practical uses of AI in business. Final Project (qty 1 – due at end of term) – 25% of course grade

***Final Project can be topic oriented. For instance, students can pick the area of business they are most passionate about to build their final AI project on that topic. The purpose is to show some level of

knowledge, skills, and abilities gained from the course

Undergraduate

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
Below 60	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Students should review instructor feedback provided through Moodle or Amberton CampusWeb Portal. Final grades are processed after the session and may be viewed through the student portal. Grades will not be released by phone or through unsecured channels.

Incomplete Grades

An "I" (Incomplete) grade is granted only at the professor's discretion for emergencies or illness.

Students have 30 days from the end of the session to complete the course requirements. If the conditions are not met within this 30-day window, the "I" automatically converts to an "F".

How To Withdraw From a Course

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is delivered through Moodle. Students are expected to have reliable internet access, basic computer skills, the ability to upload/download files, use Amberton email, and submit assignments in the required format. Students needing assistance should use the Amberton SSO support/ticket process.

HOW TO ACCESS YOUR COURSE:

SINGLE SIGN-ON (SSO) INSTRUCTIONS FOR AMBERTON UNIVERSITY

Students should access Amberton systems through the Single Sign-On portal at <https://sso.amberton.edu>. After logging in, students can access Moodle, Amberton email, CampusWeb, and other assigned applications. Students who need help accessing SSO should submit a support request through the SSO support option or contact support@amberton.edu.

Moodle Tutorial:

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Email Communication

Students are expected to use their Amberton email account and Moodle for course communication. Students should check Amberton emails regularly for course and university notices.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments must be submitted through the appropriate Moodle assignment link unless otherwise directed by the instructor. Students are responsible for submitting files in the format required by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Students will have the opportunity to complete an anonymous course and instructor evaluation near the end of the session. Instructions and dates will be provided through Moodle and/or Amberton email.

RESEARCH RESOURCES:

The **Amberton Library** provides access to full-text articles, peer-reviewed databases, and research tools, with options like Interlibrary Loan (ILL) and TexShare for items outside its collection. For research assistance, students can connect with library staff during operating hours via email (Library@amberton.edu), phone (972-279-6511 ext. 185), "How-to" videos, live online chat, or in person at the Garland campus.

MICROSOFT OFFICE 365 EDUCATION:

Amberton University students may access Microsoft 365 Education resources as provided by the university.

GOOGLE WORKSPACE FOR EDUCATION:

Amberton students are assigned a Google Workspace for Education account, including Amberton Gmail, Google Drive, Google Docs, Sheets, and Slides. Students should use their Amberton Google account for course-related work when required.