

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

MGT5925.E1 Leading the Dealership Enterprise
Fall 2026

PROFESSOR INFORMATION:

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COURSE INFORMATION:

MGT5925.E1 Leading the Dealership Enterprise

Level: Graduate

Beginning Date of Session: Saturday, September 12, 2026

Ending Date of Session: Thursday, 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: Driving Dealership Profit
Author: Mike Finlay [
Publisher: Oak Tree Press
Year Published: 2019
Edition: Kindle Edition or Print versions 1st Edition[
ISBN: 10: 1781194157 Book 1 or 13: 9781781194164 Book 1
Price: Available at <http://amberton.ecampus.com>

Title: The Intelligent Dealership: How AI and Data Transform Automotive Retailers
Author: Todd Smith
Publisher: Gatekeeper Press
Year Published: 2026
Edition: Kindle Edition or print version 1st:
ISBN: 10:1662965591 or 13:9781662965593
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 an enterprise-level perspective on automotive dealership leadership from the viewpoint of the General Manager or Dealer Principal. Students examine dealership financial performance, strategic planning, risk management, forecasting, and organizational leadership across variable and fixed operations. Emphasis is placed on interpreting dealership financial statements, aligning departmental performance with organizational objectives, managing operational and regulatory risk, and developing leadership strategies that support long-term profitability and sustainable growth. Students apply analytical and strategic decision-making frameworks to realistic dealership scenarios and develop executive-level recommendations.

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

1. Analyzing dealership financial statements, departmental performance reports, and profitability metrics to evaluate enterprise-level financial performance and operational effectiveness.
2. Evaluating enterprise-level dealership performance across sales, finance and insurance, fixed operations, and administrative functions to assess organizational effectiveness and profitability drivers.
3. Applying forecasting and budgeting techniques to develop financial projections and evaluate strategic planning scenarios that support dealership enterprise decision-making.
4. Assessing financial, operational, regulatory, and franchise-agreement risks affecting dealership enterprise performance and identifying strategies to mitigate organizational exposure.
5. Evaluating dealership key performance indicators (KPIs), benchmarking metrics, and performance measurement systems used by dealership executives to monitor enterprise performance.
6. Developing dealership strategic plans that align financial performance, operational capabilities, market conditions, and franchise requirements with long-term organizational objectives.
7. Evaluating leadership strategies, organizational structures, and cultural factors that influence employee performance, operational effectiveness, and dealership enterprise success.
8. Analyzing enterprise-level dealership decision-making using integrated financial, operational, and compliance data to support executive leadership and strategic planning.
9. Applying ethical leadership principles and governance practices to dealership enterprise decision-making to ensure responsible management and regulatory compliance.
10. Applying analytics, enterprise reporting systems, and AI-enabled decision-support tools to evaluate dealership performance, forecasting scenarios, and strategic alternatives.
11. Evaluating strategic risks and opportunities affecting dealership enterprise performance, including market changes, technological innovation, and evolving automotive retail models.
12. Developing enterprise-level recommendations that integrate financial performance analysis, risk management, and leadership strategy to support long-term dealership growth and sustainability.
13. Synthesizing financial, operational, and market data to develop a comprehensive dealership enterprise strategy.
14. Developing executive-level recommendations addressing financial performance, operational risk, and organizational leadership.
15. Communicating strategic recommendations through executive-level reports or presentations appropriate for dealership ownership or executive leadership.

ACQUIRED SKILLS

1. Analyze dealership financial statements, including income statements, balance sheets, and departmental performance reports
2. Evaluate enterprise-wide dealership profitability and operational performance drivers
3. Apply forecasting and budgeting techniques to support dealership planning and decision-making
4. Assess operational, financial, and regulatory risks affecting dealership performance
5. Develop strategic plans aligned with dealership financial and operational goals
6. Evaluate leadership approaches that support organizational effectiveness and employee performance

7. Analyze interdependencies among sales, finance, fixed operations, and administrative departments
8. Interpret key performance indicators (KPIs) used in dealership executive decision-making
9. Apply data analytics and AI-enabled tools to support forecasting and enterprise decision-making
10. Develop executive-level recommendations that support dealership growth, profitability, and risk management

COURSE POLICIES:

All coursework must be completed and submitted by the assigned due dates for each unit. For discussion activities, your initial post is due by Thursday at 11:55 PM (CDT) for the assigned week. You must also reply to at least one classmate by the following Monday at 11:55 PM (CDT). All other assignments are due by 11:55 PM (CDT) on their specified due dates, except during the final week of the course. During that week, all assignments are due by Tuesday, 11/17/2026 at 11:55 PM (CDT). To ensure fairness and maintain a high standard of feedback for all students, late assignments will not be accepted unless there is a documented emergency. Additionally, extra credit will not be offered in this course. Please plan ahead to stay on track and meet all deadlines.

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:

This course will utilize the following instruments to determine student grades and proficiency of the course learning outcomes. The classroom activities will include textbook and article reading, videos, discussions, homework, and a course paper. These activities are designed to help students acquire knowledge, apply learning concepts, and master course content.

Week	Topic	Assignment	Competencies Covered	Due Date
1 9/12 – 9/21	Getting Started Dealership Enterprise Overview	Discussion 1 Read: Driving Dealership Profit – Part 1: Inside a Dealership Start Applied Enterprise Analysis Assignment 1	2,7	

2 9/21 – 9/28	Dealership Financial Statements	Discussion 2 Start Reading: The Intelligent Dealership – Part 1: The Problem No One Talks About Submit Applied Enterprise Analysis Assignment 1	1, 5	Discussion 2: Initial post due Thursday, 9/24. Reply post to one classmate due Monday, 9/28 by 11:55 PM. Applied Enterprise Analysis Assignment 1 Due: Monday, 9/28 by 11:55 PM.
3 9/28 – 10/5	Financial Performance Analysis	Discussion 3 Continue Reading: The Intelligent Dealership Part 1: The Problem No One Talks About Start Applied Enterprise Analysis Assignment 2	1, 8	Discussion 3: Initial post due Thursday, 10/1. Reply post to one classmate due Monday, 10/5 by 11:55 PM
4 10/5 – 10/12	Forecasting and Budgeting	Discussion 4 Start Reading: The Intelligent Dealership Part 2: The AI-Powered Dealership Submit Applied Enterprise Analysis Assignment 2	3, 10	Discussion 4: Initial post due Thursday, 10/8 Reply post to one classmate due Monday, 10/12 by 11:55 PM. Applied Enterprise Analysis Assignment 2 Due: Monday, 10/12 by 11:55 PM.
5 10/12 – 10/19	Enterprise Risk Management	Discussion 5 Continue Reading: The Intelligent Dealership Part 2: The AI-Powered Dealership Take Quiz 1 Start Case-Based Enterprise Leadership Assignment 1	4, 6, 9	Discussion 5: Initial post due Thursday, 10/15. Reply post to one classmate due Monday, 10/19 by 11:55 PM Quiz 1 opens on Monday, 10/12 at 12:00 AM and closes on Monday, 10/19 at 11:55 PM
6 10/19 – 10/26	Strategic Planning	Discussion 6	6, 8	Discussion 6: Initial post due Thursday,

		Read: The Intelligent Dealership Part 3: The Guardian Framework Submit Case-Based Enterprise Leadership Assignment 1		10/22. Reply post to one classmate due Monday, 10/26 by 11:55 PM. Case-Based Enterprise Leadership Assignment 1 Due: Monday, 10/26 by 11:55 PM.
7 10/26 – 11/2	Performance Management and KPIs	Discussion 7 Read: Driving Dealership Profit – Part 2: Key Performance Indicators Review: The Intelligent Dealership Appendix C: Data Audit Worksheet and Appendix D: Technology Assessment Checklist Start Case-Based Enterprise Leadership Assignment 2	5, 8	Discussion 7: Initial post due Thursday, 10/29. Reply post to one classmate due Monday, 11/2 by 11:55 PM
8 11/2 – 11/9	Leadership and Organizational Effectiveness	Discussion 8 Read: Driving Dealership Profit – Part 3: Systems, Processes & Innovation Submit Case-Based Enterprise Leadership Assignment 2 Start Final Project	7, 9	Discussion 8: Initial post due Thursday, 11/5. Reply post to one classmate due Monday, 11/9 by 11:55 PM. Case-Based Enterprise Leadership Assignment 2 Due: Monday, 11/9 by 11:55 PM.
9 11/9 – 11/16	Technology and Enterprise Analytics	Discussion 9 Read: The Intelligent Dealership Part 4: Winning with	8, 10	Discussion 9: Initial post due Thursday, 11/12. Reply post to one classmate due Monday, 11/16 by 11:55 PM

		Dealership Intelligence Take Quiz 2 Continue working on Final Project		Quiz 2 opens on Monday, 11/9 at 12:00 AM and closes on Monday, 11/16 at 11:55 PM
10 11/16 – 11/20	Enterprise Strategy and Executive Decision-Making	Discussion 10 Submit Final Project	6, 8, 10	Discussion 10: Initial post due Tuesday, 11/17 by 11:55 PM.. Reply posts are welcome, but not required. Submit Final Course Project by Tuesday, 11/17 by 11:55 PM.

GRADING CRITERIA:

There are five types of learning activities in this class. Student performance in this course will be evaluated through a combination of discussions, applied assignments, case analyses, quizzes, and a final applied project. These assessments are designed to measure engagement, understanding of course concepts, analytical and critical-thinking skills, and the ability to apply theory and data to real-world dealership management contexts, including the use of AI-enabled tools.

Discussion – This course will utilize weekly discussions to enhance students' research and communication skills as well as demonstrate an understanding and application of concepts. See the discussion activities for instructions, requirements, and the evaluation rubric.

Applied Analysis Assignments – There are two Applied Analysis Assignments. Applied Analysis Assignments are designed to reinforce course materials and ensure understanding and application of concepts.

Case-Based Leadership Analysis Assignments – There are two Case-Based Leadership Analysis Assignments. Case-Based Leadership Analysis Assignments are designed to reinforce course materials and ensure understanding and application of concepts.

Quizzes – There are two quizzes. Questions may be a combination of multiple choice, true/false, or short answers. Quizzes are designed to reinforce course materials and ensure understanding of concepts.

Final Project – Students will complete a final project that involves analyzing a dealership enterprise's performance and develop strategic recommendations addressing financial performance, risk management and organizational leadership.

Grading Criteria

Assignment Category	Assignment Details	Assignment Points	Percentage
Discussions	(10 @ 20 pts.)	200	20%
Applied Analysis Assignments	(2 @ 125 pts.)	250	25%
Case-Based Leadership Analysis Assignments	(2 @ 125 pts.)	250	25%
Quizzes	(2 @ 50 pts.)	100	10%
Final Project	200 pts.	200	20%

Total		1,000	100%
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Graduate

92 – 100	A
82 – 91	B
72 – 81	C
62 – 71	D
Below 62	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Students should review instructor feedback provided through Moodle or Amberton CampusWeb Portal. Final grades are processed approximately one week after the session and may be viewed through the student portal. Grades will not be released by phone or through unsecured channels. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in Professor Information area.

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 Tutorial course available, to learn about the basics of Moodle. Simply click on the link for the Student Moodle Tutorial 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 communications. Students must use their official university email account for all university related communication and should check their 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. The online library is available through Single Sign On (SSO).

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.