

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

MGT6203.E1 Strategic Management
Fall 2026

PROFESSOR INFORMATION:

Professor: Dr. Jonathan Schultz
Amberton Extension: 972-279-6511 ext. 153 – **Please email.**
Amberton Email: **JSchultz@Amberton.edu**

COURSE INFORMATION:

MGT6203.E1 Strategic Management
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.

PREREQUISITES:

Twelve hours of 5000/6000 level BUS, ECO, FIN, MGT, MKT.

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: T Textbook-Saylor Foundation (2012) Mastering Strategic Management,
Saylor Academy The textbook can be retrieved for free
https://saylordotorg.github.io/text_mastering-strategic-management/

Title: Required – Upon purchasing the simulation, this is included.

1. Simulation-Thomson, Je., and Stappenbeck. 2004. The Business Strategy Game. Your instructor will post on the announcements the codes for registration and then register at <https://www.bsg-online.com/>.

Select New Student and then enter the code provided in the announcements. See the example provided on the site.

Student account registration fee- BGS Value Pack Simulation Fee, Players Guide, and Textbook \$99.95

Students should verify enrollment in course before purchasing textbooks. Textbook information and ordering options are available through the Amberton Virtual Bookstore. 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.

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:

The course presents a simulation of running a business involving the functions of management in the formulation of strategic policies, goals, objectives mission, vision, strategic planning for an organization to operate in an effective and efficient manner. Students implement the functions of strategic planning, internal and external factors in strategic planning, strategic planning relative to goals, forecasting techniques, and analyzing and evaluating financial documents and ratios. Activities include discussing major issues within the

strategic planning process, identifying organizational structures, and developing techniques for integrating functional business units with strategic business units.

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

1. Discussing the major issues associated with gaining acceptance of the strategic planning process.
2. Identifying organizational structures that are compatible with stated organizational directions.
3. Describing techniques for integrating the functional areas of a business with strategic business units.
4. Identifying and analyzing information sources used in the development of a strategic plan.
5. Analyzing and evaluating the effectiveness of corporate and business level strategies.
6. Evaluating financial ratios and financial statements and their impact on an organization's operations.
7. Evaluating marketing agendas and how they comply with the organization's strategy.
8. Identifying and utilizing organizational internal and external factors (strengths, weaknesses, opportunities, threats), and core competencies to gain a competitive advantage.
9. Formulating, implementing, and evaluating strategic plans.
10. Understanding the purpose and function of the Mission and Vision statements.
11. Recognizing the importance of ethical standards and social responsibility as a core value of an organization.
12. Assessing various types of strategies, integration strategies, intensive strategies, diversification strategies and defense strategies faced by organizations today to remain competitive or gain a competitive edge.
13. Preparing and delivering a strategic business plan for an actual or hypothetical business or organization.
14. Use artificial intelligence (AI) to identify organizational structure and analyze the optimal strategy in operating a business.
15. Assessing the marketing agenda and implementing marketing strategies that build the organization's brand and image.
16. Formulating, implementing, and evaluating the mission and vision statements in strategic planning.

ACQUIRED SKILLS

1. Collaboration
2. Teamwork
3. SWOT Analysis

COURSE POLICIES:

(VERY IMPORTANT TO READ IMMEDIATELY)

PLEASE NOTE: On Friday evening (the night before class) or on Saturday morning, the professor posts the teams and codes for the simulation on the announcements. Upon getting the code, **please register online at <https://www.bsgonline.com/>** **It is imperative that you do this on the first day of class.** After registering, download the simulation, player's guide, textbook, etc. at https://saylordotorg.github.io/text_masteringstrategicmanagement/.

It is imperative that you register and download the players guide and textbook upon receiving the code from the professor. If the student/groups get behind, it is extremely difficult to get caught up and as a result, it will cost them tremendously, so upon getting the code from the Professor, immediately go to <https://www.bsgonline.com/> **to register. Again, do not wait to purchase the simulation.** Upon receiving the code from the Professor via the announcements, please register. Students cannot make up exams, decisions, or any assignment.

Upon receiving the code and registering, the student will have access to the strategy game simulation. It is imperative that the student immediately read the student manual. This will provide you with tremendous guidance in understanding the process.

For this class, the students will be in a simulation running a company. The group will make all decisions collectively.

When the students are placed into groups, this will be their group for the assignments except for the exams. For the exams, the student must complete them individually.

For exams and decision making and in order to get a grade, you must register with <https://www.bsg-online.com/>. You cannot gain access to your exams or the simulation if you don't register and have an access code. The professor will email each student their codes, and the professor will post the group members on the announcements.

VERY IMPORTANT: Each member of the group must participate. If you don't participate, the chance of receiving a passing grade is zero. I know that we are all incredibly busy, but it is important to coordinate efforts with the group in weekly discussions. Participation is imperative for many reasons including each member will have an opportunity to grade their team members. All members will submit a confidential peer-review to the professor in Week Nine.

NOTE: It is strongly recommended that the group elects an individual to input all the decisions made by the group. In other words, after the group has decided on the decisions to be made, have one person to input the decisions. The reason for this is if everyone is inputting decisions, the decision results will change based on the last decision made. Please attend all meetings.

Students must comply with the calendar on submitting decisions and turning in assignments. It is imperative that students adhere to these deadlines. If a decision is missed, it cannot be made up. The previous decision will be the decision that is submitted for that group. Also, the student must make arrangements to take the exams. Exams cannot be made up or restarted. All times are in the Central Time Zone.

Again, please understand that all assignments must be submitted on time and in accordance with the due date. Late assignments will receive zero, **No Exceptions!**

STUDENTS' 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.

COURSE OUTLINE AND CALENDAR:

imperative that students plan to take these quizzes. The exams open on Saturday and close on Sunday at 11:59 PM CST. It is very important to study the players' guide in preparation for this. The exams and time allotments are as follows:

Exam One – 60 minutes – one attempt

Exam Two – 75 minutes and one attempt

Once you start, you must complete it.

Two Practice Rounds

The students will have an opportunity to practice making decisions and see their results. After making each decision, be sure to review your results to see how well the group did in competing against the other companies. (See the schedule on the practice dates).

After making the second decision, the students will have two days to review the results before the system resets all the results for the actual simulation.

Decision on BGS The group will make decisions on the BGS regarding the simulation.

Weekly Reflections

After each decision, the groups will provide a follow-up explaining what they did. Your purpose here is to explain why you did what you did. Validate your statements. **SWOT Analysis** In addition to the weekly reflection, the assignment will also include a SWOT analysis. On the group's first reflection, the students will evaluate their company and create a SWOT analysis. Each time the reflection summary is submitted, the students will **add** to their SWOT analysis.

Three-Year Projection

Letter to the stockholders explaining the group's performance for the first three years and what the organization plans to do in the future. You must be thorough in your explanation.

Essay

What would I do differently if I could do it again? Advice for others that are about to go through it.

Final Analysis and Presentation

In a Word Document, the groups will provide an overview of what was done starting with Decision 11 and going through Decision 18. Describe what you did, what occurred, and what you were expecting. This assignment is an overview and summary of all of your decisions.

In addition, the students will provide a presentation in Week 10. The students will provide an overview of PowerPoint format for their final analysis. Each student will speak at the presentation. It can be completed as a video, recorded, and submitted.

Discussion Board

The student will be involved in a discussion board dealing with AI.

PLEASE NOTE THAT ALL TIMES AT CENTRAL TIME ZONE). ALSO, PLEASE DO NOT FOCUS ON THE WEEKS, BUT RATHER THE ASSIGNMENTS AND DUE DATES.

Week	Topic	Assignment	Competencies Covered	Due Date
One		Chapters One and Two of the Text		- Complete Introduction - Due Sunday September 20, 11:59 PM - Convene as a group. -Complete the quiz over how the simulation works – Sunday September 20, 11:59 PM - Practice Round Year 11 – Due Sunday, September 20 , 11:59 PM --Review the players guide. -Debrief the quizzes and material.
Two		Read Chapters 3-5		Becoming very familiar with the players guide. Practice Round Year 12 – due Thursday, September 24, 11: 59 PM

Three		Read Chapters 6 and 7		- All Practice Rounds Decisions data is removed on Tuesday, September 29 11:59 PM Real Simulation begins- Decisions Year 11 due on Friday, October 2, 11:59 PM -Debrief Decision -Reflection for Decision 11, SWOT Analysis, Competitive Strategy, Mission, and Vision due on Sunday October 4, 11:59 PM CT
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Four		Read Chapters 8 and 9.	2,3,5,8,14, 18	-Read Chapter 6 and 7 and Chapter 8 and 9 -Debrief Previous Decision and plan for next decision. -Decision 12– due Tuesday, October 6, 11: 59 PM -Decision 13 – due Friday, October 9, 11:59 PM -Reflection Paper and SWOT Analysis for Decision 12 and 13 Due on Sunday, October 11, 11:59 PM Discussion Board Due on Sunday, October 11, 11:59 PM
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Five				Debrief Previous Decision and plan for next decision. Decision 14– due Friday, October 16, 11:59 PM Quiz Two is Due Sunday, October 18, 11:59 PM Reflection Paper for Decision 14 and SWOT Analysis Due on Sunday, October 18, 11:59 PM Three Year Strategic Plan is Due on Sunday, October 18, 11:59 PM
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Six				Debrief Previous Decision and plan for next decision. Decision 15 due on Tuesday, October 20. 11:59 PM Decision 16 due on Friday, October 23, 11:59 PM Reflection and SWOT Analysis for Decisions 15 and 16 Due on Sunday, October 25, 11:59 PM
Seven				Debrief Previous Decision and plan for next decision. Decision 17 Due Friday, October 30, 11:59 PM
				Reflection for Decision 17 and SWOT Analysis due on Sunday, November 1, 11:59 PM
Eight				Debrief Previous Decision and plan for next decision. Decision 18 due on Friday, November 6 11:59 PM Reflection for Decision 18 and SWOT Analysis due on Sunday, November 8, 11:59 PM.

Nine				Start preparing for the Final Analysis Assignment and Presentation
Ten	Submit the Final Analysis	And Presentation		Debrief Previous Decision – Plan for the Final Analysis Complete Essay Assignment Sunday, November 15, 11:59 PM Submit Peer Review by Sunday, November 15, 11:59 PM Final Analysis – Final Analysis – from Year 11 – Year 18 and PowerPoint Presentation of Final Analysis Due Monday, November 16, 11:59 PM CST

.GRADING CRITERIA

Business Game Strategy Final Results	40%
Weekly Reflection and SWOT Analysis	15%
Exams (2)	10%
Three Year Projection	10%
Essay	5%
Final Analysis and Presentation	15%
Discussion Question	5%

GRADING CRITERIA:

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.