

AMBERTON UNIVERSITY
SYLLABUS FOR LECTURE/CLASSROOM COURSE

MGT6203. 01 Strategic Management
Session
Location: Garland

PROFESSOR INFORMATION:

Name: Dr. Steve Tidwell
Phone Number: 972-279-6511 ext. 169-Contact on the cell – See announcements)
Faculty Fax #: 972-686-5890
Office Location: Garland
Office Hours: Before class
Email Address: STidwell@amberton.edu

COURSE INFORMATION:

MGT6203.01 Strategic Management
Level: Graduate
Beginning Date of Session: Saturday, December 5, 2026
Ending Date of Session: Thursday, February 25, 2027
The first class meeting is **Tuesday, December 8** in **Student Center (Garland)**

Winter Holiday Break:
Saturday, December 19, 2026, through Friday, January 1, 2027
(Classes resume on Saturday, January 2, 2027.)

All Monday-Thursday lecture classes begin promptly at 6:30 p.m.
All Saturday lecture classes begin promptly at 8:30 a.m.

COURSE PREREQUISITES:

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

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title:

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

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 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:

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 will post 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 business, 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 peerreview 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!**
)

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.

COURSE DELIVERY METHODOLOGY:

This course is offered as a Lecture/Classroom course. This course requires that students meet at a designated time in the classroom.

(

COURSE OUTLINE AND CALENDAR:

(Exams

Exams: There will be two exams given. It is 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 December 13, 11:59 PM - Convene as a group. -Complete the quiz over how the simulation works – Sunday December 13, 11:59 PM - Practice Round Year 11 – Due Sunday, December 13 , 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, December 17, 11: 59 PM
Three		Read Chapters 6 and 7		- All Practice Rounds Decisions data is removed on Tuesday, January 4 Real Simulation begins- Decisions

				Year 11 due on Friday, January 8 , 11:59 PM -Debrief Decision -Reflection for Decision 11, SWOT Analysis, Competitive Strategy, Mission, and Vision due on Monday, January 10, 11:59 PM CT
--	--	--	--	--

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, January 12, 11: 59 PM -Decision 13 – due Friday, January 15, 11:59 PM -Reflection Paper and SWOT Analysis for Decision 12 and 13 Due on Sunday, January 17, 11:59 PM Discussion Board Due on Sunday, January 17, 11:59 PM
------	--	------------------------	-------------------	---

Five				Debrief Previous Decision and plan for next decision. Decision 14– due Friday, January 22, 11:59 PM Quiz Two is Due Sunday, January 24, 11:59 PM Reflection Paper for Decision 14 and SWOT Analysis Due on Sunday, January 24, 11:59 PM Three Year Strategic Plan is Due on Sunday, January 24, 11:59 PM
Six				Debrief Previous Decision and plan for next decision. Decision 15 due on Tuesday, January 26. 11:59 PM Decision 16 due on Friday, January 29, 11:59 PM Reflection and SWOT Analysis for Decisions 15 and 16 Due on Sunday,

				January 31, 11:59 PM
Seven				Debrief Previous Decision and plan for next decision.

				Decision 17 Due Friday, February 5, 11:59 PM Reflection for Decision 17 and SWOT Analysis due on Sunday, February 7 11:59 PM
--	--	--	--	---

Eight				Debrief Previous Decision and plan for next decision. Decision 18 due on Friday, February 12, 11:59 PM Reflection for Decision 18 and SWOT Analysis due on Sunday, February 14, 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 February 21 11:59 PM Submit Peer Review by Sunday February 21 11:59 PM Final Analysis – Final Analysis –

				from Year 11 – Year 18 and PowerPoint Presentation of Final Analysis Due Monday, February 22, 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%

Graduate

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

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner, along with appropriate commentary.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. 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 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 given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

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" for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE COMMUNICATIONS:

This course is offered as a lecture course. Amberton University provides several technology resources that

students may use for course communication and University services.

Amberton University uses Single Sign-On (SSO) as the primary access point for University systems, including Amberton Email (Gmail), CampusWeb, Library resources, financial information, Moodle when used by the instructor, and other University applications.

Access the Amberton SSO Portal

Go to:

<https://sso.amberton.edu>

Students should bookmark this page. The SSO portal is the main entrance to Amberton University's online systems.

The SSO Login link may also be accessed through the Amberton University website at <https://amberton.edu>.

Activate Your Account

New students receive an Amberton University welcome email containing an account activation link.

Select the activation link and follow the instructions to activate your Amberton SSO account and configure Two-Factor Authentication (2FA).

Your assigned username and Amberton student email address are included in the welcome email.

Student email addresses use the following format:

username@my.amberton.edu

Sign In to SSO

After your account has been activated, go to:

<https://sso.amberton.edu>

Enter your Amberton username or assigned Amberton account information and the password you established during account activation.

If you forget your password, select "Forgot Password?" on the SSO login page and follow the instructions provided.

Access Your Amberton Applications

After signing in, the SSO dashboard will display the applications available to your account. These may include:

- Amberton Email (Gmail)
- CampusWeb
- Financial Records
- Library resources
- Moodle
- Other University applications and services

Select the appropriate application from the SSO dashboard.

Email Communication

Each student is assigned an Amberton email address in the following format:

username@my.amberton.edu

Students should access their Amberton email through the University Single Sign-On portal at:
<https://sso.amberton.edu>

Students are encouraged to check their Amberton email regularly for University notices and course communications.

Students should follow the communication requirements established by the instructor for the individual course.

The Amberton University Moodle Learning Platform

Students enrolled in this course will also use the Moodle Learning Platform.

Students should access Moodle through the Amberton SSO portal:
<https://sso.amberton.edu>

Sign in to SSO and select Moodle from the dashboard.

Students do not need a separate Moodle username or password when accessing Moodle through SSO. Account activation and password recovery should be completed through the Amberton SSO portal rather than through Moodle.

Moodle Tutorial

A Student Moodle Tutorials course is available within Moodle to assist students with course navigation, communication, assignments, examinations, grades, and other Moodle functions.

Technical Support

If you experience difficulty activating your account, signing into SSO, or accessing an Amberton application, please contact:
support@amberton.edu

INSTRUCTOR/COURSE EVALUATION:

Each session, all Amberton students are requested to evaluate their courses. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. Students' identities are not disclosed.

Students will be notified through the Amberton email system of the Course Evaluation procedures. Usually, the evaluations take place in class during week 9 of the session. Please take advantage of this opportunity and participate in the evaluation process.

RESEARCH RESOURCES:

The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

RESEARCH ACCESS:

Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the

University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

Library Live Chat Feature

Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to library@amberton.edu or visit the library in person on the Garland campus for assistance.

Microsoft Office 365 Education:

Amberton University students have access to a license for Office 365 Education, a comprehensive suite of productivity tools. This package includes:

- Microsoft Word for document creation
- Excel for spreadsheets and data analysis
- PowerPoint for presentations
- OneNote for digital note-taking
- Microsoft Teams for collaboration
- Additional classroom tools to enhance your learning experience

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf

Google Workspace for Education:

All students are assigned a Gmail account in Google Workspace for Education.

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf

Once logged into your student account, you'll have access to a suite of tools designed to enhance your learning experience:

- Google Docs: Create and edit essays, reports, and other written assignments
- Google Slides: Develop engaging presentations for projects and class discussions
- Google Sheets: Perform data analysis, create charts, and manage calculations
- Google Drive: Store, organize, and easily access all your files in the cloud
- Google Calendar: Schedule study sessions, track assignment deadlines, and manage your academic timetable
- Google Keep: Take and organize quick notes during lectures or study sessions
- Google Meet: Attend virtual classes, participate in group study sessions, or meet with teachers
- Google Classroom: Access course materials, submit assignments, and receive feedback from instructors
- Google Forms: Create surveys for research projects or participate in class quizzes
- Google Sites: Build websites or digital portfolios to showcase your work