



MGT-527-02W, Strategic Management

COURSE SYLLABUS: Fall 2026

August 20 – October 16, 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Sammy Wyatt, Ph.D., MBA, CFE, CHC, CCEP, EnCE

Office Location: Virtual As Needed

Office Hours: Virtual As Needed

Office Phone: 318-572-3983

Office Fax: None

University Email Address: Samuel.Wyatt@tamuc.edu

Preferred Form of Communication: Email Address

Communication Response Time: Normally 48 hrs.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required:

Hitt, M. A., Ireland, R. D., Hoskisson, R. E., & Harrison, J. S. (2024). *Strategic management: Concepts and cases: Competitiveness and globalization* (14th ed.). Cengage. ISBN-13: 9780357716816

Software Required – Microsoft Apps.

Optional Texts and/or Materials

Course Description

This course presents the strategic management process and top management's formulation and application of functionally integrated business policy. Emphasis is placed upon decision-making in the face of changing conditions, including vision and innovation. This course integrates theory and application from all functional areas of business, including economics, marketing, management, accounting, and international business. Special topics include firm analysis, vision statements, mission statements, and financial statement analysis.

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COURSE OBJECTIVES:

1. *Upon completion of this course students should be able to:*

1. Discuss the concepts essential to the strategic management process.
2. Produce an effective vision and mission for an organization.
3. Apply the concepts and functions of business to produce an integrated strategic plan.
4. Respond to changing business conditions and make decisions based upon financial statement analysis.
5. Differentiate good from bad strategies to produce effective strategies.
6. Describe the process of vision, change, and support for innovation and creativity.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Instructional Methods Lecture, case studies, discussions

Student Responsibilities or Tips for Success in the Course

1. Access the online course daily.
2. Read the course materials.
3. Participate in the course discussions.
4. Dedicate the appropriate amount of time to properly prepare for assessments.

GRADING

GRADING FORMAT

The course grading scale is: 100- 90% A; 89-80% B; 79-70% C; 69-60% D; below 60% F. Students have one week to query a grade once posted; no adjustments will be made after one week. Grades are based on a total of 1210 points from the following items:

Module Quizzes	6 Quizzes, 100 pts. Each	600	pts
Discussion Questions	16 Discussion Questions with two responses, 30 pts. Each	480	pts
Introduction Discussion	1 Introduction Discussion, with 2 Responses, 30 pts. Each	30	pts
Final Cumulative Test	1 Test Covering the Materials from All Modules	100	pts
Total Course Points Possible		1210	pts

Assessments

1. Weekly quizzes.
2. Cumulative Exam.
3. Discussion Boards.
4. Papers reviewing topics and/or assignments.

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MEANS OF ASSESSMENT

Module Quizzes: Timed module quizzes occur weekly. Module quizzes may contain multiple-choice and true/false questions; each quiz is worth 100 points. These quizzes assess student knowledge regarding module readings, audio lectures, and required videos. **Outside assistance of any kind and copying/sharing questions in any format are strictly prohibited and will be considered a violation of the TAMUC Code, and copyright law.** See the Class Schedule for quiz dates.

Final Cumulative Test: During the last week of the course, students will be required to take a final cumulative exam covering the materials presented during the course. The test will be valued at 100 pts.

Discussion Questions: Students are required to complete two discussion questions for each module (up to 30 pts. each). The initial discussion question responses will be due on Thursday of each week. The two responses are due by Sunday night. Then, every student will be required to post two follow-up statements/questions to other students' initial postings. The follow-up statements/questions can be to the same student or two different students.

Each initial posting is to be a minimum of 300 words and follow-up postings is to be a minimum of 200 words. Please include the properly APA formatted citations for any sources utilized for your discussion questions.

Rubric for Discussion Questions:

- Initial Posting – Up to a Maximum of 20 Points
- Follow-Up Postings – Up to a Maximum of 5 points each (Max. of 2 receive credit.)

Extra Credit: Extra credit **may** be posted throughout the course to assist students in learning the presented material and to assist them in preparing for the weekly quiz. The extra credit is completely voluntary and will not count against the student if not taken. Students must complete the weekly discussion questions before they will be granted access to the extra credit. **ALL students must complete all coursework, including the discussion questions and weekly quiz, to retain the extra credit earned during the course.**

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TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

LockDown Browser Requirement

This course requires the use of LockDown Browser for online exams. Watch this video to get a basic understanding of LockDown Browser:

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

Download Instructions

- Select the quiz in the course
- Under Quiz Requirements you will see "To take this quiz you must use the Respondus LockDown Browser"
- Below this will appear: "You can use the button below if you have not already downloaded LockDown Browser". Click the button to go to the download page and then follow the instructions
- Use the link to download Respondus LockDown Browser to your computer; follow the installation instructions
- Return to the Quiz page in Brightspace (it may still be open in another tab) and select the quiz
- Select "Launch LockDown Browser"
- The quiz will now start

Note: LockDown Browser only needs to be installed once to a computer or device. It will start automatically from that point forward when a quiz requires it.

Guidelines

When taking an online exam follow these guidelines:

- Select a location where you won't be interrupted
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it

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- Turn off all mobile devices, phones, etc. and don't have them within reach
- Clear your area of all external materials - books, papers, other computers, or devices
- Remain at your desk or workstation for the duration of the test
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Getting Help

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it
- For further assistance contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

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Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

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Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Student Disability Services](#)

<https://www.tamuc.edu/student-disability-services/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

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Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



<http://telusproduction.com/app/5108.html>

AI use policy

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

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In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

- 13.99.99.R0.03 Undergraduate Academic Dishonesty
- 13.99.99.R0.10 Graduate Student Academic Dishonesty

COURSE OUTLINE / CALENDAR

MGT 527, 01W CLASS SCHEDULE					
Module Dates		Topics & Readings	PPT & Media	Module Quizzes/ Knowledge Assessment	Assignments
1	08/20 - 08/30	Strategic Management: Chapters 1 & 2	Audio, Videos	Module 1 Quiz (Opens 08/28, 8 am; Closes 08/30, 11 pm CST)	Discussion Questions 1, 2, and Introduction Discussion - Initial postings due 08/23; 2 Follow-up postings (for each question) due 08/30, 11 pm).
2	08/31 - 09/06	Strategic Management: Chapters 3 & 4	Audio, Videos	Module 2 Quiz (Opens 09/04, 8 am; Closes 09/06, 11 pm CST)	Discussion Questions 3 & 4: Due - Initial posting 09/03; 2 Follow-up postings (for each question) 09/06, 11 pm)
3	09/07 - 09/13	Strategic Management: Chapters 5 & 6	Audio, Videos	Module 3 Quiz (Opens 09/11, 8 am; Closes 09/13, 11 pm CST)	Discussion Questions 5 & 6: Due - Initial posting 09/10; 2 Follow-up postings (for each question) 09/13, 11 pm)
4	09/14 - 09/20	Strategic Management: Chapters 7 & 8	Audio, Videos	Module 4 Quiz (Opens 09/18, 8 am; Closes 9/20, 11 pm CST)	Discussion Questions 7 & 8: Due - Initial posting 09/17; 2 Follow-up postings (for each question) 09/20, 11 pm)

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5	09/21-09/27	Strategic Management: Chapters 9 & 10	Audio, Videos	Module 5 Quiz (Opens 09/25, 8 am; Closes 09/27, 11 pm CST)	Discussion Questions 9 & 10: Due - Initial posting 09/24; 2 Follow-up postings (for each question) 09/27, 11 pm)
6	09/28 - 10/04	Strategic Management: Chapters 11	Audio, Videos	Module 6 Quiz (Opens 10/02, 8 am; Closes 10/04, 11 pm CST)	Discussion Questions 11 & 12: Due - Initial posting 10/01; 2 Follow-up postings (for each question) 10/04, 11 pm)
7	10/05 - 10/11	Strategic Management: Chapter 12	Audio, Videos	Module 7 Quiz (Opens 10/09, 8 am; Closes 10/11, 11 pm CST)	Discussion Questions 13 & 14: Due - Initial posting 10/08 2 Follow-up postings (for each question) 10/11, 11 pm)
8	10/12 - 10/16	Strategic Management: Chapters 13	Audio, Videos	Module 8 Quiz Cumulative Quiz (Opens 10/14, 8 am; Closes 10/16, 11 pm CST)	Discussion Questions 11 & 12: Due - Initial posting 10/13; 2 Follow-up postings (for each question) 10/16, 11 pm)

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