

IB3D8-12 Corporate Strategy Part A

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Juha Uotila

Credit value

12

Module duration

9 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module provides students with a sound basis for understanding corporate strategy. The managerial perspective may be of use for students intending to work in the corporate world, and provides frameworks for business analysis and strategy. The module also provides multiple perspectives upon corporate strategy which broadens perceptions of the scope of the academic subject.

[Module web page](#)

Module aims

The module aims to:

Develop an understanding of the nature of the changing business environment.

Build awareness of strategy choices within various business situations.

Establish the foundations for strategic decisions based upon the concept of strategic advantage.

Develop skills in structuring and analysing strategic management situations.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The module focuses on the analysis of business strategy by starting with key issues and drivers for change in the broader business environment. The module then moves on to consider competitive strategy at the industry level, the corporate level and at the level of the individual business unit. A sub-text of the module, which is amplified in Corporate Strategy Part B, is a broader conception of strategy and the company as a human (i.e. not just economic and 'rational') concern, operating with a number of limitations that need to be taken into account, and within societies or communities that present a number of often disparate 'stakeholders'.

1. What is Strategy?
2. Introduction – The External Environments
3. Generic Strategies and Competitor Analysis
4. Analysis of Strategic Capability
5. Formulating a Corporate Strategy
6. Strategic Alliances
7. Mergers and Acquisitions
8. Global Sourcing and Ethical Issues
9. Risk Uncertainty and Strategy

Learning outcomes

By the end of the module, students should be able to:

- Critically analyse a company's strategic situation.
- Demonstrate a critical understanding of the nature of the changing business environment and carry out comparative analysis of strategy choices within various business situations.
- Think strategically i.e. not be limited to functional myopia but be capable of perceiving a wider and picture and begin to tackle functional and intra-organisational tensions.

Indicative reading list

Grant, R. 2016. Contemporary Strategy Analysis (9th edition). John Wiley & Sons.
Johnson, G., Whittington, R., Scholes, K., Angwin, D., Regner, P. 2013. Exploring Strategy (10th edition). Pearson Education Ltd.

Subject specific skills

Demonstrate skills in structuring and analysing strategic management situations.
Link multiple levels of analysis.
Recognise process effect.

Transferable skills

Work in teams to analyse and evaluate strategic situations.
Present orally and in writing the results of strategic analysis.

Study

Study time

Type	Required
Lectures	9 sessions of 2 hours (15%)
Seminars	9 sessions of 1 hour (8%)
Private study	37 hours (31%)
Assessment	56 hours (47%)
Total	120 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Individual Assignment (12 CATS)	100%	56 hours

Feedback on assessment

A percentage mark (using the UG 20 point scale) plus individual feedback and developmental comments on assignment coversheet.

Availability

Courses

This module is Optional for:

- Year 3 of UESA-HN11 BSc Engineering and Business Studies
- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
 - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
 - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)

- Year 3 of UIBA-N211 Undergraduate Information Systems Management and Innovation
- Year 4 of UIBA-N214 Undergraduate Information Systems Management and Innovation (with Intercalated Year)
- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- UIBA-MN32 Undergraduate Law and Business Studies
 - Year 3 of MN32 Law and Business Studies (Four-Year)
 - Year 4 of MN32 Law and Business Studies (Four-Year)
- UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with Intercalated Year
 - Year 4 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
 - Year 5 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
 - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
 - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
 - Year 4 of MN36 Law and Business Studies with Intercalated Year (4+1)
 - Year 5 of MN36 Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N1 Undergraduate Physics and Business Studies

This module is Option list A for:

- UIBA-N203 BSc in International Management
 - Year 4 of N203 International Management
 - Year 4 of N203 International Management
- Year 3 of UIBA-N201 BSc in Management
- Year 4 of UIBA-N202 BSc in Management (with Intercalated Year/UPP)
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)

This module is Option list B for:

- UIBA-N201 BSc in Management
 - Year 3 of N230 Management with Finance
 - Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
 - Year 4 of N231 Management with Finance (with Intercalated Year)
 - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate

Partnership Programme)

- Year 4 of NN36 Accounting and Finance (Intercalated)
- Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)