

IB3D8-15 Corporate Strategy Part A

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Juha Uotila

Credit value

15

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 (12%)
Seminars	9 sessions of 1 hour (6%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 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 (15 CATS)	100%	74 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 Core optional for:

- Year 3 of UESA-H115 MEng Engineering with Intercalated Year

This module is Optional for:

- 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)
- UECA-3 Undergraduate Economics 3 Year Variants
 - Year 3 of L100 Economics
 - Year 3 of L100 Economics
 - Year 3 of L100 Economics
 - Year 3 of L116 Economics and Industrial Organization
 - Year 3 of L116 Economics and Industrial Organization
- UECA-4 Undergraduate Economics 4 Year Variants
 - Year 4 of L103 Economics with Study Abroad
 - Year 4 of LM1H Economics, Politics & International Studies with Study Abroad
 - Year 4 of LM1H Economics, Politics & International Studies with Study Abroad
 - Year 4 of L114 Industrial Economics with Study in Europe
- UECA-LM1D Undergraduate Economics, Politics and International Studies
 - Year 3 of LM1D Economics, Politics and International Studies
 - Year 3 of LM1D Economics, Politics and International Studies
- 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)
- Year 5 of UIBA-MN37 Undergraduate 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)
- Year 5 of UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-GL11 Undergraduate Mathematics and Economics
- Year 4 of UECA-GL12 Undergraduate Mathematics and Economics (with Intercalated Year)

This module is Unusual option for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
 - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)

This module is Option list A for:

- Year 3 of UESA-HN12 BEng Engineering Business Management
- Year 3 of UESA-HN15 BEng Engineering Business Management
- Year 4 of UESA-HN13 BEng Engineering Business Management with Intercalated Year
- UESA-H112 BSc Engineering
 - Year 3 of H112 Engineering
 - Year 3 of H112 Engineering

This module is Option list G for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
 - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)