

# LF912-10 Business Strategy

**20/21**

**Department**

Life Sciences

**Level**

Taught Postgraduate Level

**Module leader**

Scott Dacko

**Credit value**

10

**Module duration**

2 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The primary goal of this module is to provide students with a solid foundation in the essentials of business strategy development and implementation.

[Module web page](#)

### Module aims

This module offers an integrated view of the role and importance of strategy and strategic management within the wider business context and more specifically, the biotechnology/bioprocessing context.

The focus is on understanding the development of business and corporate strategy, the formulation of strategic plans, and the implementation of those plans to achieve strategic goals and in a biotechnology/bioprocessing context in particular.

### 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.

Typically, the syllabus material includes (but is not limited to):

The Concept of Strategy;

Tools of Strategy Analysis (Goals, Values, and Performance; Industry Analysis; Competitive Analysis; Analysing Resources and Capabilities; Organization Structure and Management Systems);

Business Strategy and the Quest for Competitive Advantage (Sources and Dimensions of Competitive Advantage; Technology-based Industries and the Management of Innovation);

Corporate Strategy (Global Strategy; Growth Strategies)

## **Learning outcomes**

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

- Understand the role and importance of strategy within the general business context.
- Identify and evaluate key factors affecting strategic decisions.
- Know and utilise the terminologies, concepts and methods of strategic planning and implementation.
- Research, synthesise and apply strategic tools to real and practical examples.
- Strategy analysis and developing recommendations for particular businesses.
- Communicate findings in appropriate language/terminologies.
- Improve business presentation skills.

## **Indicative reading list**

Required:

Grant, Robert M. (2019). Contemporary Strategy Analysis, 10th edition, Chichester: Wiley.

Recommended:

Rumelt, R. P. (2011). Good strategy, bad strategy. London: Profile Books.

Fernald, K., Pennings, E. and Claassen, E. (2015). Biotechnology commercialization strategies: Risk and return in interfirm cooperation. *Journal of Product Innovation Management*, 32(6), pp.971-996.

[View reading list on Talis Aspire](#)

## **Subject specific skills**

Strategy analyses and developing recommendations for particular businesses.

## **Transferable skills**

Improve business presentation skills.

Identify and evaluate key factors affecting strategic decisions.

Communicate findings in appropriate language/terminologies.

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## Study

### Study time

Type	Required
Lectures	12 sessions of 1 hour (12%)
Seminars	12 sessions of 1 hour (12%)
Other activity	37 hours (37%)
Private study	39 hours (39%)
Total	100 hours

### Private study description

Research

### Other activity description

Group Simulation exercises: 12 hours  
Assessment Preparation: 25 hours.

### Costs

No further costs have been identified for this module.

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## Assessment

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

### Assessment group A1

	Weighting	Study time	Eligible for self-certification
Group Case Study Presentations	20%		No
Group Simulation Presentation	20%		No
Individual Essay	60%		No

### Feedback on assessment

Written individual feedback to each student on essay and seminar assessments. Face-to-face feedback on any assessment provided on request from the student. Verbal feedback provided for Case Study Presentation.

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## Availability

### Courses

This module is Core for:

- Year 1 of TLFS-J7N2 Postgraduate Medical Biotechnology and Business Management
- Year 1 of TBSS-C5N2 Postgraduate Taught Biotechnology, Bioprocessing and Business Management

This module is Core optional for:

- Year 1 of THRA-D4A1 Postgraduate Taught Environmental Bioscience in a Changing Climate
- THRA-D4A3 Postgraduate Taught Food Security
  - Year 1 of D4A3 Food Security
  - Year 1 of D4A3 Food Security
- Year 1 of THRA-D4A2 Postgraduate Taught Sustainable Crop Production: Agronomy for the 21st Century