

WM981-15 Strategic Business Management

20/21

Department

WMG

Level

Taught Postgraduate Level

Module leader

Angela Clarke

Credit value

15

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module looks at the role of Business Strategy in organisations. It addresses the importance of strategy to the organisation and examines the process for developing and implementing an effective strategy.

Module aims

It will explain how to develop and implement a strategy in a business. It will also consider how to select and apply various tools and techniques at each stage of the strategy's development and deployment.

In addition, it will highlight real, practical considerations to enable successful, sustainable strategy implementation.

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.

- Introduction

- The theory of strategy development – including vision and mission statements
- The process of strategy development – including tools and techniques
- Analysis of internal and external environment, strategic position and strategic options
- Accounts from practitioners on aspects of strategy
- Strategic alternatives
- Practical implementation considerations
- Influencing – tools, techniques and practice
- Application of learning to specific business situation
- Review and improvement of strategic business opportunity

Learning outcomes

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

- Critically analyse the role of, and the process for, the development of business strategy, and its relationship with organisational vision, mission, values and culture.
- Identify and critically assess the external and internal factors that affect a business and their business in particular.
- Recognise the interface between different parts of an organisation, appreciate the expectations of stake-holders both inside and outside of the organisation, and consider how to manage them.
- Review and/or develop sources of competitive advantage and debate the practicalities of enabling business benefit from them.
- Create a business strategy and implementation plan for a part of the organisation in which the learner works.
- Interpret, critically evaluate and apply appropriate theories, tools and techniques to issues in the learner's workplace (and demonstrate these against a Degree Apprenticeship standard where appropriate).

Indicative reading list

see Talis Aspire

[View reading list on Talis Aspire](#)

Subject specific skills

Strategic thinking

Visioning

Big picture thinking & techniques

Practical implementation of strategy

Business modelling

Importance of and influencing culture & behaviours in strategy

Transferable skills

Communication - verbal and written
Analytical
Decision-making
Influencing & negotiation
Action planning
Reflection

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (17%)
Seminars	10 sessions of 1 hour 30 minutes (25%)
Practical classes	(0%)
Work-based learning	30 sessions of 1 hour (50%)
Online learning (independent)	5 sessions of 1 hour (8%)
Total	60 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
PMA written question	50%	50 hours	Yes (extension)
One PMA written component on strategy, from a choice of two questions			
Video log (Vlog)	30%	30 hours	Yes (extension)
10 minute video log reflecting on how the learning from the module can be applied in the learner's			

	Weighting	Study time	Eligible for self-certification
workplace			
in module presentation	20%	10 hours	No
1.5 hour presentation critiquing the learner's workplace strategy and making recommendations for improvement. Presenting the findings to senior management representatives from the learner's organisation			

Assessment group R

	Weighting	Study time	Eligible for self-certification
PMA question	100%		Yes (extension)
1 question from a choice of 2			

Feedback on assessment

in module - verbal and written feedback (using pro-forma)
written essay - written feedback using standard feedback form
vlog - written feedback using standard feedback form

Availability

Anti-requisite modules

If you take this module, you cannot also take:

- ES977-10 Business Strategy & Strategic Management

There is currently no information about the courses for which this module is core or optional.