

# 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

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## 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

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## 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.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A

	Weighting	Study time
PMA written question One PMA written component on strategy, from a choice of two questions	50%	50 hours
Video log (Vlog) 10 minute video log reflecting on how the learning from the module can be applied in the learner's workplace	30%	30 hours
in module presentation 1.5 hour presentation critiquing the learner's workplace strategy and making recommendations	20%	10 hours

**Weighting****Study time**

for improvement. Presenting the findings to senior management representatives from the learner's organisation

**Assessment group R****Weighting****Study time**

PMA question

100%

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

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**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.