

WM9H7-15 International Business Strategy, Analytics and Management

22/23

Department

WMG

Level

Taught Postgraduate Level

Module leader

Di Li

Credit value

15

Module duration

1 week

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module will deliver students both theoretical and contemporary knowledge of strategy and strategic management within the modern digital era. Students will study concepts, theories, and principles following a vertical top to bottom route to develop a critical and in-depth understanding of business strategy, operations strategy, performance objectives, and also the connections among them. In addition, students will also build up the capability of analytics based on various resources and data via employing a series of tools at different strategic levels for decision-making in a business. The module will introduce some emerging technologies within Industry 4.0 and some key aspects that companies would consider during the strategic analytics and management, including but not limited to digitalization, sustainability, customization etc. Students will have opportunities to apply this knowledge and skills by going through the process of strategy formulation and implementation within international organizations via the in-module exercises. They will be asked to work in a team environment on a project to make the strategic decision on meanwhile develop a strategic plan for embracing the new digital technology in the case company, to enhance the corporate competitive advantages as well as sustainable operations. The module will adopt various teaching methods and approaches to maximize students' study experience and engagement with both subject knowledge and transferable skills.

Module aims

This module will provide a good foundation and systematic understanding of strategies, strategic management and analytics for students to complete their related degree course study. Through the module, students will gain subject knowledge such as business strategy, operations strategy, performance objectives, analytics, digital technology, sustainability etc., meanwhile develop the ability to apply them in real-world scenarios; Also they will obtain different skills including but not limited to conflict management, debate, decision-making, problem-solving, data collection and resource evaluation, effective communication, team collaboration, time management etc.

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 will deliver students both theoretical and contemporary knowledge of strategy and strategic management within the modern digital era. It will also train students with analytics principles and skills for decision-making via employing different models and tools. In addition, students will obtain various transferable skills such as conflict management, problem-solving, data collection and resource evaluation, effective communication, team collaboration etc. during the process of applying knowledge into a practical context through the in-module exercises. The key subject topics covered within the module include (but are not limited to) business strategy, operations strategy, performance objectives, operations management, business analytics, digital technology and production, Industry 4.0, supply chain sustainability, strategic management, strategy formation and implementation etc.

Learning outcomes

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

- Demonstrate a critical and in-depth interpretation of the concepts, theories, roles of business strategy, operations strategy, and performance objectives as well as the relationships between them.
- Develop a systematic understanding and capability for strategy formulation and implementation in a business context.
- Establish skills of effective communication, data collection and resource evaluation.
- Ability to conduct analytics based on various resources and data via employing a series of models and tools at different strategic levels for decision-making in practice.
- Critically evaluate business operations and management issues in the digital era and develop an innovative solution for corporate ongoing success and sustainable operations.

Indicative reading list

Books:

David, F.R., David, F.R. and David, M.E. (2017) Strategic management: concepts and cases: A

competitive advantage approach. Boston: Pearson.

De Wit, B. and Meyer, R. (2010) *Strategy: Process, content, context*. 4th edn. Hampshire: South-Western Cengage Learning.

Finlay, P.N. (2000). *Strategic management: An introduction to business and corporate strategy*. Harlow : Pearson Education.

Hitt, M.A., Ireland, R.D. and Hoskisson, R.E. (2020) *Strategic management: Competitiveness and globalization: Concepts and cases*. 13th edn. Boston, MA, USA : Cengage.

Lampel, J., Mintzberg, H., Quinn, J.B., and Ghoshal, S. (2014). *The strategy process: concepts, contexts, cases*. 5th edn. Harlow, England : Pearson.

Porter, M.E. (2011) *Competitive advantage of nations: creating and sustaining superior performance*. Simon and Schuster.

Hill, A. and Hill, T. (2009) *Manufacturing strategy: text and cases*. 3rd edn. Basingstoke: Palgrave Macmillan.

Hill, A. and Hill, T. (2018) *Operations strategy: design, implementation and delivery*. London: Palgrave.

Slack, N. and Brandon-Jones, A. (2019) *Operations Management*. 9th edn. Harlow, England: Pearson.

Slack, N. and Brandon-Jones, A. (2021) *Operations and process management: principles and practice for strategic impact*. 6th edn. Harlow, England ; London ; New York: Pearson.

Slack, N. and Lewis, M. (2020) *Operations Strategy*. 6th edn. Harlow, United Kingdom: Pearson Education Limited.

Albright, S. C. and Winston, W. L. (2017) *Business analytics: data analysis and decision making*. 6th edn. Boston, MA: Cengage Learning.

Giudici, P. and Figini, S. (2009) *Applied data mining for business and industry*. 2nd edn. Chichester: Wiley.

Kunc, M. (2018) *Strategic analytics: integrating management science and strategy*. Hoboken, NJ: John Wiley & Sons.

Levenson, A. (2015) *Strategic analytics: advancing strategy execution and organizational effectiveness*. 1st edn. Oakland, California : Berrett-Koehler Publishers, Inc.

Sharda, R., Delen, D., and Efraim, T. (2021) *Analytics, data science, and artificial intelligence*. 11th edn. Harlow, England: Pearson.

Grzybowska, K., Awasthi, A. and Sawhney, R. (2020) *Sustainable Logistics and Production in Industry 4.0*. Cham: Springer.

Morana, J. (2013) *Sustainable supply chain management*. John Wiley & Sons.

Ramanathan, R. and Ramanathan, U. eds. (2020) *Sustainable Supply Chains: Strategies, Issues, and Models*. Cham, Switzerland: Springer.

Journal Papers:

Porter, M.E. (1985) *Technology and Competitive Advantage*, *Journal of Business Strategy*, 5 (3): 60-78.

Porter, M.E. (1997) *Competitive strategy. Measuring business excellence*. 5(3): 12-17.

Helfat, C.E. and Martin, J.A., 2015. *Dynamic managerial capabilities: Review and assessment of managerial impact on strategic change*. *Journal of management*, 41(5), pp.1281-1312.

International

The nature of the module provides students with knowledge and skills in an international standard.

Meanwhile, the module allows students to discuss and application knowledge in the context of international organisations and takes account of intercultural differences and the international diversity of the student body on the degree programmes.

Subject specific skills

Through the module, students will gain subject knowledge such as business strategy, operations strategy, performance objectives, strategy formulation and implementation, analytics, digital technology, sustainability etc. It will also train students with skills in analytics, decision-making, data collection, and resource evaluation etc.

Transferable skills

Students will obtain transferable skills within the module including but not limited to confliction management, debate, problem-solving, effective communication, team collaboration, time management, critical thinking and discussion, self-awareness, reflecting learning. etc.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour 30 minutes (9%)
Seminars	11 sessions of 1 hour 30 minutes (11%)
Online learning (scheduled sessions)	5 sessions of 1 hour 30 minutes (5%)
Online learning (independent)	10 sessions of 1 hour 30 minutes (10%)
Private study	37 hours 30 minutes (25%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Lectures - Lecturing the key contents and knowledge of the module, and will deliver in a synchronous manner.

Seminars - Will deliver in a synchronous manner to run over 2.5 days, or 5 morning/afternoons within a week for exercises.

Online learning (scheduled) - Will deliver in an asynchronous manner via pre-recorded videos/videos for students to watch and engage through various online tools.

Online learning (independent) - Allocated to give students the time to undertake preparatory background reading, case company briefing, practicing relevant platforms and tools that adopt within the module, and will deliver in an asynchronous manner.

Private Study - Allocated hours for the students to read/watch the materials or conduct further studies supporting the lectures and to complete the in-module exercise; They may also spend time to watch and better interpret the requirements (before/during/after the module delivery), for both in-module and post-module assessments etc. (asynchronous manner).

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 A

	Weighting	Study time	Eligible for self-certification
In-module Assessment	25%	10 hours	No
It is a 15mins presentation of group work conducted during the in-module exercises, account for 25% of the total marks. The presentation will be marked collectively, and tutors may adjust the mark for individuals based on their observations of individuals' contribution to the in-module syndicate exercises.			
Post-module Assignment	75%	50 hours	Yes (extension)
This post-module assignment is a piece of coursework, account for 75% of the total marks. Word count is up to 3000 words includes everything in the main body of the text (including headings, tables, citations, quotes, lists, etc).			

Assessment group R

	Weighting	Study time	Eligible for self-certification
Post-module Assignment	100%		Yes (extension)
This post-module assignment is a piece of coursework, account for 100% of the resubmission total marks. Word count is up to 4000 words includes everything in the main body of the text (including headings, tables, citations, quotes, lists, etc).			

Feedback on assessment

In-class debrief of performance on in-module activity; written feedback will be provided in a report for all Post Module assignments.

Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S8 Postgraduate International Trade, Strategy and Operations (Full-time)