

# CS3D3-15 Business Strategy

**23/24**

**Department**

Computer Science

**Level**

Undergraduate Level 3

**Module leader**

Ian Saunders

**Credit value**

15

**Module duration**

8 weeks

**Assessment**

100% coursework

**Study location**

Distance or Online Delivery

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## Description

### Introductory description

You cannot register for this module unless you are enrolled on the BSc Computer Science and Technology Solutions Degree Apprenticeship. It is not possible to request this module as an unusual option. If you are studying at Warwick as a visiting student from overseas it is not possible to register for this module.

This module will teach students about concepts, issues, models, and techniques in developing business strategy, in particular how business requirements are analysed, how technological solutions can be exploited for a competitive advantage, and the financial implications of strategic plans. Further, students will learn the relationship of strategy to business organisation and risks in the context of business strategy. Ultimately, they will apply this knowledge to strategy development in the context of their workplace.

### Module aims

This module aims to:

- introduce concepts, issues, and techniques in business strategy which can support analysis of business requirements and the development of evidence-based solutions
- develop students' understanding of how organisations work and causes of business problems

- equip students to develop efficient business strategies and implementation plans

## **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.

This module contains topics on:

- Concepts, issues, models, and techniques in developing business strategy
- Analysis of business requirements
- The role of technological solutions in business strategy
- The relationship of strategy to business organisation
- Problems and risks in the context of business strategy
- Financial aspects of strategic plans

## **Learning outcomes**

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

- Demonstrate their understanding of concepts, issues, models, and techniques in developing business strategy.
- Demonstrate their understanding of how business requirements are analysed and how technological solutions can be exploited for competitive advantage.
- Demonstrate their understanding of the relationship between strategy and business organisation and problems and risks in the context of business strategy.
- Demonstrate their understanding of the financial applications of strategic plans.
- Apply their knowledge to strategy development in the context of their workplace.

## **Indicative reading list**

Grant, RM, "Contemporary Strategy Analysis (9/e)", Wiley (2016)

## **Subject specific skills**

- Critically analyse a business domain in order to identify the role of information systems
- Can apply organisational theory, change management, marketing, strategic practice, human resource management and IT service management to technology solutions development
- Develop well- reasoned investment proposals and provide business insights
- The value of technology investments and how to formulate a business case for a new technology solution, including estimation of both costs and benefits
- How strategic decisions are made concerning acquiring technology solutions resources and capabilities including the ability to evaluate the different sourcing options
- The issues of quality, cost and time for projects, including contractual obligations and resource constraints
- Report on conclusions gained from analysing data using a range of statistical software tools
- Summarise and present results to a range of stakeholders making recommendations

## Transferable skills

- Is able to identify the preferences, motivations, strengths and limitations of other people and apply these insights to work more effectively with and to motivate others.
  - Competent in active listening and in leading, influencing and persuading others.
  - Have demonstrated that they have mastered basic business disciplines, ethics and courtesies, demonstrating timeliness and focus when faced with distractions and the ability to complete tasks to a deadline with high quality.
  - Flexible attitude
  - Ability to perform under pressure
  - A thorough approach to work
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## Study

### Study time

Type	Required
Tutorials	14 sessions of 1 hour (9%)
Work-based learning	60 sessions of 1 hour (40%)
Online learning (independent)	40 sessions of 1 hour (27%)
Other activity	36 hours (24%)
Total	150 hours

### Private study description

No private study requirements defined for this module.

### Other activity description

Self directed learning and assignment work (36 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**

Reflective review of practice in area within workplace

100%

## **Feedback on assessment**

Written

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## **Availability**

## **Courses**

This module is Core for:

- Year 4 of DCSA-I112 Undergraduate Computer Science and Technology Solutions (Data Analyst) (Degree Apprenticeship)