

# WM958-15 Strategic Thinking in the Supply Chain

**24/25**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Alok Choudhary

**Credit value**

15

**Module duration**

1 week

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The purpose of this module is to help participants analyse and discuss how good strategic decisions are made and to help them effectively apply their learning in the workplace. The context and most of the examples for the module are rooted in Supply Chain. However, the skills you will develop are generally applicable to business.

### Module aims

The module has two broad aims:

STSC is the first module in SCLP and it aims to 'signpost' the other modules so that you can begin to see the coherence of the course as a whole. Firstly, it will demonstrate that strategy is a complex but essential activity for business – and personal - success. Participants will see that strategy is a collaborative process which is only meaningful when hard choices are faced, decisions made and actions taken.

Secondly, the module provides a foundation for further study for those working in or closely with supply chains.

## 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 objectives are achieved by considering how various elements contribute to good strategy:

1. A structured methodology to develop and implement strategy
2. Knowledge in selected fields relevant to supply chain strategy
3. The necessity of collaborating and consulting with others to develop and successfully implement a strategy.

Details include as follows:

- The process of strategy development – including tools and techniques
- Analysis of internal and external environment, strategic position and strategic options
- Accounts from practitioners on various 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:

- Explain the role of a business strategy, and its relationship with organisational vision, mission, values and culture, and in particular consider the role of the supply chain in delivering corporate objectives
- Critique and/or develop sources of competitive advantage, in relation to the external and internal factors that affect a business
- Analyse the interface between different parts of an organisation, appreciate the expectations of stakeholders both inside and outside of the organisation, and recommend how to manage them.
- Interpret, critically evaluate and apply appropriate strategy theories, tools and techniques to issues in the learner's workplace
- Create a business strategy and implementation plan for a part of the organisation in which the learner works and propose how this will deliver tangible benefit to the business.
- Work within a team and collaborate to develop, share knowledge and present strategy for a given case study

## Indicative reading list

Exploring strategy: text and cases

Book by Richard Whittington; Patrick Regnér; Duncan Angwin; Gerry Johnson; Kevan Scholes; Jason Evans; Clive Kerridge; Gerry Johnson; Gerry Johnson 2020 Twelfth edition

Strategy: create and implement the best strategy for your business

## Subject specific skills

Knowledge and application of the following:

Strategic Thinking,  
Strategy Development  
Strategy Implementation Planning  
Product Positioning,  
Supply Chain Strategy,  
Emerging Technologies  
Critical Thinking and Analysis

## Transferable skills

Collaborative Working,  
Team Working,  
Cultural Awareness,  
Critical Thinking and Analysis,  
Academic Writing Skills,

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## Study

### Study time

Type	Required	Optional
Lectures	20 sessions of 1 hour (13%)	
Seminars	10 sessions of 1 hour (7%)	
Work-based learning	20 sessions of 1 hour (13%)	
Online learning (independent)	40 sessions of 1 hour (27%)	1 session of
Assessment	60 hours (40%)	
Total	150 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 A2

	<b>Weighting</b>	<b>Study time</b>
Post Module Assignment	70%	42 hours
A written assignment of 2800 words requiring the critical discussion of concepts and frameworks introduced in the module, and their application to the real world environment, which demonstrate the achievement of the learning outcomes. Resubmission is 2800 words.		
In module presentation	30%	18 hours
The in-module presentation comprises of classroom, collaborative working, peer review and independent working which is pulled together in a presentation to an academic representative at the end of the week. Peer review will be used for feedback.		

### Feedback on assessment

Written feedback of approximately 150-250 words will be provided for the Post Module Assignment within a four-week period after the date of submission. This feedback will be focussed upon the strengths and weaknesses of the work with regard to the module learning objectives and the post-module assignment marking guidelines. Suggestions for improvement will also be provided.

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## Availability

### Courses

This module is Core optional for:

- TWMS-H1TD Postgraduate Taught Supply Chain and Logistics Management (Part-time)
  - Year 1 of H1TD Supply Chain and Logistics Management (Part-time)
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