

WM981-15 Strategic Business Management

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Angela Clarke

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

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.

For full-time courses this module runs in a 4 week block, but on part-time courses this module runs in a 1 week block.

Module aims

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

In addition, it highlights practical considerations to enable a 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 various aspects of strategy
- Strategic alternatives
- Blue Ocean strategy
- 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 and process for the creation, implementation and evaluation of a business strategy, including alignment with an organisation's vision, mission, values and culture
- Identify and critically assess the external and internal factors that affect an organisation's strategic choices
- Appraise the expectations of internal and external stakeholders and consider how to effectively influence and manage them in an organisation
- Review and develop sources of competitive advantage and interpret how they enable practical business benefit
- Interpret, critically evaluate and apply appropriate theories, tools and techniques to address issues or opportunities in an organisation
- Create a business strategy and related implementation plan for an organisation

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, culture & behaviours in strategy

Transferable skills

Communication - verbal and written, Analytical , Organisational Awareness, Decision-making, Influencing & negotiation, Action planning, Reflection, Teams work, Professionalism, Sustainability

Study

Study time

| Type | Required |
|-------------------------------|-----------------------------|
| Lectures | 15 sessions of 1 hour (10%) |
| Seminars | 15 sessions of 1 hour (10%) |
| Online learning (independent) | 45 sessions of 1 hour (30%) |
| Other activity | 15 hours (10%) |
| Assessment | 60 hours (40%) |
| Total | 150 hours |

Private study description

No private study requirements defined for this module.

Other activity description

additional online reading and videos and discussing with company representatives

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 A2

| | Weighting | Study time |
|--|-----------|------------|
| PMA written question One PMA written component. | 80% | 48 hours |
| In module exercise and assessment | 20% | 12 hours |
| An in-module exercise and assessment based on a case study, which comprises classroom, collaborative and independent working pulled together in a 15 minute group presentation (marked individually) to academic representatives at the end of the module. | | |

Feedback on assessment

In-module - verbal and written feedback

Written PMA essay - 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

Courses

This module is Core for:

- Year 1 of TWMS-H1TK Postgraduate Taught Engineering Business Leadership (Part-time)