

IB349-15 Operational Research for Strategic Planning

26/27

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Eleanor Reynolds

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[Module web page](#)

Module aims

To develop an understanding of the range of methods and models available to support the development of effective strategic decisions.

To equip students with the knowledge and skills to identify, apply and reflect on the use of a selection of methods that are appropriate for supporting the development of effective strategic decisions.

To instil in students an appreciation of how the methods can be incorporated within the planning process.

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.

A conceptual model of the strategic development process is introduced which identifies a set of essential elements for example:

vision development, strategy creation, strategy rehearsal and evaluation, performance measurement. Frameworks, methods and

models to support the development process include but are not limited to:

- Problem structuring methods
- Visioning approaches
- Strategy formulation approaches including SWOT / TOWS analysis
- Scenario planning
- Evaluation approaches

The module will focus on a selection of methods; this selection may vary from year to year.

The teaching style emphasises the

practical application of techniques for strategy support through the use of case studies and group exercises.

Learning outcomes

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

- Understand the range of methods and models available to support the development of effective strategic decision making.
- Appreciate how methods to gather and structure data, to support divergent and convergent thinking and to assess qualitative data inputs can be incorporated within the strategy development process.
- Analyse information and present it in an intelligible form.
- Reflect upon the application of methods.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Apply the methods taught, including gathering data.

Transferable skills

Demonstrate written, analytical communication skills.

Utilise and develop analytic skills.
Use information technology (e.g. WP, www, specialist packages).
Work with others (e.g. teamwork).

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

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 A8

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment (15 CATS)	80%	58 hours	Yes (extension)
Reassessment component is the same			

Assessment component

	Weighting	Study time	Eligible for self-certification
Groupwork	20%	15 hours	No
Analysis slide pack (1500 word equivalent)			

Reassessment component

Individual Assignment	Yes (extension)
Individual submission of a slide pack (1000 word equivalent)	

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

Courses

Course availability information is based on the current academic year, so it may change.
This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 3 of N20B Management
 - Year 3 of N20B Management
 - Year 3 of N23K Management with Accounting
 - Year 3 of N234 Management with Digital Business
 - Year 3 of N235 Management with Entrepreneurship
 - Year 3 of N232 Management with Finance
 - Year 3 of N252 Management with Marketing
 - Year 3 of N23L Management with Strategy and Organisation
- UIBA-MN3C Law and Business Four Year (Qualifying Degree)
 - Year 3 of MN3C Law and Business Four Year (Qualifying Degree)
 - Year 4 of MN3C Law and Business Four Year (Qualifying Degree)
- UIBA-N400 Undergraduate Accounting and Finance
 - Year 3 of N400 Accounting and Finance
 - Year 4 of N400 Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 5 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate

Partnership Programme)

- Year 4 of N401 Accounting and Finance (Placement)
- Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- UIOA-EEU Undergraduate EU Exchange
 - Year 1 of UEEU Undergraduate EU Exchange
 - Year 1 of UEEU Undergraduate EU Exchange
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- Year 4 of UIBA-N1RA Undergraduate International Business with French
- Year 4 of UIBA-N1RB Undergraduate International Business with German
- Year 4 of UIBA-N1RC Undergraduate International Business with Italian
- Year 4 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
 - Year 4 of N20F International Management
 - Year 4 of N20F International Management
 - Year 4 of N20S International Management (with Accounting)
 - Year 4 of N20T International Management (with Chinese)
 - Year 4 of N20P International Management (with Entrepreneurship)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20U International Management (with French)
 - Year 4 of N20L International Management (with Marketing)
 - Year 4 of N20V International Management (with Spanish)
 - Year 4 of N20W International Management (with Strategy and Organisation)
 - Year 4 of N20N International Management with Digital Business
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 5 of N220 International Management (with Foundation Year)
 - Year 5 of N221 International Management with Accounting (with Foundation Year)
 - Year 5 of N226 International Management with Chinese (with Foundation Year)
 - Year 5 of N223 International Management with Digital Business (with Foundation Year)
 - Year 5 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 5 of N222 International Management with Finance (with Foundation Year)
 - Year 5 of N227 International Management with French (with Foundation Year)
 - Year 5 of N225 International Management with Marketing (with Foundation Year)
 - Year 5 of N228 International Management with Spanish (with Foundation Year)
 - Year 5 of N229 International Management with Strategy and Organisation (with Foundation Year)
- Year 3 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement

Year/Undergraduate Partnership Programme)

- Year 5 of N20J Management (Foundation Year and Placement)
- Year 5 of N20K Management (Foundation Year and UPP)
- Year 5 of N23H Management with Digital Business (with Foundation Year and Placement Year)
- Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
- Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
- Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 4 of N23M Management with Accounting (with Foundation Year)
 - Year 4 of N23E Management with Digital Business (with Foundation Year)
 - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 4 of N23D Management with Finance (with Foundation Year)
 - Year 4 of N252 Management with Marketing
 - Year 4 of N254 Management with Marketing (with Foundation Year)
 - Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20B Management
 - Year 4 of N20D Management (Undergraduate Partnership Programme)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N20Q Management with Accounting (with Placement Year)
 - Year 4 of N236 Management with Digital Business (with Placement Year)
 - Year 4 of N235 Management with Entrepreneurship
 - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 4 of N232 Management with Finance
 - Year 4 of N233 Management with Finance (with Placement Year)
 - Year 4 of N253 Management with Marketing (with Placement Year)
 - Year 4 of N23L Management with Strategy and Organisation
 - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- UIOA-EOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 4 of UPA-F3ND Undergraduate Physics and Business Studies (with Intercalated

Year)

- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- UIOA-EUS Undergraduate USA Exchange
 - Year 1 of UEUS Undergraduate USA Exchange
 - Year 1 of UEUS Undergraduate USA Exchange