

IB3D8-15 Corporate Strategy

26/27

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Shemuel Lampronti

Credit value

15

Module duration

10 weeks

Assessment

Multiple

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

The module provides students with a sound basis for understanding corporate strategy. The managerial perspective may be of use for students intending to work in the corporate world, and provides frameworks for business analysis and strategy. The module also provides multiple perspectives upon corporate strategy which broadens perceptions of the scope of the academic subject.

The module aims to:

Develop an understanding of the nature of the changing business environment.

Build awareness of strategy choices within various business situations.

Establish the foundations for strategic decisions based upon the concept of strategic advantage. Develop skills in structuring and analysing strategic management situations.

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.

What is Strategy

Analysing the External Environment

Analysing the Internal Environment

Creating a Competitive Strategy

Formulating a Corporate Strategy

Executing a Corporate Strategy: Game Theory and Alliances

Executing a Corporate Strategy: Mergers and Acquisitions

Corporate Strategy and Organization Design

Corporate Strategy and (Sustainable) Innovation

Learning outcomes

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

- Critically analyse a company's strategic situation.
- Demonstrate a critical understanding of the nature of the changing business environment and carry out comparative analysis of strategy choices within various business situations.
- Think strategically i.e. not be limited to functional myopia but be capable of perceiving a wider and picture and begin to tackle functional and intra-organisational tensions.

Indicative reading list

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

Subject specific skills

Demonstrate skills in structuring and analysing strategic management situations.

Link multiple levels of analysis.

Recognise process effects.

Transferable skills

Analyse and evaluate strategic situations.

Present in writing the results of strategic analysis.

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 A3

	Weighting	Study time	Eligible for self-certification
Individual Assignment (15 CATS)	90%	65 hours	Yes (extension)
Participation (15 CATS)	10%	8 hours	No

Assessment group R1

	Weighting	Study time	Eligible for self-certification
Individual Assignment	100%		Yes (extension)

Feedback on assessment

A percentage mark (using the UG 20 point scale) plus individual feedback and developmental comments on assignment coversheet.

Availability

Courses

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

- Year 4 of UECA-L1N3 BSc Economics and Management with Placement Year
- 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
- Year 3 of UIBA-N400 Undergraduate 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)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 3 of UECA-L1N2 Undergraduate Economics and Management
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- 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)
- 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 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange

This module is Core option list A for:

- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)