

# IB96E-15 Digital Business Strategy

**26/27**

**Department**

Warwick Business School

**Level**

Taught Postgraduate Level

**Module leader**

Jochem Hummel

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

40% coursework, 60% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The main aim of the DBS module is to offer a broad perspective on the design and implementation of effective digital business strategies for contemporary organizations.

[Module web page](#)

### Module aims

Students will:

- Explore platform strategy and its implications for strategizing in the digital age.
- Conduct strategic planning to generate new digital business strategies.
- Develop oral and written communication skills through group work, presentations, and individual assignments.

### 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 transformative potential of digital technology for strategy and strategizing is significant, and

we are increasingly recognizing how this potential is turning into a new business reality. The pervasive use of digital technology as reflected in, for instance, self-driving cars, robotic technology, and language technology is impressive in itself. It will most certainly promise to challenge what we know about transportation, service work, and intellectual activity. In this regard, digital technology is no longer merely a way of more efficiently supporting business processes, but also something that will radically shape the core of what companies do.

At a time when progress in digital technology has made what seemed impossible, possible, the implications for strategy and strategizing are profound. It is therefore useful to more closely investigate traditional strategy approaches and how they are shaped for making strategy work in the digital age. Such strategy approaches include the ideas of strategically positioning the firm within a competitive landscape, leveraging existing resources and capabilities, or continuously seeking to seize emerging opportunities.

A starting-point of the module is that platforms and platform ecosystems are increasingly important as firms strategise.

First, many digital ventures develop new platform-based business models that challenge traditional ones. For instance, AirBnB challenges the traditional hotel business, and Turo challenges the traditional rental car business. At the same time, established and successful firms like General Electric are making significant attempts to transform themselves by using platform-based models.

Another part of the module concerns digital transformation and how firms can accomplish change management by leveraging digital technology. This part of the module will include a group project that deals with strategic planning of digital transformation.

## **Learning outcomes**

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

- Demonstrate an understanding of how digital technology affects the process by which business strategies are created, and the context in which they are implemented.
- Demonstrate an understanding of platform strategy and how it can be used to develop new concepts of digital innovation and related digital business strategies
- Review key challenges and dilemmas faced by organisational stakeholders such as Chief Information Officer (CIO) and the Chief Digital Officer (CDO)
- Critically analyse digital business strategies.

## **Indicative reading list**

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

## **Research element**

studying industry to develop a platform in

## **Interdisciplinary**

ability to work with people in group assessment from different educational backgrounds.

## International

group work is international, and platform can be developed in any country in the world.

## Subject specific skills

Apply platform strategy including notions such as network effects, multi-sided markets, platform architecture, core interaction, and platform governance.

Generate digital business strategies

## Transferable skills

Communication skills

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## Study

### Study time

Type	Required
Lectures	10 sessions of 1 hour (13%)
Practical classes	9 sessions of 2 hours (23%)
Private study	50 hours (64%)
Total	78 hours

### Private study description

Self-study to include revision for assessment and pre-reading for lectures

### 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 D2

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
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**Assessment component**

Group Report	40%	29 hours	No
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Reassessment component is the same

**Assessment component**

Centrally-timetabled examination (On-campus)	60%	43 hours	No
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- Answerbook Pink (12 page)
- Case Study (Provided by Department)

Reassessment component is the same

## **Feedback on assessment**

Oral and written feedback to Group report and written feedback for essays in myWBS

[Past exam papers for IB96E](#)

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## **Availability**

There is currently no information about the courses for which this module is core or optional.