

# IB9JA-15 Strategic Management

**26/27**

**Department**

Warwick Business School

**Level**

Taught Postgraduate Level

**Module leader**

Juha Uotila

**Credit value**

15

**Module duration**

9 weeks

**Assessment**

20% coursework, 80% exam

**Study location**

University of Warwick main campus, Coventry

---

## Description

### Introductory description

In this module, we will explore the key topics and debates in the strategy field and address issues of corporate and competitive strategies, strategic alignment, strategic change, innovation, strategic thinking and analysis, and competitive advantage.

[Module web page](#)

### Module aims

Will provide students with a core knowledge of strategic management approaches  
Will provide an in-depth analysis of contrasting and competing schools of thought in approaching strategy.  
Will formalise students with leading edge knowledge and research in the field of strategy  
Will develop students' critical and analytical skills through group work  
Will present ways of integrating theoretical and practical perspectives on strategy;  
Develop students' critical and analytical skills through case study group work on strategic management issues

### 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.

Indicative Syllabus:

What Is Strategy  
Competitive Advantage and Business-Level Strategy  
Corporate-Level Strategy  
Strategy Analysis  
Innovation Strategy and Strategic Change  
Strategy and Organisational Design  
M&A, Alliances and Growth Strategies  
The Practice of Strategy  
The Future of Strategy

## **Learning outcomes**

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

- Demonstrate a thorough knowledge of the main theories of strategy and the processes of strategic decision making.
- Recognise the strengths and weaknesses of current theory in strategy.
- Demonstrate a broad knowledge and understanding of the inter-actions between external environments and strategic thinking and acting.
- Demonstrate an awareness of conducting research into strategy.
- Analyse case studies to propose potential solutions to strategic problems

## **Indicative reading list**

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

## **Subject specific skills**

Apply analytical frameworks.  
Discern strategic aspects of a company as situation.

## **Transferable skills**

Communication skills  
Problem solving skills  
Leadership, team-building and project management skills

---

## **Study**

## **Study time**

| Type                                 | Required                  |
|--------------------------------------|---------------------------|
| Online learning (scheduled sessions) | 9 sessions of 1 hour (6%) |
| Other activity                       | 18 hours (12%)            |
| Private study                        | 47 hours (31%)            |
| Assessment                           | 76 hours (51%)            |
| Total                                | 150 hours                 |

## Private study description

Private study to include preparation for lectures and own reading

## Other activity description

This module will be split as two hours face-to-face workshops and one online lecture hour per week. The lecture hour may be live, or may be prerecorded, or as asynchronous tasks with either online or face-to-face support

## 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 D5

|                                 | Weighting | Study time | Eligible for self-certification |
|---------------------------------|-----------|------------|---------------------------------|
| <b>Assessment component</b>     |           |            |                                 |
| Group assignment                | 20%       | 15 hours   | No                              |
| 2000 word group assignment      |           |            |                                 |
| <b>Reassessment component</b>   |           |            |                                 |
| Individual Assignment           |           |            | Yes (extension)                 |
| 1000 word individual assignment |           |            |                                 |

| Assessment component                                                       | Weighting | Study time | Eligible for self-certification |
|----------------------------------------------------------------------------|-----------|------------|---------------------------------|
| Centrally-timetabled examination (On-campus)<br>2 hour written examination | 80%       | 61 hours   | No                              |

- 
- Answerbook Pink (12 page)

Reassessment component is the same

## Feedback on assessment

Assignments are graded (%) using standard University Postgraduate Marking Criteria and written feedback is provided, plus an opportunity to discuss the assignment with the module leader on a group basis.

[Past exam papers for IB9JA](#)

---

## Availability

### Courses

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

- Year 1 of TIBS-N500 MSc in Marketing and Strategy