IB9QT-15 Digital Strategy and Agile Transformation

26/27

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Sotirios Paroutis
Credit value
15
Module duration
2 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

From the shop-floor to the board-room the ways individuals and teams employ digital technology to execute strategy can make the difference between success and failure. Using the latest strategy learning techniques used in leading firms and consultancies (business simulations, interactive workshops, live video case studies, apprentice-style challenges), this module takes students on a learning journey. At the end of the module, through analysis and immersion in real-life strategy situations, students will develop a toolkit to help grow as competent strategists and deal with agile transformations. These skills are essential for a career in consultancy or strategy roles.

Module web page

Module aims

This module will:
Allow students to critically discuss a selection of current issues in digital strategy and agile transformation;
Enhance students' critical thinking and creativity in individual and group settings;
Develop students' skills in analysing complex, real-life strategic problems

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:

- Digital Strategy & The Next Normal
- Strategic Alignment and Core Competencies
- Creating Agile Strategies & Open Strategy
- Platform Strategies for an AI, 5G & Cloud World
- Leading Strategic Change
- Working for a Strategy Consultancy
- Team Strategy & Dealing with Politics
- Enhancing the Strategy Toolkit & Strategy Analytics
- Failure and Turnaround
- Design-led Strategies & Innovation

Learning outcomes

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

- Demonstrate a comprehensive knowledge of the main theories around the topic of strategy as practice, digital strategy and agility
- Identify and synthesise the strengths and weaknesses of micro level strategy theories and studies
- Demonstrate a comprehensive understanding of the complexities of real-life issues that strategy professionals are dealing with in organisations
- Critically analyse and reflect on academic papers in the area of strategy.
- Analyse, evaluate and discuss cases in order to learn how to develop appropriate action plans

Indicative reading list

Reading lists can be found in Talis

Subject specific skills

Analyse complex, real-life strategic problems via case studies;
Evaluate and confront fundamental strategic issues that many corporations are and will be facing in the future

Transferable skills

Written communication
Problem solving and critical reflection skills

Personal reflection on group work and process

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Practical classes	(0%)
Other activity	18 hours (12%)
Private study	51 hours (34%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Self study to include pre reading for lectures

Other activity description

9 x 2 hrs workshops

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
Assessment component			
Individual assignment	100%	72 hours	Yes (extension)
Reassessment component is the same			

Feedback on assessment

Written feedback through myWBS

Availability

Courses

This module is Optional for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1N3 Postgraduate Taught Business Analytics
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F1 Postgraduate Taught Business with Accounting and Finance
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)
- TIBS-N2N3 Postgraduate Taught Management
    - Year 1 of N2N3 Management
    - Year 1 of N2N4 Management (Elite Sports Management)