

# WM981-15 Strategic Business Management

**26/27**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Tilimbe Jiya

**Credit value**

15

**Module duration**

4 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module looks at the role of Business Strategy in organisations. It addresses the importance of strategy to the organisation and examines the process for developing and implementing an effective strategy.

For full-time courses this module runs in a 4 week block, but on part-time courses this module runs in a 1 week block.

### Module aims

It explains how to develop and implement a strategy in a business. It also considers how to select and apply various tools and techniques at each stage of the strategy's development and deployment.

In addition, it highlights practical considerations to enable a successful, sustainable strategy implementation.

### 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.

- Introduction
- The theory of strategy development – including vision and mission statements
- The process of strategy development – including tools and techniques
- Analysis of internal and external environment, strategic position and strategic options
- Accounts from practitioners on various aspects of strategy
- Strategic alternatives
- Blue Ocean strategy
- Practical implementation considerations
- Influencing – tools, techniques and practice
- Application of learning to specific business situation
- Review and improvement of strategic business opportunity

## **Learning outcomes**

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

- Critically analyse the role and process for the creation, implementation and evaluation of a business strategy, including alignment with an organisation's vision, mission, values and culture
- Appraise the internal and external factors that affect an organisations strategic choices and the expectations of stakeholders and consider how to effectively influence and manage them in an organisation
- Review and develop sources of competitive advantage and interpret how they enable practical business benefit
- Critically evaluate and apply appropriate theories, tools and techniques to address issues or opportunities in an organisation
- Independently or collaboratively create and justify a business strategy and related implementation plan for an organisation

## **Indicative reading list**

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

[Specific reading list for the module](#)

## **Subject specific skills**

Strategic thinking, Visioning, Big picture thinking & techniques, Practical implementation of strategy, culture & behaviours in strategy

## **Transferable skills**

Communication - verbal and written, Analytical , Organisational Awareness, Decision-making,

## Study

### Study time

Type	Required
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
Online learning (independent)	(0%)
Other activity	15 hours (10%)
Private study	45 hours (30%)
Assessment	60 hours (40%)
Total	150 hours

### Private study description

Engagement with online learning materials and preparation for assessments.

### Other activity description

Additional online reading and videos and discussing with company representatives

### Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A3

Assessment component	Weighting	Study time	Eligible for self-certification
Strategic Business Report	70%	42 hours	Yes (extension)
Strategic business report based on a case study scenario.			

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Reassessment component</b>			
Strategic Business Report			No
Strategic business report based on a case study scenario.			
<b>Assessment component</b>			
Group presentation	30%	18 hours	No
An exercise and assessment based on a case study, which comprises classroom, collaborative and independent working pulled together in a group presentation. The presentation will be subject to Peer Adjustment.			
<b>Reassessment component</b>			
Individual presentation			No
An exercise and assessment based on a case study. The presentation will be submitted as a recording.			

## Feedback on assessment

Formative in class activities and face to face - verbal and written feedback  
 Written Report - written feedback using standard feedback form

## Availability

### Anti-requisite modules

If you take this module, you cannot also take:

- ES977-10 Business Strategy & Strategic Management

## Courses

This module is Core for:

- Year 1 of TWMS-H1TK Postgraduate Taught Engineering Business Leadership (Part-time)