

IB96E-15 Digital Business Strategy

27/28

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Jochem Hummel

Credit value

15

Module duration

5 weeks

Assessment

30% coursework, 70% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

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

[Module web page](#)

Module aims

Build foundational knowledge about the connection between digital technologies and strategy

Explore platform strategy and its implications for strategising in the digital age

Understand how AI implementation inside organizations creates new sources of competitive advantage

Learn how to generate new and transform existing digital business strategies for organizations

Develop oral and written communication skills through group work, presentations, and individual assignment

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 module develops a theoretically grounded and practice-oriented understanding of digital business strategy by positioning it as a dynamic, multi-layered phenomenon shaped by digital technologies, organizational capabilities, and evolving competitive environments. It begins by introducing core concepts in strategy and situating the “digital turn” as a fundamental shift in how firms create and capture value. Traditional perspectives (e.g., resource-based view) are contrasted with emerging logics of digital competition, including platform-based business models and ecosystem thinking.

Building on these foundations, the module examines the distinctive properties of digital technologies, such as modularity, reprogrammability, and generativity, and their implications for business strategy formulation and execution. Students are introduced to modular architectures and the strategic consequences of loosely coupled digital components, before engaging with platform strategy as a central organizing logic in contemporary digital markets. The role of ecosystems is further elaborated by analysing complementarities, generativity, and the tensions faced by complementors operating within platform environments.

The module then explores processes of disruption, with particular attention to how platform-based competition reshapes industries and challenges incumbent firms. These discussions are extended through an in-depth examination of artificial intelligence (AI) and its growing influence on digital business strategy and how AI creates new sources of competitive advantage. Key themes include AI applications, organizational adoption, and the strategic and decision-making implications of deploying AI-enabled systems.

Finally, the module addresses issues of platform openness and governance, highlighting the trade-offs involved in controlling versus enabling external innovation. Across these topics, students engage with both theoretical perspectives and empirical cases to understand how governance mechanisms shape value creation and appropriation in digital ecosystems. The module concludes by consolidating learning and preparing students to critically integrate and apply concepts from across the course.

Throughout the module, student learning is reinforced through a combination of lectures, workshop discussions, case analyses (e.g., platform firms and AI applications), and collaborative group work. Assessment components involve a group assignment and an exam. These activities are designed to develop students’ ability to critically evaluate digital strategies, apply theoretical frameworks to real-world contexts, and articulate well-founded strategic insights.

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](#)

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.

Influence the development of new sources of competitive advantage influenced by AI implementation inside organizations

Transferable skills

Communication skills

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Other activity	20 hours (13%)
Private study	48 hours (32%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

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

Other activity description

10 x 2 hrs F2F 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 D4

Assessment component	Weighting	Study time	Eligible for self-certification
Group Report	30%	22 hours	No
Reassessment component			
Individual Assignment Individual Assignment 1500 words			Yes (extension)
Assessment component			
Centrally-timetabled examination (On-campus)	70%	50 hours	No
• Case Study (Provided by Department) • Answerbook Pink (12 page)			
Reassessment component is the same			

Feedback on assessment

Oral and written feedback to Group report and written feedback for exam

[Past exam papers for IB96E](#)

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-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation