



Developing Strategic Capability

BMSW6011



Schedule

Weekly – Every Tuesday

9-1

Swansea Business Campus – Room AS417

Reading Week – W/C Monday 24th February

Assignment Hand In Date – 31st March 2025,
3pm

Lecturer – Lisa Knight L.knight@uwtsd.ac.uk

Module Aims & Outcomes

- To critically evaluate the strategic capability of organisations.
- Undertake strategic analysis using a variety of models and theories.
- Critically analyse the strategic position of organisations'
- Identify and discuss the strengths and weaknesses of organisations' current strategy.
- Develop a range of strategic options to ensure organisation sustainability.

Assessment – 4000 Word Report

- Changes in the global marketplace and the world in general have generated the need for organisations to focus on strategy to remain secure within their respective sector. To gain a competitive advantage and ensure longevity and sustainability, organisations have been compelled to diversify, expand and contract their portfolios. A strategic approach is essential.
- The report requires you to choose an organisation to focus on and discuss, as a case study. It must be a company that you have not discussed for previous assessments. Please confirm the choice of organisation with your tutor.

Assessment Requirements

- Provide a detailed background of the selected organisation, focusing on the last 3 years and any major developments that may have occurred. This is the opportunity to introduce the reader to the organisation.
- Utilising a theoretical framework/s that has been discussed within the module, you are required to perform a comprehensive strategic analysis of your chosen organisation. What is the current strategy utilised? What are the advantages and disadvantages of the current strategy? What are the strengths and weaknesses associated with the current strategy – are they serving the organisation and the staff? What is the current position of the organisation? What is the current market position in relation to competitors?
- You are also required to discuss the vision/mission of the organisation – has the strategic direction adopted by the company remained faithful to the vision, mission and values widely marketed? How have the vision and mission contributed to any possible successes and/or failures within, and in relation to the organisations' reputation?
- Given the global economy is currently vulnerable to an unstable and quite volatile marketplace, how might your chosen organisation ensure sustainability? You are required to provide strategic options for the future of the organisation.



Introductions

What is your motivation for study?

How have you found your journey with the university so far?

What have been the high points?

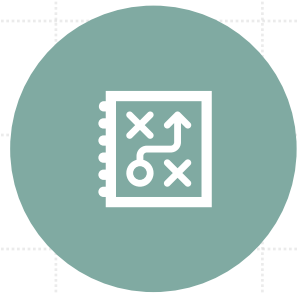
Have there been low points?

How could the university improve your journey?

A composite image featuring a glass vase with a plant on the left and a glass of coffee on the right, separated by a white curved line. The background is a light-colored, textured surface.

Break Time

What Is Strategy?



When we use the Term Strategy what do we mean?



Why is this term applied to business?



What would happen if we did not utilise a strategy in Business?



May we utilise Strategy in our person lives?

Definitions



“For Strategies to inspire the society, leaders must serve as educators – communicating objectives, assuaging doubts and rallying support” (Kissinger, 2024)



“Successful companies make their talent strategy part of their strategic planning process and integrate it into daily operations” (Bergeron 2004)



“A Business strategy is a crucial tool for business, guiding its future and identifying opportunities and risks” (Nguyen 2024)



Summary

Introductions

Aims and Outcomes

Assessment

What is Strategy

Definitions

Over the course of the module, we will be looking at why businesses utilise strategy, the ways in which that may be structured, theoretical models and lots of examples

Any
Questions?

