

MODULE SPECIFICATION PROFORMA

Module Title:	Business: Past, Present and Future	Level:	4	Credit Value:	20
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Module code:	BUS428	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	September 17
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School:	North Wales Business School	Module Leader:	Karen Hynes
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	✓	<input type="checkbox"/>
MAccFin Accounting and Finance	✓	<input type="checkbox"/>
BA (Hons) Business	✓	<input type="checkbox"/>
BSc (Hons) Entrepreneurship	✓	<input type="checkbox"/>
BA (Hons) Hospitality Tourism and Event Management	✓	<input type="checkbox"/>
BA (Hons) Global Business	✓	<input type="checkbox"/>
BSc (Hons) Marketing and Consumer Psychology	✓	<input type="checkbox"/>
BA (Hons) Accounting and Finance	✓	<input type="checkbox"/>
BSc (Hons) Sports Management	✓	<input type="checkbox"/>
HNC Business	✓	<input type="checkbox"/>
BA (Hons) Business Management and IT – NPTC	✓	<input type="checkbox"/>
BA (Hons) Applied Business	✓	<input type="checkbox"/>

Pre-requisites

None

Office use only

Initial approval: September 14

APSC approval of modification: August 17

Version: 6

Have any derogations received SQC approval?

Yes No N/A

If new module, remove previous module spec from directory?

Yes No

Module Aims

1. Understand the history of business at key stages of development, from the Greek and Roman eras right up to the 20th century
2. Evaluate the key drivers and challenges of the modern business environment
3. Acquire an appreciation of the various directions business may be heading in the future

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Discuss the history of business from several periods over the last 2,000 years	KS6	
2	Describe aspects of the context of business today	KS5	
3	Identify the challenges and opportunities of creating and growing a business today	KS2	
4	Discuss the future of business including the political and economic landscape that might exist	KS5	

Transferable skills and other attributes

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Derogations

None

Assessment:**Indicative Assessment One:**

Students will be given a particular period in history and be required to write an essay explaining what type of businesses will have existed, what their challenges were, the socio-economic environment they operated within at the time and the similarities and differences compared to the modern business environment.

Indicative Assessment Two:

Working in groups, students will be given a case study of a real or hypothetical business. They will be required to deliver a 15 minute presentation with 5 minutes of questions to describe the business context today, the changes that may affect the business within the next 20 years and what they may need to do to remain competitive.

Students will also be required to write a reflective statement (500 words approx.) explaining their contribution to the presentation and what they have learnt individually. The reflective statement will form part of the assessment.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Essay	50	N/A	2000-2500
2	3,4	Presentation	50		N/A

Learning and Teaching Strategies:

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

Syllabus outline:

1. Trading in Greek and Roman times
2. The Merchants of Medieval Europe
3. The Significance of Energy and Commodities
4. The Industrial Revolution
5. 20th Century and the Rise of Corporate America
6. The Technological Revolution
7. A Brief History of the 21st Century

8. The Future of Business

Bibliography:

Essential reading

Means, H. (2001) Money and Power: The History of Business, London:John Wiley & Sons.

Other indicative reading

Textbooks

Spufford, P. (2006) Power and Profit: The Merchant in Medieval Europe, London:Thames and Hudson Ltd.

Brynjolfsson, E. and McAfee, A. (2014) The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies, London:W W Norton & Co.

Journals

Business History, Taylor & Francis online

Economic & Business History

Business History Review, Harvard Business School

Business History Review, Cambridge Journals online

Various popular articles in other business related publications.