

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS4C3
Module Title	People and Culture
Level	4
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100078
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business Management	Core
BSc (Hons) Business Management with Foundation Year	Core

Breakdown of module hours

Learning and teaching hours	54 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	54 hrs
Placement hours	0 hrs
Guided independent study hours	246 hrs
Module duration (Total hours)	300 hrs

Breakdown of module hours (to apply to Hong Kong Institute of Technology only)

Learning and teaching hours	54 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	59 hrs

Project supervision hours	0 hrs
Active learning and teaching hours total	113 hrs
Placement hours	0 hrs
Guided independent study hours	187 hrs
Module duration (Total hours)	300 hrs

Module aims

This module provides students with a foundational understanding of how people and culture shape organisations and its effectiveness. It explores the relationship between leadership, culture, and inclusive practices, equipping students with the awareness, knowledge, and skills needed to navigate and contribute to positive, values-driven work environments. The module encourages critical reflection on the impact of cultural dynamics, diversity, and leadership behaviours in shaping the modern workplace.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Demonstrate an understanding of organisational culture and its impact on employee behaviour, performance and workplace wellbeing.
2	Discuss the role of leadership and leadership styles in shaping inclusive, ethical, and high-performing organisational cultures.
3	Apply knowledge of equality, diversity and inclusion and how it contributes to creating positive work culture in organisations.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: The assessment for this module will be a presentation (8-10 slides). Students will be given a scenario or a case study involving a cultural or leadership issue. Students will develop an action plan or recommendation as part of the presentation.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Presentation	15 minutes	100%	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issues by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible.

Indicative Syllabus Outline

- Introduction to organisations
- Types of organisations
- Organisational Structure
- Organisational culture
- Types of organisational culture
- Advantages, disadvantages of culture in organisations
- Challenges of organisational culture
- Leadership
- Leadership styles
- Leadership challenges
- Equality Diversity and Inclusion (EDI)
- How culture impact EDI

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Dyer, C. (2023) *The Power of Company Culture*. 2nd ed. London: Kogan Page

Other indicative reading:

Websites:

www.cipd.co.uk

www.hbr.org

www.jhrm.eu

www.mckinsey.com

Administrative Information

For office use only	
Initial approval date	13/11/2025
With effect from date	01/09/2026
Date and details of revision	04.06.2026: AM1 modification approved to revise the module hour allocation for HKIT delivery through the reallocation of hours from Guided Independent Study Hours to Supervised Learning Hours
Version number	02