

# Prifysgol Wreccsam Wrexham University

## Module specification

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Module Code	BUS4C4
Module Title	Understanding the Business Environment
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 and Management	Core
BSc (Hons) Business and 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
<b>Active learning and teaching hours total</b>	<b>54 hrs</b>
Placement hours	0 hrs
Guided independent study hours	246 hrs
<b>Module duration (Total hours)</b>	<b>300 hrs</b>

### Module aims

This module introduces students to the dynamic nature of the business environment and the factors that shape organisational behaviour and decision-making. It explores key economic principles, market structures, and the influence of political, legal, social, technological and environmental forces on business activity. Students will develop skills to assess how businesses respond to external challenges such as globalisation, sustainability and ethical consideration.

## Module Learning Outcomes

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

1	Identify and explain the key internal and external factors that influence business environments, including market structures, organisational types, and stakeholder roles.
2	Apply fundamental microeconomic and macroeconomic principles to analyse how economic forces, market conditions, and government policies impact business decisions and performance.
3	Describe how globalisation, sustainability, ethical considerations, and risk management influence strategic and operational decisions in contemporary 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: Students will complete a portfolio of tasks that demonstrate their ability to analyse and apply key concepts related to the business environment. The portfolio will be developed throughout the module and include a mix of short written pieces, applied tasks, and reflective or visual elements.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Portfolio	3,500	100%	Oral assessment

## 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 Introduction to Management and Business applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students studying Introduction to Management and Business will have access to multiple learning opportunities including face to face or 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 issue 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

Case studies of Welsh businesses will be used where applicable.

## Indicative Syllabus Outline

1. Introduction to business environment
2. Organisational Types and Ownership Structures
3. Stakeholders and Business Objectives
4. Market Structures and Competition
5. Microeconomic Principles
6. Macroeconomic Environment
7. Political and legal Factors in Business
8. Social and technological Influences
9. Environmental and Ethical Issues
10. Risk and Uncertainty in Business
11. Globalisation and International Trade
12. Tools for Environmental Analysis

## Indicative Bibliography

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

### Essential Reads:

Needle, D. and Burns, J. (2023), *Business in Context: An Introduction to Business and its Environment*. 8th ed. London: Cengage Learning EMEA.

Solomon, M. R., Poatsy, M. A. and Martin, K. (2023), *Better Business*. 5th ed. Harlow: Pearson Education.

### Other indicative reading:

Sloman, J. and Jones, E. (2020), *Essential Economics for Business*. 6th ed. Harlow, England: Pearson.

### Administrative Information

<b>For office use only</b>	
Initial approval date	13/11/2025
With effect from date	01/09/2026
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