

## Module specification

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|              |   |
|--------------|---|
| Module Code  | BUS5B1                                    |
| Module Title | Managing Contemporary Business Challenges |
| Level        | 5   |
| Credit value | 40  |
| Faculty      | Faculty of Social and Life Sciences       |
| HECoS Code   | 100078                                    |
| Cost Code    | GABP                                      |

## Programmes in which module to be offered

| Programme title  | Is the module core or option for this programme |
|--|---|
| FdA/ BA(Hons) Applied Business with Management                             | Core  |
| FdA/ BA (Hons) Applied Business with Sustainable Food and Drink Management | Core  |

## Pre-requisites

N/A

## Breakdown of module hours

|  |                |
|--|----------------|
| Learning and teaching hours  | 44 hrs         |
| Placement tutor support  | 0 hrs          |
| Supervised learning e.g. practical classes, workshops                | 0 hrs          |
| Project supervision (level 6 projects and dissertation modules only) | 0 hrs          |
| <b>Total active learning and teaching hours</b>                      | <b>44 hrs</b>  |
| Placement / work based learning                                      | 0 hrs          |
| Guided independent study   | 356 hrs        |
| <b>Module duration (total hours)</b>                                 | <b>400 hrs</b> |

|                              |            |
|------------------------------|------------|
| <b>For office use only</b>   |            |
| Initial approval date        | 30/08/2024 |
| With effect from date        | 30/08/2024 |
| Date and details of revision | N/A        |
| Version number               | 01         |

## Module aims

This module aims to develop a critical understanding of key concepts within business: the principles of stakeholder communication and relationship management: and the practical implications of business law. This teaching block will be studied through a case study approach, learning from real business cases, and applying the knowledge to practical situations.

## Module Learning Outcomes - at the end of this module, students will be able to:

|   |  |
|---|--|
| 1 | Evaluate appropriate solutions to specific business relationship issues  |
| 2 | Demonstrate strong influencing and negotiating skills to create and maintain strong professional relationships |
| 3 | Explain the main concepts and principles of business law, and relevant legislation.                            |
| 4 | Apply the main concepts and principles of business law to realistic commercial situations.                     |

## 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.

Task One: A practical task, simulating a typical business negotiation which will be assessed jointly by peers and the module leader. Students to set an individual negotiation scenario with potential negotiated outcomes. A peer will negotiate with them. (10 mins)

Task Two: An individual report on a chosen example of business law, and its application in a practical business situation. (2500)



| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|-------------------|-----------------------------|--------------------|---------------|
| 1                 | 1, 2                        | Practical          | 50            |
| 2                 | 3, 4                        | Written Assignment | 50            |

## Derogations

None

## Learning and Teaching Strategies

This module will be delivered using a combination of face to face lectures, group tutorials practical exercises and weekly online activities. Case studies and real life scenarios will be a foundation for discussion and to apply the knowledge. There will be a substantial element of online learning, during which students will consolidate learnings, undertake research for assessments, participate in discussion forums, and work with peers to complete group activities. Weekly activities will include group discussion boards, analysis of Ted Talks and Podcasts, and reflections.

## Indicative Syllabus Outline

1. Understanding the principle of external and internal stakeholders
2. Relationship building – Rapport, credibility, collaboration, and compromise.
3. The role and importance of communication within business
4. Developing an appropriate communications strategy
5. How to manage internal communications
6. The fundamentals of negotiation
7. The win:win principles of negotiation
8. The essential elements of business law
9. Consumer protection agencies
10. Trade descriptions, product liability and consumer safety.
11. Investigating real-life case studies of business law and their outcome.

## Indicative Bibliography:

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

### Essential Reads

Fitzpatrick, L. and Dewhurst, S. (2022) *Successful Employee Communications: A Practitioner's Guide to Tools, Models and Best Practice for Internal Communication* Kogan.

Adams, A. Caplan, S. Lockwood, G. (2018), *Law for business students*. 10th ed. Pearson available as an e-book



### Other indicative reading

Journals found on Resourcefinder.

## **Employability – the University Skills Framework**

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Each module and degree programme are designed to support learners as they develop their graduate skills aligned to the University Skills Framework.

Using the philosophies of the Active Learning Framework (ALF) our 10 skills are embedded within programmes complementing core academic subject knowledge and understanding.

Through continuous self-assessment students own their individual skills journey and enhance their employability and career prospects.

This Module forms part of a degree programme that has been mapped against the University Skills Framework.

### **The Wrexham University Skills Framework Level Descriptors: An incremental and progressive approach.**

Learners can use this document to identify where and how they are building skills and how they can develop examples of their success.