

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS6C3
Module Title	Contemporary Business
Level	6
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
BSc (Hons) Business Management (Top up)	Core

Breakdown of module hours

Learning and teaching hours	36 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	36 hrs
Placement hours	0 hrs
Guided independent study hours	264 hrs
Module duration (Total hours)	300 hrs

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

Learning and teaching hours	36 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	77 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 explores advanced theories, strategic analysis tools, and global perspectives. Students will critically evaluate the impact of complex economic, political, social, and technological forces on organizations and develop strategies for navigating risk, uncertainty, and global challenges. The module emphasizes applied analysis, ethical considerations, and sustainability within an increasingly interconnected business landscape.

Module Learning Outcomes

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

1	Critically evaluate the complexity of economic, political, technological, and socio-cultural forces on organisational strategy and performance, using advanced environmental and competitive analysis tools.
2	Apply advanced economic, strategic, and risk management frameworks to assess the long-term impact of market dynamics, government interventions, and global financial systems on organisational decision-making.
3	Evaluate global trends, emerging challenges, and future business opportunities, with an emphasis on strategic foresight and resilience.

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: Portfolio - Students will complete a portfolio of tasks that demonstrate their ability to analyse and apply key concepts related to the business environment:

- Part 1 of the portfolio will be an applied task (500 words/20% weightage).
- Part 2 of the portfolio will be a written piece of work (1000 words/40% weightage)
- Part 3 will be a poster presentation (1000 words/40%weightage).

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

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

- Summary of understanding the Business Environment
- Business Environment Analysis
- Competition, markets and innovation
- Emerging markets and the shift of economic power.
- Regulatory frameworks and their strategic implications.
- Environmental, Social, and Governance (ESG) metrics and reporting.
- ESG challenges
- Advanced risk management frameworks (ERM, scenario planning).
- Decision-making under uncertainty and behavioural economics.
- Technological megatrends: AI, automation, and digital transformation.
- Advantages and challenges of Technological megatrends
- Big data analytics for business environment analysis

Indicative Bibliography

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

Essential Reads:

Thompson, E., Worthington, I. and Britton, C. (2023) *The business Environment: A Global Perspective*. 9th ed. Harlow: Pearson.

Other indicative reading:

Websites:

www.mckinsey.com

www.hbr.org

Administrative Information

For office use only	
Initial approval date	13/11/2025
With effect from date	01/09/2027
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