Prifysgol **Wrecsam**
Wrexham University

Module specification

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Module Code	BUS397
Module Title	Fundamentals of Business and Finance
Level	3
Credit value	20
Faculty	SLS
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
WUCCE International Foundation Year Business	Core
BA (Hons) Business and Management (with International Foundation Year)	Core
BA (Hons) Business and Management (with Foundation Year)	Core
BA (Hons) Accounting and Finance Management (with International Foundation Year)	Core
BA (Hons) Accounting and Finance Management (with Foundation Year)	Core

Breakdown of module hours

Learning and teaching hours	40 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	**40** hrs
Placement hours	0 hrs
Guided independent study hours	160 hrs
Module duration (Total hours)	200 hrs

Module aims

This module aims to prepare students the fundamentals of defining a business and the role of finance in a business.

Module Learning Outcomes

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

1	Identify and explain the organisational structure of a business
2	Explain the financial function of a business
3	Compute the basics of revenue, sales and expenditure with a calculator
4	Relate business failure to contextual case studies

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: A 5-minute presentation on what is the structure of a business.

Assessment 2: A reflection piece will be written on why businesses go bankrupt and what contributes to their downfall.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Presentation	5-minutes	50%	Written Assignment for resit
2	3, 4	Written Assignment	1,000 words	50%	N/A

Derogations

None

Learning and Teaching Strategies

An interactive learning and teaching approach will be adopted and will involve class-based seminars, case studies, group tasks, workbooks, key readings, reflection activities, quizzes, tutorials and simulations. All teaching and self-directed study materials will be made available on the Virtual Learning Environment on a weekly basis. The module will also be supported by the Moodle VLE through pre-recorded content and resources aligned to the university's active learning framework (ALF).

Welsh Elements

Case studies of Welsh businesses will be used where applicable.

Indicative Syllabus Outline

- Functions of a Business
- Organisational Structure of a Business
- History of Business in a Global Context
- Employability within a Business
- Personal Budgeting
- Finance within a Business
- Income and Expenditure of a Business
- Sales and Revenue
- The role of Marketing
- Marketing and its Impact on Business Revenue
- Avoiding Business Failure

Indicative Bibliography

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

Essential Reads:

Ebert, Ronald J, and Ricky W Griffin. (2022). *Business Essentials*. Thirteenth edition. Harlow: Pearson Education Limited

Other indicative reading:

Buckley, P. J. (2009), Business history and international business. *Business History*, *51*(3), 307-333.

Charan, R., Useem, J., & Harrington, A. (2002), *Why companies fail*. Fortune, *27*(2002), 36-44

Hill, C. W. (2022), *Global business today*. McGraw-Hill.

Administrative Information

For office use only	
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