

Module specification

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Module Code	BUS4C5
Module Title	Introduction to Business and Management
Level	4
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100085
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 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

Module aims

The module will introduce students to some of the fundamentals of business, including organisational structure and the nature of the modern business practices. It will also provide opportunities for the student to acquire a broad understanding of management by exploring the skills and characteristics of effective managers and leaders, and techniques to successfully manage a team.

Module Learning Outcomes

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

1	Describe and appreciate the key elements of business with a focus on the benefits of organisational structures.
2	Define the difference between management and leadership.
3	Reflect upon the skills and characteristics of an effective manager.

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: Write a structured response of 3500 words that addresses the module learning outcomes.

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

1. Introduction to Business and Management
2. Organisational Structures and Culture
3. Principles of Leadership and Management
4. Business Strategy and Decision Making
5. Time Management and Personal Development
6. Business Ethics and Corporate Social Responsibility (CSR)
7. Digital Transformation and Business Technology
8. Communication and Interpersonal Skills
9. The difference between a manager and a leader
10. Work motivation and engagement
11. Innovation and Change Management
12. Customer Relationship Management (CRM)

Indicative Bibliography

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

Essential Reads:

Boddy, D. (2024) *Management: Using Practice and Theory to Develop Skills*. 9th ed. Harlow: Pearson Education.

Laasch, O. (2024) *Principles of Business & Management: Practicing Ethics, Responsibility, Sustainability*. 3rd ed. London: SAGE Publications.

Other indicative reading:

N/A

Administrative Information

For office use only	
Initial approval date	13/11/2025
With effect from date	01/09/2026
Date and details of revision	
Version number	1

