

MODULE SPECIFICATION

Module Title: Business: Past, Present and Future	Level: 4	Credit Value: 20
--	----------	---------------------

Module code: BUS428	Cost Centre: GAMG	JACS2 code: N211
---------------------	----------------------	---------------------

Trimester(s) in which to be offered:	Trimester 1	With effect from:	September 2016
--------------------------------------	-------------	-------------------	----------------

Office use only: To be completed by AQSU:	Date approved:	September 2014
	Date revised:	August 2016 (to incorporate MAccFin only)
	Version no:	4

Existing/New: Existing	Title of module being replaced (if any):
---------------------------	---

Originating School:	Business	Module leader: Prof Chris Jones
---------------------	----------	---------------------------------

Module duration (total hours):	200	Status: core/option/elective (identify programme where appropriate):	Core to all programmes listed below
Scheduled learning & teaching hours	30		
Independent study hours	170		

<p>Programme(s) in which to be offered:</p> <p>MBA Business MAccFin Accounting and Finance BA (Hons) Business BSc (Hons) Entrepreneurship BA (Hons) Hospitality Tourism and Event Management BA (Hons) Global Business BSc (Hons) Marketing and Consumer Psychology BA (Hons) Accounting and Finance BSc (Hons) Sports Management HNC Business BA (Hons) Business Management and IT – NPTC BA (Hons) Applied Business</p>	<p>Pre-requisites per programme (between levels):</p> <p>None</p>
--	---

Module Aims:

- | |
|--|
| <ol style="list-style-type: none"> 1. Understand the history of business at key stages of development, from the Greek and Roman eras right up to the 20th century 2. Evaluate the key drivers and challenges of the modern business environment 3. Acquire an appreciation of the various directions business may be heading in the future |
|--|

Expected Learning Outcomes:

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

Knowledge and understanding

Students will be expected to:

- | |
|---|
| <ol style="list-style-type: none"> 1. Discuss the history of business from several periods over the last 2,000 years (KS6) 2. Describe aspects of the context of business today (KS5) 3. Identify the challenges and opportunities of creating and growing a business today (KS2) 4. Discuss the future of business including the political and economic landscape that might exist (KS5) |
|---|

Key skills for employability

- | |
|--|
| <ol style="list-style-type: none"> 1. <i>Written, oral and media communication skills</i> 2. <i>Leadership, team working and networking skills</i> 3. <i>Opportunity, creativity and problem solving skills</i> 4. <i>Information technology skills and digital literacy</i> 5. <i>Information management skills</i> 6. <i>Research skills</i> 7. <i>Intercultural and sustainability skills</i> 8. <i>Career management skills</i> 9. <i>Learning to learn (managing personal and professional development, self-management)</i> |
|--|

Assessment:

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	LO: 1, 2	Essay	50%	N/A	2,000 - 2,500
2	LO: 3,4	Presentation	50%		

Indicative Assessment One:

Students will be given a particular period in history and be required to write an essay explaining what type of businesses will have existed, what their challenges were, the socio-economic environment they operated within at the time and the similarities and differences compared to the modern business environment.

Indicative Assessment Two:

Working in groups, students will be given a case study of a real or hypothetical business. They will be required to deliver a 15 minute presentation with 5 minutes of questions to describe the business context today, the changes that may affect the business within the next 20 years and what they may need to do to remain competitive.

Students will also be required to write a reflective statement (500 words approx.) explaining their contribution to the presentation and what they have learnt individually. The reflective statement will form part of the assessment.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Learning and Teaching Strategies:

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

Syllabus outline:

1. Trading in Greek and Roman times
2. The Merchants of Medieval Europe
3. The Significance of Energy and Commodities
4. The Industrial Revolution
5. 20th Century and the Rise of Corporate America
6. The Technological Revolution
7. A Brief History of the 21st Century
8. The Future of Business

Bibliography:

Essential reading

Means, H. (2001) Money and Power: The History of Business, London:John Wiley & Sons.

Background Reading

Textbooks

Spufford, P. (2006) Power and Profit: The Merchant in Medieval Europe, London:Thames and Hudson Ltd.

Brynjolfsson, E. and McAfee, A. (2014) The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies, London:W W Norton & Co.

Journals

Business History, Taylor & Francis online
Economic & Business History
Business History Review, Harvard Business School
Business History Review, Cambridge Journals online

As well as various popular articles in other business related publications.