

Case Study

Business in Action: Taught UG module 22/23 - Enhancing student understanding of Real-World Business Challenges

Key Points

The principal aim of the module is to allow students to take a holistic view of business and management by applying knowledge and learning from modules studied in years 1 and 2 to an authentic work-based problem. This module allowed students to work on a real-world business challenge, of which one was set by Cardiff Metropolitan University's Sustainability Engagement Manager.

Module assessments were designed around exploring the business challenge in more detail through an academic poster and business report. The business challenge set by Cardiff Met Sustainability was to explore ways of encouraging more student engagement at sustainability events (e.g. community days, repair workshops, litter picks etc.)

Who?

The Business in Action module is a Level 5 (2nd year) compulsory module studied by BA Business and Management students (n=137 cohort 22/23). Students needed to use problem solving and decision-making skills to augment discipline specific knowledge such as finance, marketing, HR etc., to analyse problems and arrive at viable solutions to the real-world business challenges set out by the organisations/businesses invited to support the module, whilst working within a framework of appropriate professional values, ethics and governance.

Why?

Cardiff Metropolitan University recognises the importance of the role it has to play in environmental management of its estate and in promoting principles of sustainability across all activities, including teaching and research. The University manages and controls its environmental risks in a sustainable manner by complying with relevant legislation and adopting where appropriate best practice. Cardiff Metropolitan recognises a wide definition of sustainability, based on engaging in development that meet the needs of the present, without compromising the ability of future generations to meet their own needs. The University is continuously looking at how it can improve sustainability and reduce its carbon footprint, the proposed business challenge provided for the Business in Action module provided students to have the opportunity to work on a challenge related to the sustainability field in relation to surroundings they were familiar with. It also helped to raise awareness of the work undertaken by the Cardiff Met sustainability team.

How?

After a guest lecture, delivered by Cardiff Met's Sustainability Engagement Manager (Rachel Roberts), students were tasked with exploring the challenge in more detail through a poster presentation. Following on from this, they were then asked to produce a business report which provided an extended context related to the business challenge and the organisation, and then they proposed a possible solution to help work towards overcoming the business challenge. An example of a solution provided by a student was the use of a reward scheme to incentivise students to attend sustainability events. All solutions presented will be reviewed by the Sustainability Committee.



I was thrilled to have the opportunity to study the Business in Action module since it allowed me to expand my knowledge and abilities, which had a significant influence on how I applied my thinking and how confident I felt. Excellent observation was made of the tools that were discussed and introduced during the programme to emphasise the necessary conditions for completing the module – Lina Moukayed, BA (Hons) Business and Management (Sustainability)

