

Case Study

Business in Action: Taught UG module 23/24 - 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 of the university population to use the bus for their commute to campus, and to use Cardiff Bus as their preferred transport method to university/work.

Who?

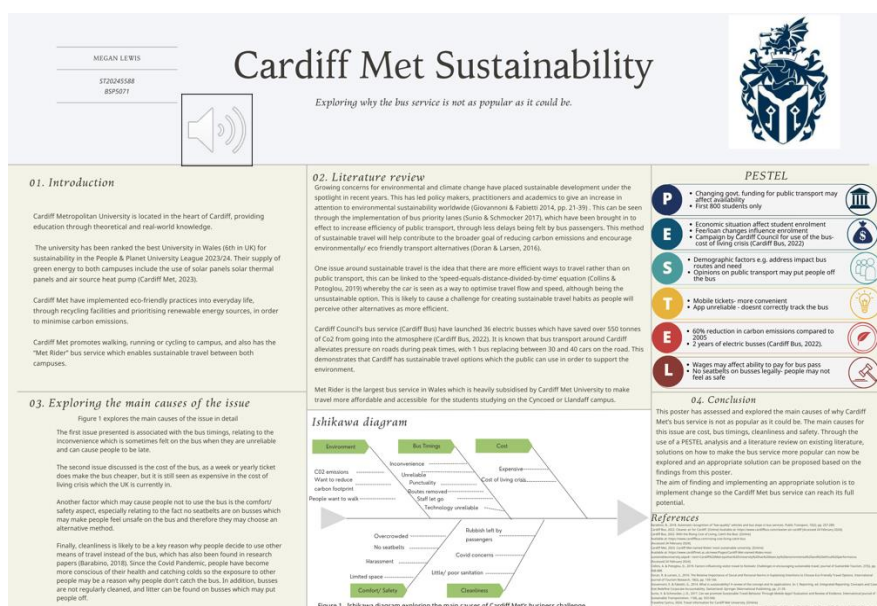
The Business in Action module is a Level 5 (2nd year) compulsory module studied by BA Business and Management students (n=191 cohort 23/24). Students needed to use problem solving and decision-making skills to augment discipline specific knowledge such as finance, marketing, HR etc., to analyse problems 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 the university population to use the bus as their preferred transport method to university/work.



Through studying the Business in Action Module, I have been able to broaden my knowledge and problem solving skills, as well as my understanding of sustainability issues. The module has enabled me to use a variety of different tools and approaches in order to explore Cardiff Met's 'Met Rider' service, while coming up with solutions and recommendations on how the Met Rider service can become more popular among students.

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