



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Contemporary Management Approaches

BMSP4013

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



WHAT
DO YOU
NEED TO
KNOW



Introductions

- Me –
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Module Aims & Objectives

AIM(S)

- To provide students with an introduction to contemporary management approaches, within a context of sustainability and a rapidly changing world.

OBJECTIVES

Upon the successful completion of this module, the student should be able to:

- explain the changing nature of business and the complimentary evolution in management approaches;
- critique contemporary management approaches in relation to given sectors, organisations or communities.

Indicative Module Subjects

Week	Lecture Topic
1	Introduction to the Module and Assessments
2	The Nature of the Organisation
3	- Approaches to the Organisation and Management - The Role of the Manager
4	- The context of the Organisation - Organisational Strategy
	Reading Week
5	Motivation and employee engagement
6	Perception and Communication
7	Team Work
8	Sustainable Leadership
9	The inclusive workplace
10	Assignment Drop-in Clinic

Teaching & Learning Strategy

Flipped Learning

At home

students learn



at their own pace

then...



In class

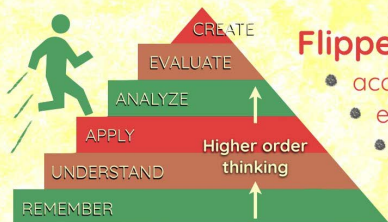
teachers facilitate student-led discussions and learning activities



that allow students to develop their understanding

Flipped learning teachers...

- encourage deeper thinking
- are true facilitators of learning
- are far more than a "walking textbook"



Flipped learners...

- access higher order thinking
- engage more in the content
- enjoy the learning process
- learn more efficiently

Activity	Hours	Percentage
Scheduled Learning	36	20
Independent Learning	164	80

Assessment Overview,

- Assignment 1

12th December 2025, 1,500 word report (50%)

- Assignment 2

9th January 2026, which is a 10 minute recorded presentation (50%)

There are a wide range of resources available on the Moodle module and the Library website, so please use them.





Assignment 1 (50%)

- [Essay \(1500 words\)](#)
- Choose a well-known company that you have personally interacted with (as a regular customer, employee, or through a site visit). Based on your experience and class discussions, analyse how the company manages its key organisational functions.
- In your analysis, include:
 - Your personal observations or experiences with the company.
 - How the company's management approaches influence:
 - Organisational structure and leadership style
 - Employee motivation and job satisfaction
 - Internal communication and perception of roles
 - The broader organisational environment and culture

Assignment 2 (50%)

- Individual Presentation - 10 minutes
- Task:
- Choose a company that's different from the one you used in your first assessment. Create a PowerPoint presentation (equivalent to 10 minutes in length) that explores the following key areas:
 1. Strategic Approach – How does the company approach strategy and decision-making?
 2. Organisation & Management – What are its methods and structures for managing people and operations?
 3. Sustainable Leadership – How sustainable is the business, and what leadership practices support this?

UWTSD Library Resources

- [Ex Libris Discovery](#)

The use of AI for Assessments

RESEARCH	For this assessment, you can use Generative AI to support you in research, including searching for bibliography, using tools to summarise, compare and interrogate materials.	Yes ☒ No ☐
STRUCTURE	For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings, etc.	Yes ☒ No ☐
PROOFREADING	For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including rephrasing of your own work within specific standards.	Yes ☒ No ☐
WRITING	For this assessment, you can use Generative AI to create text for submission.	Yes ☐ No ☒
CREATIVE	For this assessment, you can use Generative AI to create creative materials, such as images.	Yes ☐ No ☒
PROGRAMING	For this assessment, you can use Generative AI to create and check code.	Yes ☐ No ☒
NONE	For this assessment, you are not allowed to use any type of Generative AI support. This includes research support, structure support, writing/proofreading support and creative support.	Yes ☐ No ☒





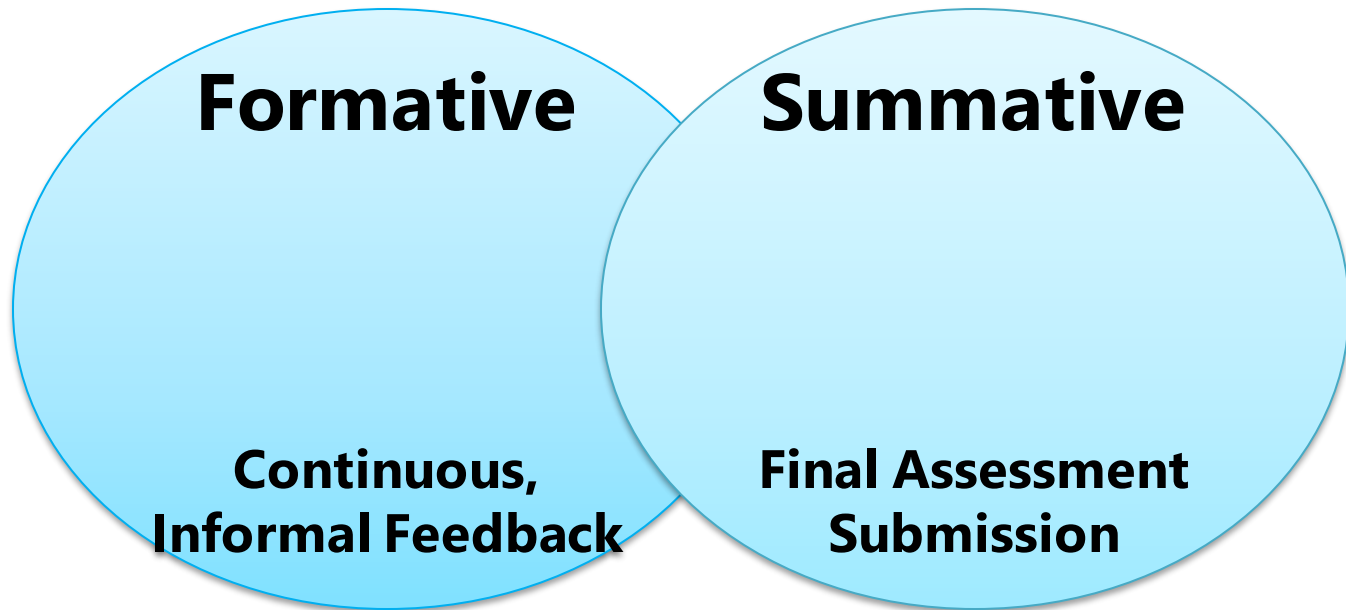
Workshop



Finding and Using Information

Finding and using information requires you to think about the kind of information you need, where to find it, and how to evaluate it.

Feedback



20 WORKING Days



Any

Questions?

What is OB?

- “Organisational behaviour is concerned with the study of behaviour of people within an organisational setting. It involves the understanding, prediction and control of human behaviour.”

Mullins (2023)



