

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Business Administration (University of London)
Module Title	Strategic project in entrepreneurship and innovation
Module Syllabus No. (if any)	BAM910
Syllabus / Content / Learning Outcomes	<p>This module is a capstone project involving the development of business research skills and their application to real world business and accounting related problems. Core to the project is the requirement for students to acquire an underpinning in research methodology, applying research skills to the collection and analysis of data within a entrepreneurship related scenario. This will involve identifying and analysing data and information in relation to business and accounting challenges, researching alternative solutions, and applying a judgment based on assessment of the evidence.</p> <p>Learning outcomes: Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> • Describe both the practical application and underlying philosophy of research methods within the business studies arena, with a specialist focus on the entrepreneurship sub discipline • Identify appropriate research and enquiry techniques to assess entrepreneurial challenges within the wider business context • Synthesise and use information and knowledge effectively • Undertake, and communicate the results from, an independent piece of research work • Creatively deal with complex corporate problems in a professional capacity • Apply theoretical models to real world business solutions • Identify, evaluate, and critically appraise alternative solutions to finance problems • Tangible work as evidence to themselves and existing/potential employers of capabilities relating to independent research and thinking • Research design skills (including development of data collection and analysis strategies) • Numeracy and quantitative skills applied to business management decisions • Critical self-reflection applied to business practice and experience • Complex problem-solving skills to support corporate decision making • Effective communication skills of complex solutions to business related decisions (including effective use of written presentation tools/reports) • Effective skills of the use of information technology • High personal effectiveness, applying critical self-awareness and personal resource management in the context of a diverse business environment
No. of Teaching Hours	Contact Hours – Lectures, Seminars & online activity (22 x 3) = 66 Independent Preparation, pre-reading and analysis = 234 TOTAL = 300
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Coursework Item 1 - a research proposal of 2,000 words in length (maximum) outlining the research question and methods to be adopted in its investigation – 30% Coursework Item 2 - a development plan for a new business unit, product or service for an organisation of 8,000 words in length (maximum); the plan should build upon a critical review of the literature, utilise suitable research methods, and present strategic actions that aim to satisfy the research question proposed – 70%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Please refer to www.london.ac.uk for assessment due dates June, August/September, December and February/March

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

AMITY GLOBAL INSTITUTE

Recommended Text	Blumberg, 2014, Business Research Methods (McGraw-Hill) Curran J. and Blackburn R.A., 2001, Researching the Small Enterprise (Sage) Carsrud A., 2014, Handbook of Research Methods and Applications in Entrepreneurship and Small Business (Edward Elgar)
------------------	---

Lesson No.	Learning Outcome
1	Describe both the practical application and underlying philosophy of research methods within the business studies arena Identify appropriate research and enquiry techniques to assess corporate challenges within the wider business context
2	Identify, acquire and analyse financial and other data for business related problems, Synthesise and use information and knowledge effectively
3	Undertake, and communicate the results from, an independent piece of research work, Creatively deal with complex corporate problems in a professional capacity
4	Apply theoretical models to real world business solutions
5	Identify, evaluate, and critically appraise alternative solutions to business problems
6	Tangible work as evidence to themselves and existing/potential employers of capabilities relating to independent research and thinking
7	Research design skills (including development of data collection and analysis strategies)
8	Numeracy and quantitative skills applied to business management decisions, Critical self-reflection applied to business practice and experience
9	Complex problem-solving skills to support corporate decision making, Effective communication skills of complex solutions to business related decisions (including effective use of written presentation tools/reports)
10	Effective skills of the use of information technology, High personal effectiveness, applying critical self-awareness and personal resource management in the context of a diverse business environment, Development of teamwork skills

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.