

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Business Administration (University of London)
Module Title	Strategic project
Module Syllabus No. (if any)	BAM900
Syllabus / Content / Learning Outcomes	<p>This module is a capstone project involving the development of business research skills and their application to simulated real world business 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 simulated business related scenario. This involves identifying and analysing data and information in relation to business challenges, researching alternative solutions, and applying a judgement 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 • Identify appropriate research and enquiry techniques to assess corporate challenges within the wider business context • Identify, acquire and analyse financial and other data for business related problems • 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 business 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 • Development of teamwork skills
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 literature review and essay of 2,000 words in length of how an analysis of a company's value is done (maximum) – 30% Coursework Item 2: An assessment of the value of a quoted company of 8,000 words in length (maximum) – 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
Recommended Text	Doing Research in Business and Management, Saunders, M. and Lewis, P. (Pearson Education, 2012). The Essential Guide to Doing Your Research Project, O'Leary, Z (SAGE, 2017).

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.

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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

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