

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Post Graduate Diploma in Management
Module Title	Entrepreneurship Project
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	February 2018 / September 2018
End-Date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ol style="list-style-type: none"> a) Analyse the critical debates about the role of entrepreneurs and entrepreneurship in the delivery of business innovation. b) Evaluate the management efficacy of alternative approaches and tools to identifying, selecting and managing emerging opportunities. c) Demonstrate a critical understanding of the cultural, tactical and strategic challenges and issues involved in developing a sustainable New Venture. <p>Subject - Specific Skills</p> <ol style="list-style-type: none"> d) Apply a critical- enterprising mindset and elements of entrepreneurial 'bestpractice' to the task of creating a New Venture proposal. e) Provide a comprehensively researched and detailed analysis of emerging opportunities within a specific business sector and show an awareness of the contrasting influences. f) Write a 'commercial standard' business plan, justifying a New Venture proposal. <p>Key Skills</p> <ol style="list-style-type: none"> g) Collate, organise, critically evaluate and synthesise evidence and information from a variety of sources including: academic articles, business reports and case studies. h) Solve problems using complex concepts, appropriate tools and arguments leading to creative solutions and innovative business approaches. i) Engage confidently in academic and professional communication with others, reporting on proposals clearly, autonomously and competently.
No. of Teaching Hours	Workshops x 5 = 15 Independent study hours - Online support units x 5 =100 Sector and Marketing Intelligence Research = 35 Assessment Hours (this will be included with independent study hours = 50 Total = 200
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Opportunity Analysis (2000 words) - 40% Business Plan (3000 words) - 60%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	TBA
Recommended Text	Ramachandran - Entrepreneurship Development- Tata McGraw-Hill Education, 2009
Additional Reference Texts (if any)	NIL.
Additional Remarks (if any)	NIL

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	Entrepreneurship and the Enterprising Manager- Defining the entrepreneur: the mindset and behaviours of enterprising individuals , the enterprising manager
2	Analyzing Opportunities - Sources of opportunity, Opportunity evaluation and management
3	Researching and writing an opportunity analysis report
4	Researching the New Venture- Developing a viable concept
5	Researching and planning the new venture , The role of creativity and innovation
6	The New Venture Proposal- Resourcing and funding; Project planning and operations
7	Writing the business plan
8	Strategies for Growing the New Venture, Market-led approaches
9	Resource-led approaches ,Partnerships and alliances
10	Ultrapreneuring and exit strategies; Intrapreneurship

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