

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>Diploma in International Hospitality and Tourism Management</b>
Module Title	Business Environment
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	May 2018 /September 2018
End-Date	May 2019 /September 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <p>a) Criticise and apply theoretical models used to evaluate global environmental influences on organisations.</p> <p>b) Identify and discuss the key features of both the micro and macro environments of organisations.</p> <p>c) Assess the impact of trends in demographics, consumer tastes and technology upon organisations in the future.</p> <p>Subject-specific Skills</p> <p>d) Conduct a Le Pest analysis on diverse sectors, eg. public and private.</p> <p>e) Conduct a 5 forces analysis on diverse sectors.</p> <p>f) Interpret economic data from a range of sources</p> <p>g) Identify and evaluate opportunities and threats for a range of organisations.</p> <p>Key Skills</p> <p>h) Communicate clearly in writing.</p>
No. of Teaching Hours	<p>Teacher Managed Learning Eg : Lectures : 48 Hrs</p> <p>Student Managed Learning Eg : Tutorials, Seminars etc : 152 Hrs</p> <p>TOTAL = 200</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Examination Period (not all modules have end-of-semester / year examinations) Indicative: December 2018 & May 2019/ January 2019 & September 2019

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	<ul style="list-style-type: none"> <li>• Morrison, J. (2011) The Global Business Environment 3rd edition, Palgrave Macmillan</li> <li>• Brooks I. Weatherston J. &amp; Wilkinson G. (2012) The International Business Environment, 3rd Ed, FT Prentice Hall</li> <li>• Cable, V. (2009) The Storm, Pearson</li> <li>• Needle D. (2010) Business in Context 6th Ed, South Western Cengage</li> </ul>
Additional Reference Texts (if any)	NIL
Additional Remarks (if any)	NIL

Lesson No.	Learning Outcome
1	The nature of the global, international and national business environments.
2	Analytical models of the business environment; Le Pest C, Porter's 5 forces, Identification and categorisation and Opportunities & Threats
3	Introduction to organisational stakeholder theory
4	The micro environment: customers, suppliers, competitors , market structures and competition policy, demand, supply, price determination, elasticity
5	Macro environment systems: -legal environment: Ecological environment, political environment, economic environment, circular flow, multiplier effect, business cycle
6	Macroeconomic policy, globalization /theory of international trade and financial environment
7	The impact of macro environment trends: Social/demographic, technological, challenges and changes

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.