

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Diploma in International Hospitality and Tourism Management
Module Title	Business in Society
Module Syllabus No. (if any)	N IL
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) Explain a range of corporate responsibilities, distinguishing the source of the obligation (legal and/ or ethical).</p> <p>b) Reflect upon the role of business in society using a range of models and company examples.</p> <p>c) Form a view on the relationship between Governmental legislation, enforcement and the self-regulation of public/private interests.</p> <p>Subject-specific Skills</p> <p>d) Research a current ethical issue in the light of examples from a range of industry supply chains/consumer demands.</p> <p>e) Critically evaluate implicit and explicit media bias</p> <p>f) Complete a review of stakeholders for a particular company.</p> <p>g) Advocate effectively for a change in a specific relationship between business and society.</p> <p>Key Skills</p> <p>h) Communicate effectively in writing with strong evidence of reflective capacity.</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	<p>Examination Period (not all modules have end-of-semester / year examinations)</p> <p>Indicative: December 2018 & May 2019/ January 2019 & September 2019</p>

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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Recommended Text	<ul style="list-style-type: none"> • The ethical business: challenges and controversies - Mellahi, Kamel, Morrell, Kevin, Wood, Geoffrey Edward 2010 (electronic resource) • Corporate social responsibility as an international strategy - Christina Keinert c2008 • Corporate social responsibility: the good, the bad and the ugly - Banerjee, Subhabrata Bobby c2007
Additional Reference Texts (if any)	NIL
Additional Remarks (if any)	NIL

Lesson No.	Learning Outcome
1	Ways of conceptualising the role of business in society
2	Conceptualising Sustainability and Value Creation
3	Globalisation and ethics
4	Ethics in Corporate leadership and Industrial supply Chain
5	Ethics in Media, Marketing and Consumer Culture
6	Ethics in Accounting and Finance
7	Ethical reasoning and critical thinking
8	Managing stakeholder relationships / mapping stakeholders
9	Ways of conceptualising Discourse and Power
10	Legal, Political & Regulatory Issues
11	Community Relations and Strategic Philanthropy
12	Ways of conceptualising the corporation and the role of business in social change
13	Ways of conceptualising the role of business in popular culture
14	Legislation on and the implementation and measurement of, social impact
15	Ways of conceptualising the role of social media in society
16	The role of business in International Development Aid

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