

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Diploma in Entrepreneurship
Module Title	Introduction to Entrepreneurship
Module Syllabus No. (if any)	N / A
Year Offered	2018
Start-Date	Feb / May / Sep 2019
End-Date	Feb / May / Sep 2020
Syllabus / Content / Learning Outcomes	<p>On successful completion of this module the student will be expected to be able to display the understanding of:</p> <ul style="list-style-type: none">✓ The Foundations of Entrepreneurship✓ Inside the Entrepreneurial Mind: From Ideas to Reality✓ Designing a Competitive Business Model and Building a Solid Strategic Plan✓ Conducting a Feasibility Analysis and Crafting a Winning Business Plan✓ Forms of Business Ownership✓ Franchising and the Entrepreneur✓ Buying an Existing Business✓ Building a Powerful Marketing Plan✓ E-Commerce and the Entrepreneur✓ Pricing Strategies
No. of Teaching Hours	24 hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	3000 Word Assignment (100%)
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Jan / Apr / Aug 2020
Recommended Text	Entrepreneurship, 10/e, Mariotti 2008, Prentice Hall
Additional Reference Texts (if any)	Strategic Entrepreneurship, 4/e, Wickham 2006, Prentice Hall
Additional Remarks (if any)	

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	The Foundations of Entrepreneurship
2	Inside the Entrepreneurial Mind: From Ideas to Reality
3	Designing a Competitive Business Model and Building a Solid Strategic Plan
4	Conducting a Feasibility Analysis and Crafting a Winning Business Plan
5	Forms of Business Ownership Franchising and the Entrepreneur
6	Buying an Existing Business
7	Building a Powerful Marketing Plan
8	E-Commerce and the Entrepreneur Pricing Strategies

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