

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	DIPLOMA IN ENTREPRENEURSHIP
Module Title	Project Elective
Module Syllabus No. (if any)	N/A
Year Offered	2019
Start-Date	Feb / May / Sep 2019
End-Date	Feb / May / Sep 2020
Syllabus / Content / Learning Outcomes	On successful completion of this module the student will be expected to be able to display the understanding of (Only 1 have to be chosen): <ul style="list-style-type: none"> ✓ Small Business Management ✓ Enterprise Models ✓ Entrepreneurial Finance for Decision Making ✓ Preparing Effective Business Plans ✓ New Venture Management
No. of Teaching Hours	6 hours (meeting with the Supervisor)
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	8000 Word Assignment (100%)
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Jan / Apr / Aug 2020
Recommended Text	Strategic Entrepreneurship, 4/e, Wickham 2006, Prentice Hall Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company (paperback), 1/e Lodish, Morgan & Archambeau, 2007, Pearson Prentice Hall
Additional Reference Texts (if any)	Wilson, J (2010), 'Essentials of Business Research: A Guide to Doing Your Research Project', London: Sage Publications.
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.