

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Master of Business Administration (University of Northampton)
Module Title	The Entrepreneurship Report
Module Syllabus No. (if any)	MKTM033
Content	Entrepreneurship and the Enterprising Manager- Defining the entrepreneur. The mindset and behaviours of enterprising individuals, The enterprising manager. Analysing Opportunities - Sources of opportunity, Opportunity evaluation and management. Researching and writing an opportunity analysis report. Researching the New Venture- Developing a viable concept. Researching and planning the new venture, The role of creativity and innovation. The New Venture Proposal- Resourcing and funding. Project planning and operations. Writing the business plan. Strategies for Growing the New Venture, Market-led approaches. Resource-led approaches, Partnerships and alliances. Ultrapreneuring and exit strategies .Intrapreneurship
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weightages	Project 1 – Opportunity Analysis (2000 words) - 40% Project 2 – Business Plan (3000 words) - 60%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Please refer NILE at: <a href="https://nile.northampton.ac.uk">https://nile.northampton.ac.uk</a>
Recommended Text	Ramachandran - Entrepreneurship Development- Tata McGraw-Hill Education, 2009
Additional Reference Texts (if any)	-
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Analyse the critical debates about the role of entrepreneurs and entrepreneurship in the delivery of business innovation.
2	Evaluate the management efficacy of alternative approaches and tools to identifying, selecting and managing emerging opportunities
3	Demonstrate a critical understanding of the cultural, tactical, and strategic challenges and issues involved in developing a sustainable New Venture
4	Apply a critical- enterprising mindset and elements of entrepreneurial ‘best practice’ to the task of creating a New Venture proposal.
5	Provide a comprehensively researched and detailed analysis of emerging opportunities within a specific business sector and show an awareness of the contrasting influences.
6	Write a ‘commercial standard’ business plan, justifying a New Venture proposal. Collate, organise, critically evaluate and synthesize evidence and information from a variety of sources including academic articles, business reports and case studies.
7	Solve problems using complex concepts, appropriate tools and arguments leading to creative solutions and innovative business approaches.
8	Engage confidently in academic and professional communication with others, reporting on proposals clearly, autonomously, and competently.

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.