

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

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| Course | Postgraduate Diploma in Business Administration (Entrepreneurship and Innovation) |
| Module Title | Organisational behaviour and human resource management |
| Module Syllabus No. (if any) | BAM040 |
| Content | This module provides an understanding of key theoretical and practical issues relating to organisational behavior and human resource management. Human resource knowledge from this module can be applied to different external contexts impinging upon organisations around the globe, yet managers need to adapt their internal organisational behaviours to deal with them. The module is best suited to those who wish to develop a reasoned and analytical understanding of human behaviour in organisations. This module aims to develop knowledge and understanding of how organisations behave and how they manage their people. It aims to provide students with the ability to lead people more effectively to enhance organisational performance. The module will critically analyse the purpose of HR within organisations and how strategic and successful HR policies are implemented. |
| No. of Teaching Hours | 30 |
| Teaching Methods | Lectures, tutorials, case-studies analysis, research journals and group discussion. |
| Assessment Methods and Weightages | One two-hour unseen written examination (70%) One 2,000 words assignment (30%). |
| Skills for Maximising Learning Outcomes | Reading and Research |
| Dates of Examinations, Major Assessments and Assignments | Please refer to www.london.ac.uk exam tables June, August/September, December and February/March |
| Recommended Text | Mullins, L. J. and Christy, G., Management & Organisational Behaviour (11th edition), Pearson, 2016 Pilbeam Stephen and Corbridge Marjorie, People Resourcing and Talent Planning: HRM in Practice (4th edition), Pearson, 2010 |
| Additional Reference Texts (if any) | |
| Additional Remarks (if any) | - |

| No. | Learning Outcomes/Aims |
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| 1 | Demonstrate understanding of the key concepts, theories and processes of marketing, product/service branding and marketing strategies Developing a marketing plan |
| 2 | Explain and assess the trends and forces that effect the marketing landscape (including the environment) Explain and evaluate decisions that firms make on individual products and services, and product mixes (including pricing strategies, promotional campaigns, distribution channels and creating customer value) |
| 3 | Critically assess the concept and sources of competitive advantage Explain, analyse and appraise the various approaches/strategies companies use to enter and penetrate foreign markets |
| 4 | Critical evaluation skills of marketing in business Analytical and writing skills in a time constrained setting .Research skills (including the ability to plan work and study independently, to design research methodologies and collect data) |

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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| 5 | Ability to apply reason and justification within discussion |
| 6 | Complex problem-solving skills |
| 7 | Synthesis skills and the ability to use information and knowledge efficiently and effectively |
| 8 | Information technology skills |

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