

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business with Marketing Awarded by Teesside University
Module Title	Business Enterprise
Module Syllabus No. (if any)	BIN1071-N
Content	This module is designed to inspire students to think about entering the workplace once they have completed their studies. The module is delivered as an interactive learning experience which will enable students to develop an enterprising mind-set and help them to identify some of the skills and attributes they already possess. The module content will encourage the student to begin to think about their personal career aspirations, whilst addressing potential gaps linked to the individual's knowledge, skills, and experience.
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	ECA 100% Component 1 (30%) - Team poster based on their business idea. This poster will be presented in a conference style format. Component 2 (70%) - Individual 1,500 word written reflection on learning from the module and their engagement with the team project.
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	The business environment, Adrian Palmer, Bob Hartley, McGraw-Hill Higher Education, Edition 7th
Additional Reference Texts (if any)	-
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Communicate appropriately by adapting approach according to the needs of the receiver.
2	Demonstrate ability to work autonomously and as part of a team.
3	Demonstrate the ability to set personal goals for own personal development.
4	Provide evidence of competency when working with various tools and theoretical models.
5	Demonstrate ability to apply knowledge and skills when working towards business problems and reach a solution.
6	Understand the importance of ethics, sustainability and purpose whilst operating in a business context.
7	Demonstrate how to evaluate information and present a clear solution.
8	Reflect upon their learning and think about how to enhance future practice.

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.