

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business and Marketing Awarded by Teesside University
Module Title	Enterprise and Practice
Module Syllabus No. (if any)	BIN2045-N
Content	Enterprise and Practice balances theory and practice enabling students to apply their learning directly to a real enterprise. Students work in small groups with a local business on a live consultancy brief in the Business Clinic. The business will provide the students with a real-life problem which needs to be refined and scoped. The students work together to define the problem and conduct macro-environmental research to present the business with recommendations towards suggested solutions. The module provides students with the opportunity to explore an enterprise and ideas associated with organisational behaviour and the wider managerial approaches to business development. Through active association with the enterprise, they will consider relevant theoretical concepts, analysis techniques, enterprise development and apply this theory and learning to a real-world context.
No. of Teaching Hours	36 hours
Teaching Methods	Lectures
Assessment Methods and Weightages	ECA is 2 components: 1 x 2,500-word Personal Reflective Report weighted at 50% and 1 x A3 Group Poster Presentation weighted at 50%.
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	New Business of Consulting 9781119556923 Elaine Biech 2019
Additional Reference Texts (if any)	Innovation management and new product development 9781292133423 Trott, Paul 2016 - Sixth edition
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Demonstrate the use of appropriate IT and other forms of communication to illustrate learning.
2	Use appropriate communication mechanisms to demonstrate an understanding of organisations and liaison with the host organisation.
3	Apply analytical skills in a variety of management contexts.
4	Apply given tools/methods accurately and carefully to a well-defined problem to demonstrate knowledge of the complexity of organisations and their associated issues.
5	Explain what constitutes an organisation and how the different parts of an organisation function.
6	Understand the importance of the business environment and what resources and competencies are required to deliver business growth. Demonstrate the ability to refine, define and scope an organisational challenge.
7	Demonstrate an understanding of the different theoretical tools available to assess the business environment and how to apply them. Demonstrate evidence of ability to reflect upon performance and develop learning.
8	Communicate effectively within a multi stakeholder group. Demonstrate evidence of ability to work autonomously and as part of a group.

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.