

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business and Marketing Awarded by Teesside University
Module Title	Sustainability, Strategy & Society
Module Syllabus No. (if any)	BIN3050-N
Content	This module is designed to equip students with the necessary knowledge and skills in effective strategic management and responsible leadership in the wider context of business and enterprise. The current context of the macro environment will be explored and contemporary issues will be considered by students specifically relating to leading change along with leading and implementing strategy. Student centered learning and teaching strategies will be used to facilitate the effective integration of current leadership theory with practice.
No. of Teaching Hours	30
Teaching Methods	Lectures, discussion, workshop
Assessment Methods and Weightages	Assessment is 100% ECA 10 minute group presentation of a group project (80% of module mark) with 500 word individual reflective narrative (20% of module mark).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Managing change 9781292156040 Burnes, Bernard 2017 - Seventh edition
Additional Reference Texts (if any)	Selling and sales management 9781292078007 Jobber, David; Lancaster, Geoffrey 2015 - Tenth edition
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Select from a wide range of digital media appropriate to delivering a quality presentation.
2	Set criteria for and be effective in professional and interpersonal communication in a wide range of situations.
3	Work effectively within a team, support or be proactive in leadership.
4	Synthesise, appraise and evaluate leadership, strategy and change theory and practice.
5	Demonstrate intellectual flexibility and openness to new ideas.
6	Act with minimal supervision in complex and unpredictable contexts.
7	Identify personal leadership qualities and skills and improvement strategies which will promote change and organisational development.
8	Equip students with the necessary knowledge and skills in effective strategic management.

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.