

AMITY GLOBAL INSTITUTE

Name of course: Diploma in Business Management

Module Description

[MOD04600] BUSINESS ENVIRONMENT

The focus of this module is on the business environment and the drivers of change within it, the macro forces that shape the VUCA (volatile, uncertain, complex & ambiguous) world we live in and thus the context in which business operates. Students are asked to use the core module PESTLE and 'Five Forces' frameworks to make sense of events and their impact on businesses.

[MOD04405] INTRODUCTION TO ACCOUNTING AND FINANCE

Understanding and communicating financial information is an essential feature of the work of managers in all organisations. Students entering as potential managers must therefore have knowledge and appreciation of the key organisational financial objectives and responsibilities and of the financial pressures under which they operate. A student armed with such information would hopefully be able to contribute more effectively and swiftly to their career development.

[MOD04907] INFORMATION MANAGEMENT

This module focuses on delivering a broad range of digital literacy skills that align with the requirements for studying in higher education. These include learning to source and access information across networks, analyse digital resources and reuse to develop knowledge and understanding while developing skills in academic integrity.

[MOD04601] BUSINESS IN SOCIETY

The module aims to provide students from all backgrounds with the appropriate skills and knowledge which are essential in dealing with a variety of situations involving people at work. The module provides a firm basis of practical 'people management' knowledge for non-specialist and specialist managers of people in any type of organisation and industry.

[MOD04208] MARKETING MANAGEMENT

This module marketing management explores the challenges faced by modern organizations in a fast moving and rapidly changing environment. It considers how definitions and perspectives on marketing have changed and continues to change in the face of rising consumer sophistication and increasing complexity and expectations.

[MOD04304] MANAGING PEOPLE, ORGANISATIONS AND MANAGEMENT

The module aims to provide students from all backgrounds with the appropriate skills and knowledge which are essential in dealing with a variety of situations involving people at work. This module provides a firm basis of practical 'people management' knowledge for non-specialist and specialist managers of people in any type of organisation and industry.

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[MOD04502] BUSINESS PROJECT

This module will introduce the students to developing a research idea and Outline and critically analyse key debates/theories/views associated with the chosen topic. The students will have to select a particular topic of their choice in consultation with the lecturer from the given choices. They are expected to develop research questions and effectively apply statistical techniques (as and when appropriate).

[MOD04400] ACCOUNTING FOR BUSINESS

This module aims to give students a basic knowledge of financial accounting (context, purposes, regulatory framework). It introduces the principal concepts of financial accounting. The preparation of principal financial statements will also be explored.

[MOD04409] MULTINATIONAL BUSINESS FINANCE

This module is also designed to introduce students to key management accounting skills necessary to support decision-making. It will emphasis the acquisition and application of skills and knowledge necessary to inform managers responsible for planning, decision-making and control and will provide the underpinning skills and knowledge required for more advanced study.