

AMITY GLOBAL INSTITUTE

Name of course: Diploma in Entrepreneurship

Module Description

[MOD04607] INTRODUCTION TO ENTREPRENEURSHIP

This module provides a comprehensive overview of the fundamental concepts and practices of entrepreneurship. This module aims to equip students with essential knowledge and skills necessary to understand the entrepreneurial mindset, launch new ventures, and navigate the challenges of starting and managing a business.

[MOD04407] KEY ISSUES IN BUSINESS: PEOPLE, MARKETS & MONEY

This module provides a concise exploration of critical business elements: people, markets, and money. Student will gain insights into managing human resources, understanding market dynamics financial decision making.

[MOD04300] LEARNING AND SKILLS DEVELOPMENT IN MANAGEMENT

This module focuses on enhancing management skills through effective learning strategies. Student will explore various management concepts, decision-making techniques, and leadership styles.

[MOD04602] BUSINESS STATISTICS

This module offers a comprehensive introduction to statistical methods applied in decision-making. Students will learn essential statistical concepts, data analysis techniques, and interpretation of results.

[MOD04202] ENTREPRENEURIAL MARKETING

This module explores innovative marketing strategies and tactics to startup ventures and small business. Students will delve into market analysis, target audience identification, branding and digital marketing methods on a limited budget.

[MOD04700] BUILDING THE ENTREPRENEURIAL ORGANISATION

This module delves into the essential aspect of creating and nurturing a successful entrepreneurial venture. Students will learn how to design a strong organisational structure, develop effective management practices, and foster a culture of innovation and growth.

[MOD04709] SMALL BUSINESS MANAGEMENT

This module equips students with practical skills to run and grow a successful business. Topics covered business planning, financial management, marketing strategies, operations, and legal considerations.

[MOD04701] ENTERPRISE MODEL

The module explores various business models, including traditional, innovative, and disruptive approaches. Students will analyze successful enterprises, understanding their strategies, revenue streams, and value propositions.

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[MOD04402] ENTREPRENUERIAL FINANCE FOR DECISION MAKING

This module provides students with the financial acumen necessary to make informed decisions in entrepreneurial ventures. Students will learn about financial analysis, budgeting, funding options, and risk management specific to startups and small businesses.

[MOD04610] PREPARING EFFECTIVE BUSINESS PLANS

This module focuses on guiding students through the step-by-step process of crafting comprehensive business plans. Students will learn how to conduct market research, define business objectives, analyze financial projections, and outline marketing strategies.

[MOD04609] NEW VENTURE MANAGEMENT

The module equips students with the knowledge and skills to navigate the challenges of launching new ventures. Students will learn about opportunity assessment, market entry strategies, financial planning, and team building.