

## **AMITY GLOBAL INSTITUTE**

**Name of course: Diploma in International Hospitality and Tourism Management**

### **Module Description**

#### **[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.

#### **[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.

#### **[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.

#### **[MOD04505] HOSPITALITY AND TOURISM MANAGEMENT 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).

#### **[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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### **[MOD04711] STRATEGIC MANAGEMENT IN THE HOSPITALITY INDUSTRY**

The module is based around various major areas of strategy. It begins by outlining various views of strategy and then considers various approaches to strategy that organizations may adopt. Around the middle of the first term the module will discuss the role and impact of different stakeholders on business organizations.

### **[MOD04205] INTERNATIONAL MARKETING FOR HOSPITALITY AND TOURISM MANAGEMENT**

The International Marketing module is designed to provide students with a comprehensive understanding of the principles and practices of marketing in the context of global business operations. This module typically forms part of undergraduate courses or programs in business, marketing, or international business-related disciplines.

### **[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.