

## AMITY GLOBAL INSTITUTE

**Name of course: Post Graduate Diploma in Management (E-Learning)**

### **Module Description**

#### **[MOD07209] DIGITAL MARKETING**

This module would be designed to provide students with a deep understanding of intricacies and nuances of digital marketing, preparing them for roles that require expert-level knowledge in this field.

#### **[MOD07306] MANAGING CULTURE**

This module provides an intellectual and experiential forum for developing the interpersonal-intercultural communication and interaction skills necessary for international managers.

#### **[MOD07309] SUCCESSFUL LEADERSHIP**

This module prepares students for strategic leadership and transformational roles in organisations.

#### **[MOD07411] ACCOUNTING FOR MANAGERS**

This module endeavours to cover fundamental concepts and techniques of management accounting.

#### **[MOD07413] INTERNATIONAL CORPORATE FINANCE FOR MANAGERS**

Explore how firms fund themselves, how they choose between different types of finance and how those financing decisions influence investments.

#### **[MOD07509] RESEARCH METHODS AND 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.

#### **[MOD07510] RESEARCH METHODS AND PROJECT (ACCOUNTING)**

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. (Accounting)

#### **[MOD07513] RESEARCH METHODS AND PROJECT (DIGITAL MARKETING)**

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. (Digital Marketing)

#### **[MOD07514] RESEARCH METHODS AND PROJECT (FINANCE)**

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

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will have to select a particular topic of their choice in consultation with the lecturer from the given choices. (Finance)

**[MOD07517] RESEARCH METHODS AND PROJECT (LEADERSHIP)**

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. (leadership)

**[MOD07518] RESEARCH METHODS AND PROJECT (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)**

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. (Logistics and Supply Chain Management)

**[MOD07520] RESEARCH METHODS AND PROJECT (PROJECT MANAGEMENT)**

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. (Project Management)

**[MOD07521] RESEARCH METHODS AND PROJECT (STRATEGIC MANAGEMENT)**

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. (Strategic Management)

**[MOD07614] ENTREPRENUERSHIP DEVELOPMENT AND VENTURE CREATION-A GLOBAL PERSPECTIVE**

This module aims to provide students with a comprehensive understanding of entrepreneurship, focusing on the development of new ventures from a global perspective.

**[MOD07707] PROJECT MANAGEMENT**

This module will provide you with a sound understanding and knowledge of concepts and analytical skills underpinning effective project management with the exposure to 'soft' and 'hard' tools or techniques and linking theory to live projects.

**[MOD07710] STRATEGIC MANAGEMENT**

This module focusses on models based on businesses in developed countries and applies to all sizes of firm including global corporations.

**[MOD07715] INTERNATIONAL MANAGEMENT PRACTICES**

This module focused on International Management Practices would likely be designed for individuals seeking advanced knowledge and skills in managing and operating businesses in an international context.

**[MOD07716] LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

This module focused on Logistics and Supply Chain Management would provide an advanced and comprehensive exploration of the intricacies of managing the movement of goods, services, and information across supply chains on a global scale.

**[MOD07916] SMART OBJECTS AND CONNECTIVITY**

The overall module objective is to provide you with the introductory concepts of global IT management. The module covers the strategies for the successful development and implementation of global information systems and the accompanying reengineering of global business processes.