

AMITY GLOBAL BUSINESS SCHOOL

Module Syllabus

Course	Master of Business Administration
Module Title	Business Analysis Project
Module Syllabus no. (if any)	BC415038S
Year offered	2012
Start date	Feb 2012 / Sep 2012
End date	Feb 2013/ Sep 2013
Syllabus / Content / Learning Outcomes	<ol style="list-style-type: none"> 1. Evaluate the ways in which competitive forces impinge on an organisation's performance; 2. Critically examine relationships between organisational issues and strategic development; 3. Apply appropriate qualitative and quantitative tools, techniques and concepts to clarify, synthesise and evaluate an organisation's current effectiveness and future prospects; 4. Develop a critical and practice-based insight into the key issues facing an organisation, supported by clear evidence-based findings and to communicate those findings and make recommendations.
No of teaching hours	24 Hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	4000 Word Assignment (100%)
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	May, 2012 / Dec, 2012 / May, 2013
Recommended text	Johnson, Scholes (2008) Exploring Corporate Strategy, 8 th edition, FT Pitman & Whittington
Additional reference texts (if any)	<p>Vaitilingam, R.(2005) Financial Times Guide to Using the Financial Pages, FT Prentice Hall</p> <p>Holmes, Sugden & Gee (2008) Interpreting Company Reports & Accounts 10th ed, FT Prentice Hall</p> <p>Brealey, Myers & Allen (2003) Principles of Corporate Finance 9th ed McGraw Hill</p> <p>Miller, A (1998) Strategic Management, 3rd edition, McGraw Hill</p> <p>Ellis & Williams (1993)Corporate Strategy and Financial Analysis Pitman</p> <p>Smith, T(1996) Accounting for Growth 2nd ed, New Century</p> <p>Grundy, T et al (1998)Exploring Strategic Financial Management Prentice Hall</p> <p>(1997) Mastering Management FT Pitman</p> <p>Buckley, A et al (1998) Corporate Finance Europe McGraw Hill</p> <p>Barker, R (2001) Determining Value – valuation models and financial statements FT Pitman,</p> <p>Fraser L & Ormiston A (2001) Understanding Financial Statements, Prentice Hall</p>

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	Shapiro A & Balbirer S (2000) Modern Corporate Finance Prentice Hall Chorafas D (1995) Financial Models & Simulation St.Martins /Macmillan Watson D & Head A (2001) Corporate Finance Principles & Practice FT Prentice Hall Gitman L & Madura J (2001) Introduction to Finance Addison Wesley Longman
Additional Remarks (if any)	

Lesson No.	Learning Outcome
1	Module introduction
2	Frameworks for competitive advantage
3	Questioning & updating academic frameworks
4	Sources of information
5	Case study:- e.g. Decline of Marks & Spencer
6	Influences of Globalisation
7	Case study:- e.g. Low cost airlines The Balanced Scorecard
8	Investment appraisal frameworks