

AMITY GLOBAL BUSINESS SCHOOL

Module Syllabus

Course	Master of Sciences Management
Module Title	Business Environment
Module Syllabus no. (if any)	BC415001S
Year offered	2012
Start date	Feb 2012 / Sep 2012
End date	Feb 2013/ Sep 2013
Syllabus / Content / Learning Outcomes	<ul style="list-style-type: none"> • Demonstrate an understanding as to how different factors and trends in an organisation's 'business environment' are likely to impact upon organisational performance. • Identify, critically evaluate, manipulate, modify and adapt different models, tools and techniques employed in business environment analysis in ways which enhance their real-world value and acceptability • Apply appropriate models, tools and techniques to the evaluation of changes in an organisations business environment • Prepare and present a critical evaluation of the business environment in which specific organisations operate.
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	Mumford A and Gold J (2004) 'Management Development; Strategies for Action' (2004)
Additional reference texts (if any)	<p>Billsberry, B. (2000) The Effective Manager: Perspectives and Illustrations. London: Sage Bolton, G. (2001) Reflective Practice: Writing and Professional Development. London: Paul Chapman</p> <p>Guirdham, M. (2002) Interactive Behaviour at Work FT/Prentice Hall.</p> <p>Honey, P. and Mumford A. (1992) The Manual of Learning Styles Maidenhead: Peter Honey</p> <p>Pedler, M., Burgoyne, I. & (2001) A Managers Guide to Self-Development McGraw-Hill (4th Edition)</p> <p>Robbins, S. P.(2003) Organisational Behaviour New Jersey, Prentice Hall, 2nd ed.</p>
Additional Remarks (if any)	

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Lesson No.	Learning Outcome
1	Introduction: The nature of organisations & the changing organisational environment
2	Environmental analysis1: PESTLE
3	Environmental analysis 2: PESTLE
4	Industry analysis
5	Market analysis
6	Resources and capabilities analysis
7	Value system/ network analysis SWOT analysis
8	Scenario analysis