

Module Syllabus

Course	Master of Sciences Management
Module Title	Business Planning and Finance
Module Syllabus no. (if any)	BB430001S
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"> ✓ Critically evaluate the role, potential and contribution that business planning offers to both profit and not-for profit organisations; ✓ Critically analyse case studies to identify both 'hard' and 'soft' system factors that impact upon success and failure in the development and implementation of business plans; ✓ Demonstrate in depth knowledge and understanding of the range of concepts, tools and techniques which are employed in the development, evaluation and implementation of business plans; ✓ Critically evaluate the likely efficacy of business plans with respect to the suitability, feasibility and attainability of short, medium and longer term objectives evaluated against the resources available, the findings of the 'corporate planning' appraisal; ✓ Construct and defend a fully-costed business plan that meets an agreed brief.
No of teaching hours	12 Hours Lecture + 36 Hours (Other teacher managed learning)
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Individual Written Assignment : 4800 words maximum (60%) Group Presentation : 30 minutes maximum (20%) Presentation on a business plan. Short Report : 1600 words maximum (20%) Report supporting group presentation
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	May, 2012 / Dec, 2012 / May, 2013
Recommended text	Barrow, C. et al. (latest edition) The Business Plan Workbook, Kogan Page May
Additional reference texts (if any)	Stutely, R. (latest edition)The Definitive Business Plan, Financial Times Prentice Hall Databases: Business and Industry, Business Source premier, Emerald, Expanded Academic ASAP (via Infotrac), Financial Management
Additional Remarks (if any)	

AMITY GLOBAL BUSINESS SCHOOL

Lesson No.	Learning Outcome
1	Business planning in profit and not-for-profit organizations
2	Governmental and non governmental factors impacting upon business planning and finance
3	Business planning and development: governmental, regional and local perspectives
4	Classic and contemporary models, concepts and tools in business planning and finance
5	Business planning: Theory versus practice
6	Success and failure in business planning
7	Developing, implementing and monitoring business plans
8	Contemporary issues in business planning and finance Business planning practices: organizational type and organizational life cycle issues