

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Advanced Diploma in Business Administration
Module Title	International Business and Brand Management
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> a) Be familiar with the current debates over the nature and processes of branding and strategic brand management. b) Be aware of and be able to analyse the parameters of brand management brand equity and identity. c) Be aware of and be able to analyse the major components that contribute to creating and sustaining brand equity long term. <p>Subject - specific Skills</p> <ul style="list-style-type: none"> d) Locate academic literature and sources of applied data appropriate to the study of brand management. e) Interpret the literature, showing an ability to select, understand and make use of key models and frameworks appropriate for analysing and evaluating the nature of brand management. e) Present an argument in a clear, logical and coherent form, drawing on relevant theoretical and applied material in the field of brand management. <p>Key Skills</p> <ul style="list-style-type: none"> f) Learning to learn: Display reasoning, critical thinking and evaluative skills, carry out individual and group-based assignments effectively. g) Communications: Present information, ideas and viewpoints effectively in written and verbal form. Explain concepts and theories clearly and cogently and create and sustain a substantial argument. h) Group work: Work effectively as a team member and facilitator and produce effective outputs from group i) Problem solving: Criticise and evaluate a range of concepts and theories relevant to the study of brand management. Apply concepts, principles and analytical techniques to the analysis of complex problems. Articulate and evaluate alternative strategies for their solution.
No. of Teaching Hours	<p>Teacher Managed Learning Lectures, Tutorials, Seminars etc : 48 hours</p> <p>Student Managed Learning Independent Preparation, pre-reading and analysis etc : 22 hours</p> <p>TOTAL = 70 hours</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	To be advised and confirmed by respective module lecturer on detailed/specific assignment deadlines
Recommended Text	Kevin Kane Keller - Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Prentice Hall

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Lesson No.	Learning Outcome
1	The concept and practice of branding
2	The concept and practice strategic brand
3	Management of branding in its totality
4	The development of global brands
5	Develop an understanding of branding
6	Explores the concepts of brand equity
7	Brand identity
8	The parameters of branding (meaning, differences, memory,
9	contract, signs of quality, obstacles,
10	The parameters of branding (implications, service brands, luxury brands and the logic of co-branding, brand potential, identify and image).
11	Brand management and the key issues facing organisations
12	Launching new brands, sustaining a brand long term
13	Adapting to the market
14	Identify versus change
15	Brand extension
16	Expatriation & other forms of global mobility
17	The global environment
18	The cultural context
19	International management
20	Market entry: Strategic Alliances
21	International strategic management
22	Global sourcing & international operations
23	International marketing
24	Managing people across borders
25	Performance & risk management in international contexts

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