

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Advanced Diploma in Business Administration
Module Title	Sustainable Strategic Business Management
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p><b>Knowledge and Understanding</b></p> <ol style="list-style-type: none"> <li>1. Understand the essential components of a range of frameworks for strategic analysis</li> <li>2. Evaluate a range of suitable options to enable the strategic development of an organisation</li> <li>3. Identify and analyse the main problems and challenges of implementing strategic change</li> <li>4. to make a systematic and holistic analysis of issues of business ethics and responsibility</li> <li>5. To investigate the challenges which business organisations face in contemporary economies with regards to their moral and social contribution</li> <li>6. To critically engage with practices and discourses on responsible business and social responsibility, and explore topical ethical issues facing businesses and employers</li> <li>7. To engage constructively with the dynamics of community development and considers factors which enable the growth and development of economic and social agents within work organisations</li> <li>8. Become familiar with introductory and core concepts in the business ethics field</li> <li>9. Explore the complex social, economic and political dimensions of ethical issues in organisations</li> <li>10. Critically assess discourse and practice of social responsibility, sustainability and ethical behaviour in a business and managerial context</li> </ol> <p><b>Subject-specific Skills</b></p> <ol style="list-style-type: none"> <li>1. Understand and apply a range of frameworks which facilitate the analysis of organisational competitiveness.</li> <li>2. Evaluate the effectiveness of the strategies adopted by an organisation from a range of perspectives.</li> <li>3. Understand, evaluate, apply and critically reflect upon: <ul style="list-style-type: none"> <li>• Contemporary business practice</li> <li>• Perspectives on CSR: analysing what CSR means; legal and social responsibilities; stakeholder theory</li> <li>• Business and its environment: ethical challenges of doing business in a globalised economy; issues of corporate power, lobbying, transparency</li> <li>• The 'dark side' of organisational life: ethical dilemmas in management practice (including HR issues); accountability; violation of human rights; environmental degradation</li> </ul> </li> <li>4. Understand, evaluate, apply and critically reflect upon: <ul style="list-style-type: none"> <li>• Responsible business practice</li> <li>• Perspectives on sustainable development: environmental governance; economic and social participation; business creativity; promoting human rights</li> <li>• Organisational life: managing values in organisations; skills and human capabilities</li> </ul> </li> </ol> <p><b>Key Skills</b></p> <ol style="list-style-type: none"> <li>1. Communicate effectively (and critically) in writing</li> <li>2. Develop critical reading and analytical skills</li> </ol>
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	<p>Written Assessment 1 (1500 Words) – 50%</p> <p>Written Assessment 2 (1500 Words) – 50%</p>

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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	Dave Williamson, David Willimson, Peter Cooke- Strategic Management and Business Analysis - Routledge

Lesson No.	Learning Outcome
1	The operating environment
2	The organisation's resources
3	Organisational mission and objectives
4	The process of developing strategies
5	The input upon change
6	Mechanisms of strategy formation (e.g. Mintzberg, Whittington, Quinn)
7	Identifying competitive position (e.g. mapping, product/markets)
8	Identify strategic position (e.g. industry mapping)
9	Internal resource analysis (e.g. value chain, competencies/capabilities, financial stakeholder management)
10	Analysing and managing corporate culture
11	Strategy selection
12	Mission, positioning, external intervention such as privatisation, structuring
13	Methods of achieving strategic intent.
14	Mergers and acquisitions, organic growth, networks and alliances
15	Managing strategic change (e.g. first/second order, Lewin, drift-cultural)
16	Web politics of organisations, Pettigrew & Whipp
17	Challenges which business organisations face in contemporary economies with regards to their moral and social contribution.
18	Practices and discourses on responsible business and social responsibility
19	Topical ethical issues facing businesses and employers.
20	Dynamics of community development and considers factors which enable the growth and development of economic and social agents within work organisations
21	Introductory and core concepts in the business ethics field
22	Complex social, economic and political dimensions of ethical issues in organisations
23	Discourse and practice of social responsibility, sustainability and ethical behaviour in a business and managerial context
24	Contemporary business practice
25	Perspectives on CSR: analysing what CSR means; legal and social responsibilities; stakeholder theory
26	Business and its environment: ethical challenges of doing business in a globalised economy; issues of corporate power, lobbying, transparency
27	The 'dark side' of organisational life: ethical dilemmas in management practice (including HR issues); accountability; violation of human rights; environmental degradation
28	Responsible business practice
29	Perspectives on sustainable development: environmental governance; economic and social participation; business creativity; promoting human rights
30	Organisational life: managing values in organisations; skills and human capabilities

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