

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business Enterprise and Innovation Awarded by Teesside University
Module Title	Small and Medium Business Development
Module Syllabus No. (if any)	HRM2071-N
Content	Introduction to Small and Medium Enterprises Analysis of the UK Business population Consideration of the economic contribution that SME's make in the UK Innovation & Creativity within a SME context Opportunity Recognition for SME's SME Initial Planning and Evaluation Planning for Growth within SME's Family Business and links with SME's Reflective learning models
No. of Teaching Hours	12 X3 hrs=36 hrs
Teaching Methods	Lectures, discussion, workshop
Assessment Methods and Weightages	Assessment is 100% ECA in the form of a 4,000 word individual business plan relating to a simulated business of the student's choice.
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Business model generation: a handbook for visionaries, game changers, and challengers 0470876417, 9780470876411 Osterwalder, Alexander; Pigneur, Yves; Clark, Tim 2010
Additional Reference Texts (if any)	Digital Business 9781282835825 2010
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Use feedback to adapt own actions to reach a desired aim.
2	Weigh competing perspectives and justify decisions and judgments.
3	Analyse a range of information using appropriate techniques.
4	Develop a deeper understanding of established theories and concepts.
5	Adapt own performance in situations of varying complexity acting with limited supervision.
6	Develop a SME focused business plan.
7	Provide students with the opportunity to further develop their knowledge and understanding of the SME sector
8	To apply that knowledge in a practical setting whilst developing their own simulated business.

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.