

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) International Business with Marketing (Top-Up) Awarded by Teesside University
Module Title	Undergraduate Business Project
Module Syllabus No. (if any)	BIN3023-N
Content	The module comprises a learner managed business project, the topic area of which will be associated with the learner's programme area of study. The project will provide the learner with an opportunity to demonstrate their capability to undertake an individual piece of research within a business context. The project may be an investigation of a relevant issue of academic interest, an investigation of a practical business issue, or a live problem-solving project.
No. of Teaching Hours	Contact Hours – Lectures, Seminars & online activity (12 x 3) = 36 Independent Preparation, pre-reading and analysis = 60 TOTAL = 96
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	ECA (100%) - 8,000-10,000 word project.
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Business research methods, Emma; Bryman, Alan; Harley, Bill, 2018 - 5th ed
Additional Reference Texts (if any)	Doing research in the real world1446295311, 9781446260197Gray, David E. 2014 - 3rd ed
Additional Remarks (if any)	

No.	Learning Outcomes/ Aims
1	Identify and evaluate existing literature and methodologies in a chosen area of business / management research and make appropriate and critical use of this literature or methodology.
2	Undertake an analysis of a particular topic, by making use of an appropriate methodology.
3	Relate this analysis to the context of the literature on the topic through processes of comparison, integration and synthesis. Apply numerical and statistical skills through the use of appropriate software.
4	Undertake an analysis of a particular topic by making use of an appropriate methodology. Demonstrate a logical approach to interpretation, explanation, analysis, and critical evaluation
5	Draw conclusions about the topic, drawing from both the analysis and a review of appropriate literature. Relate these to different and/or realistic circumstances. Demonstrate integration, synthesise, applying, and using diverse knowledge in a suitable abstract and/or complex situation. Reach and present conclusions by providing reasoned, consistent and logical analysis and argument supported by evidence and interpretation in an appropriate format.
6	Develop, apply and demonstrate appropriate skills of document construction and presentation in an agreed framework for presentation. Acquire and use intellectual and conceptual frameworks, major theories and the essential knowledge and understanding of the subject.
7	Display the capacity to evaluate personal development and reflect on strategies for further development. Gather information, assess its adequacy and appropriateness, and evaluate the alternative meanings or explanations that it may possess.
8	Undertake a self-initiated investigation. Develop and refine personal skills of project management and time management. Organise knowledge and information, identify themes

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	and consistency in diverse forms of information. Appreciate the use and limitations of intellectual tools, models, and modes of analysis relevant to particular disciplines. Further develop and reflect on personal skills, project management and time management and future personal development.
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