

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Master of Arts Creative Business Management Awarded by University for the Creative Arts (UK)
Module Title	Business Lecture Series
Module Syllabus No. (if any)	ECBM7002
Content	<p>This unit allows you to explore contemporary business practices central to today's global creative industry. It will allow you to build a portfolio of knowledge pertinent to your chosen area of business.</p> <p>You will be introduced to a series of successful business professionals who will not only inspire you creatively but also educate you on the realities of industry practice. These lectures will be live streamed as appropriate.</p> <p>The series will include industry expert lectures, group workshops and group working in order to test and explore business practice.</p> <p>On completion of this unit, you will have developed sustained knowledge, which will build upon your professional understanding of the creative industry. This will support your longer-term enquiry into specific areas of business management.</p>
No. of Teaching Hours	36hours
Teaching Methods	Lectures, Peer learning
Assessment Methods and Weightages	100% coursework
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	<p>Aris, A. (2009) <i>Managing Media Companies: Harnessing Creative Value</i>(2nd Ed.) Hoboken, NJ: Wiley.</p> <p>ell, S (2014) <i>Doing your research project: a guide for first time researchers</i> (6ed), Open University</p>
Additional Reference Texts (if any)	<p>Egami, Y. ed. (2008) <i>Idea Industry: How to Crack the Advertising Career Code</i>. New York, One Club Publishing.</p> <p>Hart, C (2001) <i>Doing a Literature Search</i>, Open University</p> <p>Laurel B (2003) <i>Design Research: Methods and Perspectives</i> MIT Press , Cambridge MA</p> <p>Hancock II, J. H. et al. (Eds.) (2014) <i>Global fashion brands: style, luxury &amp; history</i>. Bristol: Intellect.</p> <p>Hoboken, N.J. : Wiley, 2010. <i>The social media management handbook: everything you need to know to get social media working in your business</i>.</p> <p>O'Shea, C. (2012) <i>The man from Zara: the story of the genius behind the Inditex Group</i>. London: LID.</p>
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Critically reflect upon the principles and processes that underpin creative business management practices
2	Further develop an understanding of the processes and functions involved in business practice
3	Demonstrate commitment to the subject, appropriate planning, organisation, critical reflection of project management.
4	Demonstrate commitment to self-directed project management.
5	To provide you with an overview of contemporary business practices within the creative industry
6	To enable you to acquire best practice of presentation skills through the use of verbal, written and digital media skills

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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7	To encourage you to communicate ideas regarding creative business management practices .
8	To encourage you to communicate ideas regarding creative business management practices which challenge preconceptions where relevant and highlight opportunities for professional and academic development.

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