

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business Innovation & Management (Top-Up) Awarded by University for the Creative Arts (UK)
Module Title	Final Business Project
Module Syllabus No. (if any)	EBIM6006
Content	Task definition Student Learning Agreement From strategy to options Market research synthesis and evaluation Project planning
No. of Teaching Hours	Workshop: 6 hours Supervision: 6 sessions
Teaching Methods	Lectures, tutorials, case-studies, and group discussion
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	Beech, J. (2015) Doing Your Business Research Project. London: Sage. (Essential text)
Additional Reference Texts (if any)	Gambles, I. (2009) Making the Business Case. London: Gower. Wysocki, R. (2013) Effective Project Management (7th Ed.) Indianapolis, IA: Wiley.
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Demonstrate critical knowledge of the recent research trends of the chosen topic of business innovation and management through literature review.
2	Apply specialist level skills to analyse the collected data and to solve the practical problem identified and recorded.
3	Present resolved creative solutions probed by identifying the interdependencies and cross-impacts of various factors identified in your research.
4	Demonstrate critical knowledge of the recent research trends of the chosen topic of business innovation and management through literature review and other content analysis.
5	To provide practical experience in defining a research problem in the business innovation and management field.
6	To provide practical experience in defining a research problem in the business innovation and management field, and designing and conducting the research project accordingly
7	To enable you to demonstrate independence, academic originality, practical and written skills, as well as organisation and time-management skills
8	To allow you to operate at a specialist level to adapt professional responsibilities of a researcher in carrying out a project in your chosen field.

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.