

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) International Business Management (Top-Up) Awarded by Teesside University
Module Title	Emerging Technologies for the Enterprise
Module Syllabus No. (if any)	BIN3025-N
Content	This provides an opportunity to explore the relationship between information management, strategic formulation, and the introduction and use of emerging technologies and their impact on business change and decision making in a dynamic business environment.
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	The assessment strategy for this module will be a 100% assignment, based on an individual word report (using the output of a group activity (80%)) and group presentation/feedback activity participation (20%).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Digital business and e-commerce management, Chaffey, Dave; Hemphill, Tanya; Edmundson-Bird, David 2019 - Seventh edition
Additional Reference Texts (if any)	-
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Examine how emerging technologies can be embedded in organisational processes, in the context of rapid technological and business environment changes.
2	Explore various approaches in the application of frameworks to devise strategies in digital businesses, with due regard to the integration with the value chain.
3	Investigate various digital business models and assess the suitability within specific organisational technological scenarios.
4	Recognise a range digital economy within the global e-environment and consider the implications for new or revised business practice.
5	Critically analyse and evaluate real world scenarios within a defined range of contexts.
6	Find, evaluate, synthesise and use information from a variety of sources. Demonstrate working in a business environment using teamwork and leadership skills.
7	Manage their professional development reflecting on progress and taking appropriate action. Extract and explore external information sources for value.
8	Able to identify and apply a range of source material including the digital environment. Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.

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.