

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Advanced Diploma in Hospitality and Operations Management Awarded by Amity Global Institute
Module Title	Enterprise and Practice
Module Syllabus No. (if any)	-
Content	<p>This module will introduce students to the key concepts and how in hospitality and tourism industry manage and improve the standards and practice.</p> <p>This applied module allows you to demonstrate your practical skills and knowledge within a work environment. You explore the theoretical and practical world of business and will explore entrepreneurial and wider managerial approaches to the development of business within enterprise. Through your work within an enterprise, you will develop valuable professional skills and first-hand knowledge of an enterprise.</p>
No. of Teaching Hours	36
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Refer Academic Calendar
Recommended Text	Innovation management and new product development Trott, Paul 2016 - Sixth edition
Additional Reference Texts (if any)	
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Analyse the critical debates about the role of entrepreneurs and entrepreneurship in the delivery of business innovation.
2	Evaluate the management efficacy of alternative approaches and tools to identifying, selecting, and managing emerging opportunities.
3	Demonstrate a critical understanding of the cultural, tactical and strategic challenges and issues involved in developing a sustainable New Venture.
4	Apply a critical- enterprising mind set and elements of entrepreneurial 'best practice' to the task of creating a New Venture proposal.
5	Provide a comprehensively researched and detailed analysis of emerging opportunities within a specific business sector and show an awareness of the contrasting influences.
6	Write a 'commercial standard' business plan, justifying a New Venture proposal.
7	Collate, organise, critically evaluate, and synthesise evidence and information from a variety of sources including academic articles, business reports and case studies.

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.

## AMITY GLOBAL INSTITUTE

8	Solve problems using complex concepts, appropriate tools and arguments leading to creative solutions and innovative business approaches. Engage confidently in academic and professional communication.
---	--

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.