

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Advanced Diploma in Hospitality and Operations Management Awarded by Amity Global Institute
Module Title	International Business and Brand Management
Module Syllabus No. (if any)	-
Content	This module is to study organisations, people management and the changing IB environment. To provide an international perspective essential to many of today's employees in business and management. To enhance cognitive and intellectual skills and personal development. To understand the brand management concepts, strategies of the organizations
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	Kevin Kane Keller - Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Prentice Hall
Additional Reference Texts (if any)	-
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Be familiar with the current debates over the nature and processes of branding and strategic brand management Be aware of and be able to analyse the parameters of brand management brand equity and identity
2	Be aware of and be able to analyse the major components that contribute to creating and sustaining brand equity long term Familiarise students with the key theories and ideas in the field of International Business Begin to develop understanding of business practices in international contexts
3	Place key business topics such as strategy, HRM and marketing, firmly in their global and regional contexts Provide a firm foundation for more specialised and advanced treatment of comparative business organisation and practice including a critical understanding of different types of organisations
4	Locate academic literature and sources of applied data appropriate to the study of brand management. Interpret the literature, showing an ability to select, understand and make use of key models and frameworks appropriate for analysing and evaluating the nature of brand management

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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5	Present an argument in a clear, logical and coherent form, drawing on relevant theoretical and applied material in the field of brand management
6	Learning to learn: Display reasoning, critical thinking and evaluative skills, carry out individual and group-based assignments effectively Communications: Present information, ideas and viewpoints effectively in written and verbal form. Explain concepts and theories clearly and cogently and create and sustain a substantial argument
7	Group work: Work effectively as a team member and facilitator and produce effective outputs from group
8	Problem solving: Criticise and evaluate a range of concepts and theories relevant to the study of brand management. Apply concepts, principles and analytical techniques to the analysis of complex problems. Articulate and evaluate alternative strategies for their solution

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