

## **AMITY GLOBAL INSTITUTE**

**Name of course: Advanced Diploma in Business Management**

### **Module Description**

#### **[MOD05200] BRAND MANAGEMENT**

This module will enable students to develop key skills essential in Brand management in organisations and will ensure that they will be able to apply the various techniques used and interpret the information produced. Given the importance placed on marketing strategies in organisations and given that the effects of these are felt on the profitability of a business, this module has been designed so that it can assist all those who are planning a career in business alongside those wishing to specialise in branding.

#### **[MOD05302] MANAGING HUMAN RESOURCES**

This module will focus on the work of a Personnel or HRM function in a modern organization, exploring the role of the HR specialist, the various skills and techniques which can be used and the changes which are taking place in the field of employment practice, including an introduction to global trends in patterns of work and wider contexts of HRM. It will provide a deeper understanding of the management of people at work and the academic, theoretical and professional debates which are taking place in the field.

#### **[MOD05805] OPERATIONS MANAGEMENT**

This module is concerned with creating the services and products upon which we all depend. And all organizations create and deliver some mixture of services and products, whether that organization is large or small, for profit or not for profit, public or private. Thankfully, most companies have now come to understand the importance of operations. This is because they have realized that effective operations management gives the potential to improve both efficiency and customer service simultaneously. In addition, operations management is everywhere, it is not confined to the operations function. All managers, whether they are called Operations or Marketing or Human Resources or Finance, or whatever, manage processes and serve customers (internal or external).

#### **[MOD05612] STRATEGIC BUSINESS MANAGEMENT**

The module is based around various major areas of strategy. It begins by outlining various views of strategy and then considers various approaches to strategy that organizations may adopt. Around the middle of the first term the module will discuss the role and impact of different stakeholders on business organizations.

#### **[MOD05408] MANAGING FINANCE AND FINANCIAL DECISIONS**

This module will enable students to develop key skills essential in financial management in organisations and will ensure that they will be able to apply the various techniques used and interpret the information produced. They will be expected to critique the tools used and discuss their applicability in a service driven global business environment.

**Updated on 28 July 2023**

### **[MOD05707] PROJECT MANAGEMENT**

In many situations graduates of areas of business, management, computing, and accounting find themselves responsible for planning, scheduling and control of projects that consist of numerous separate tasks or jobs performed by a variety of departments and individuals. In these situations, a general understanding of the principles of project management and network-based project planning and control have proven to be extremely valuable for anyone involved in project type of work.