

## **AMITY GLOBAL INSTITUTE**

**Name of course: Postgraduate Diploma in Business Administration (E-Learning)**

### **Module Description**

#### **[MOD07100] CRITICAL ISSUES IN BUSINESS**

The primary objective of this module is to analyse present-day issues that impact the strategic decision-making process for leaders operating within intricate and demanding business landscapes. Through this course, participants will adopt an investigative and analytical approach to enhance their critical thinking and writing abilities.

#### **[MOD07804] OPERATIONS AND SUPPLY CHAIN MANAGEMENT**

This module's main objective is to assess pertinent and applicable concepts and practices related to operations and supply chain management. Additionally, it will empower students to critically analyse the intricate issues at the core of this subject. Furthermore, learners will be given the chance to evaluate strategic decision-making processes within their respective organizations.

#### **[MOD07403] FINANCIAL MANAGEMENT**

The module's purpose is to furnish students with strategic knowledge and proficiency in accounting, quantitative methods, management information, and IT applications. By completing this module, participants will acquire skills that enable them to critically interpret and analyse accounting and financial information within corporate decision-making contexts.

#### **[MOD07208] MARKETING MANAGEMENT**

The aim of this module is to provide senior and aspiring senior managers with essential marketing knowledge and skills to contribute to the success of their organizations. By engaging in this module, participants will gain a strategic outlook on marketing management and develop an understanding of the strategic marketing planning process. This will empower them to play a key role in shaping the future of their organizations through effective marketing strategies.

#### **[MOD07606] INTERNATIONAL BUSINESS**

The main objective of this module is to immerse learners in the theories and practices related to international business negotiation. Throughout the course, participants will cultivate essential negotiation skills applicable to various scenarios and cross-cultural contexts. By doing so, they will enhance their ability to be effective and responsible negotiators in the global business arena.

#### **[MOD07504] ENTREPRENEURSHIP PROJECT**

This module is to build on prior learning within various stages of the modules, this module develops your understanding and awareness of the principles and practicalities underpinning ethical and rigorous research.

**Updated on 2 October 2023**

### **[MOD07305] ORGANISATIONAL BEHAVIOUR**

The main objective of this module is to foster a critical understanding of theories concerning organizational behaviour and Human Resource Management. Students will be encouraged to make informed decisions and apply theoretical concepts in practical scenarios, considering the contextual and subjective nature of the discipline. By doing so, they will develop a well-rounded perspective on how to effectively manage and lead within organizational contexts.

### **[MOD07710] STRATEGIC MANAGEMENT**

This module aims to cultivate the skill of adopting an integrated perspective when analyzing an organization. It involves evaluating the significance and alignment of internal resources and capabilities with a constantly evolving external environment. Environmental, social, and ethical considerations are considered, while also striving for competitive advantage through strategic employment of creativity, innovation, and values as essential tools. The module equips individuals to navigate the complexities of the business landscape, making strategic decisions that contribute to the organization's sustained success and positive impact.