

## **AMITY GLOBAL INSTITUTE**

**Name of course: Foundation Programme for Higher Education**

### **Module Description**

#### **[MOD03705] INTRODUCTION TO MANAGEMENT**

This module will provide an introduction to the functional areas of management (e.g. marketing, finance, HRM, information management and operations) and the key task carried out in those areas within an organisation. This module is also designed to guide students to evaluate the different types of organisational context dealing with introduction to Business, importance and characteristics of business and organisation and motivation techniques, organisational structures, and charts.

#### **[MOD03404] INTRODUCTION TO ACCOUNTING**

This module aims to give students a basic knowledge of financial accounting (context, purposes, regulatory framework). It introduces the principal concepts of financial accounting. The preparation of principle of financial statements will also be explored.

#### **[MOD03608] INTRODUCTION TO STATISTICS**

This module introduces the fundamentals of statistics to business applications where students can apply statistics to simulated business applications. It covers essential topics such as data collection, descriptive statistics, probability. Hypothesis testing, and basic inferential techniques.

#### **[MOD03101] ENGLISH FOR ACADEMIC PURPOSES**

The module is designed to provide students with a functional and broad background in academic English that will be useful for writing assignment. Emphasis is placed on imparting study skills, and assignment preparation skills that will increase the students' abilities to prepare professional assignment submissions.

#### **[MOD03203] FUNDAMENTALS OF MARKETING**

This module deals with the basic concepts of marketing and introduce students to various marketing strategies and methods. This module stresses on gaining the required marketing knowledge and skills that would form the foundation to build on advanced marketing-based modules at higher level.

#### **[MOD03908] INTRODUCTION TO INFORMATION TECHNOLOGY**

This module starts with an introduction to the history and evolution of Information Technology and deals with the students about the Window Explorer and the manipulation of file with it. Later the module covers many features of a handy electronic spreadsheet application MS excel including enter, tabulation and analysis of data, graphs, charts etc presentation program MS PowerPoint to create presentations by means of slides with many features to make effective and enhanced presentation and also with the one of the word processing applications MS Word to create, view ,edit ,save and print various documents.

**Updated on 28 July 2023**

**[MOD03604] ELEMENTS OF ECONOMICS**

This module takes the introductory materials involving the economic that students should be able to understand the basic theory of demand, supply, elasticity, costs of production, market structure, national income, and macroeconomics aspects.

**[MOD03201] BUSINESS COMMUNICATIONS**

This module takes the introductory materials involving the effective communications in business, Importance and benefits of effective communication making learners equipped with concepts and problems of business dialogues.