

AMITY GLOBAL INSTITUTE

Name of course: Diploma in Business Administration

Module Description

[MOD04703] INTRODUCTION TO BUSINESS AND MANAGEMENT

The focus of this module is on the business environment and the drivers of change within it, the macro forces that shape the VUCA (volatile, uncertain, complex & ambiguous) world we live in and thus the context in which business operates. Students are asked to use the core module PESTLE and 'Five Forces' frameworks to make sense of events and their impact on businesses.

[MOD04303] MANAGING PEOPLE AND ORGANISATION OF BUSINESS

The module aims to provide students from all backgrounds with the appropriate skills and knowledge which are essential in dealing with a variety of situations involving people at work. This module provides a firm basis of practical 'people management' knowledge for non-specialist and specialist managers of people in any type of organisation and industry.

[MOD04603] ECONOMICS AND BUSINESS IN SOCIETY

The module aims to introduce students to the debate as to how companies balance the (potentially conflicting) demands of different group of stakeholders. It also introduces students to critical thinking through rigorous engagement with the tensions between seeking profit and considering environmental and other stakeholders. This is done largely via various case studies which are explored using relevant theoretical materials and ideas.

[MOD04206] MANAGING MARKETING AND OPERATIONS

This module marketing management explores the challenges faced by modern organizations in a fast moving and rapidly changing environment. It considers how definitions and perspectives on marketing have changed and continues to change in the face of rising consumer sophistication and increasing complexity and expectations.

[MOD04405] INTRODUCTION TO ACCOUNTING AND FINANCE

This module is also designed to introduce students to key management accounting skills necessary to support decision-making. It will emphasise the acquisition and application of skills and knowledge necessary to inform managers responsible for planning, decision-making and control and will provide the underpinning skills and knowledge required for more advanced study.

[MOD04907] INFORMATION MANAGEMENT

This module focuses on delivering a broad range of digital literacy skills that align with the requirements for studying in higher education. These include learning to source and access information across networks, analyse digital resources and reuse to develop knowledge and understanding while developing skills in academic integrity.

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