

University of Birmingham

Course : BSc (Hons) Business Management with Communications (Top-up)

| No. | Module   | Name of Lecturer                          | Qualification                         | Conferring Institution                | Teaching Basis (Full Time or Part Time) |
|-----|--|---|---------------------------------------|---------------------------------------|---|
| 1   | SERVICE AND RELATIONSHIP MARKETING                   | Sarah Elizabeth Montano                   | Doctor of Philosophy                  | University of Birmingham              | Part Time                               |
| 2   | CONSUMER BEHAVIOUR                                   | Isabelle Teresa Danuta Szmigin            | Doctor of Philosophy (Commerce)       | University of Birmingham              | Part Time                               |
| 3   | MANAGERIAL FINANCE                                   | Hisham Mohamed Farag Abdel Shafy Omar     | Doctor of Philosophy                  | Helwan University                     | Part Time                               |
| 4   | EVENT MANAGEMENT                                     | Hazel Margaret Mpherson                   | Master of Arts (Broadcast Journalism) | University College Falmouth           | Part Time                               |
| 5   | BUSINESS ACCOUNTING                                  | Ann-Christine Edith Alice Frandsen Hoskin | Doctor of Philosophy                  | University of Gothenburg              | Part Time                               |
|     |  | Keith William Hoskin                      | Doctor of Philosophy                  | University of Pennsylvania            | Part Time                               |
| 6   | INTERNATIONAL MARKETING                              | Inci Nur Toral                            | Master of Science                     | Sabanci University                    | Part Time                               |
| 7   | INTERNATIONAL ENTREPRENEURSHIP                       | Thomas Albert Coogan                      | Doctor of Philosophy                  | University of Leicester               | Part Time                               |
| 8   | INTERMEDIATE BUSINESS ECONOMICS AND THE MACROECONOMY | Liza Jabbour                              | Doctor of Philosophy                  | University of Paris                   | Part Time                               |
|     |  | Ferran Vendrell Herrero                   | Doctor of Philosophy                  | Autonomous University of Barcelona    | Part Time                               |
|     |  | William Stanley Siebert                   | Doctor of Philosophy                  | University of London                  | Part Time                               |
|     |  | Paolo Di Martino                          | Doctor of Philosophy                  | University of Pisa                    | Part Time                               |
| 9   | OPERATIONS MANAGEMENT                                | Brian McGarrie                            | Doctor of Philosophy                  | Liverpool John Moores University      | Part Time                               |
| 10  | FUNDAMENTALS OF LEADERSHIP                           | Cristina Felicia Sambrook                 | Doctor of Philosophy                  | University of Bucharest               | Part Time                               |
| 11  | ORGANISATIONAL BEHAVIOUR                             | Peter Foss                                | Master of Science (Counseling)        | Eastern Illinois University           | Part Time                               |
| 12  | PUBLIC RELATIONS                                     | Hazel Margaret Mpherson                   | Master of Arts (Broadcast Journalism) | University College Falmouth           | Part Time                               |
| 13  | INTERNAL AND EXTERNAL COMMUNICATIONS                 | Mark Stuart Foster                        | Bachelor of Arts                      | University of Liverpool               | Part Time                               |
| 14  | RESEARCH SKILLS                                      | Tao Zhang                                 | Doctor of Philosophy                  | University of Cambridge               | Part Time                               |
| 15  | SOCIAL MARKETING AND SOCIETAL ISSUES                 | Nina Michaelidou                          | Doctor of Philosophy                  | The University of Warwick             | Part Time                               |
| 16  | DIGITAL MARKETING                                    | Finola Kerrigan                           | Doctor of Philosophy                  | University of Herfordshire            | Part Time                               |
| 17  | ADVANCED BUSINESS ECONOMICS                          | Fiona Ann Carmichael                      | Doctor of Philosophy                  | University of East Anglia             | Part Time                               |
|     |  | Liza Jabbour                              | Doctor of Philosophy                  | University of Paris                   | Part Time                               |
| 18  | ENTREPRENEURIAL MARKETING ^                          | Rosalind Jones                            | Doctor of Philosophy                  | Bangor University                     | Part Time                               |
| 19  | STRATEGIC MANAGEMENT                                 | Dev Kumar Boojihawon                      | Doctor of Philosophy                  | University of Strathclyde             | Part Time                               |
| 20  | EMPLOYEE RELATIONS                                   | Rory Anthony Donnelly                     | Doctor of Philosophy                  | The University of Manchester          | Part Time                               |
| 21  | CRISIS MANAGEMENT                                    | Amy Louise Fraher                         | Doctorate in Education in Leadership  | University of San Diego               | Part Time                               |
| 22  | DISSERTATION   | Sarah Elizabeth Montano                   | Doctor of Philosophy                  | University of Birmingham              | Part Time                               |
| 23  | STRATEGIC STAKEHOLDER COMMUNICATIONS                 | Isabel Catherine Clarke                   | Master of Arts                        | University of Cambridge               | Part Time                               |
| 24  | COMMUNICATIONS PLACEMENT                             | Hazel Margaret Mpherson                   | Master of Arts (Broadcast Journalism) | University College Falmouth           | Part Time                               |
| 25  | MARKETING ANALYTICS ^^                               | Tao Zhang                                 | Doctor of Philosophy                  | University of Cambridge               | Part Time                               |
| 26  | INTERNATIONAL HUMAN RESOURCE MANAGEMENT              | Rory Anthony Donnelly                     | Doctor of Philosophy                  | The University of Manchester          | Part Time                               |
| 27  | MARKETING COMMUNICATIONS                             | Barbara Lesley Armstrong                  | Master of Business Administration     | The University of Aston in Birmingham | Part Time                               |
| 28  | CHANGE MANAGEMENT                                    | Joanne Patricia Duberley                  | Doctor of Philosophy                  | Loughborough University of Technology | Part Time                               |
| 29  | PROJECT MANAGEMENT                                   | Paul Leslie Forrester                     | Doctor of Philosophy                  | University of Aston in Birmingham     | Part Time                               |

Singapore Institute of Management

Course : Preparatory Course in Business (UoB)

| No. | Module               | Name of Lecturer     | Qualification                | Conferring Institution           | Teaching Basis (Full Time or Part Time) |
|-----|----------------------|----------------------|------------------------------|----------------------------------|---|
| 1   | Marketing            | Lui Wai Yin Patricia | Doctor of Philosophy         | University Of Western Australia  | Part Time                               |
| 2   | Economics            | Hui Derek            | M.SOC. SCI APPLIED ECONOMICS | National University of Singapore | Part Time                               |
| 3   | Accounting & Finance | Tay May Lin          | Bachelor of Accountancy      | National University of Singapore | Part Time                               |

Note:

- ^ Entrepreneurial Marketing is offered only to the students under 2016 Intake.
- ^^ Marketing Analytics is offered to the students from 2017 Intake onwards.
- The modules to be offered would be pre-determined by the university.