

UNIVERSITY OF STIRLING
Bachelor of Arts (Honours) in Sustainable Events Management

Updated on 16 April 2018

No.	Module Title	Lecturer	Qualification	Conferring Institution	Teaching Basis (Full-time/Part-time)
1	Fundamentals of Business & Management	Ho Kai Joo	Masters	Imperial College London	Part-time
2	Fundamentals of Marketing	Patricia Lui Wai Yin	PhD	University of Western Australia	Part-time
3	Leisure Management and Consumption	Siow Chih Wee	Masters	University of Nevada Las Vegas	Part-time
4	Marketing, Ethics and Society	Tan Siong Hoe Donald	PhD	The University of Western Australia	Part-time
5	Operations Management	Daniel Chew Chee San	Masters	National University of Singapore	Part-time
6	Retail Studies	Jaclynn Tan	Masters	University of Stirling	Part-time
7	Issues and Concepts in Sports Studies	Ho Aileen	Masters	Griffith University, Gold Coast, Australia	Part-time
8	Financial Business Modelling	Sean Alan Somerville	Masters	University of Glamorgan Prifysgol Morgannwg	Part-time
		Teo Cheng Swee	PhD	University of Queensland	Part-time
		Yuen Meng Kee	Masters	Nanyang Technological University	Part-time
9	Managing the Consumer Experience	Aaron David Mcintosh	Masters	University of Leicester	Part-time
		Steven Leslie Burt	PhD	University of Stirling	Part-time
		Jaclynn Tan	Masters	University of Stirling	Part-time
10	Understanding Consumers	Jonathan Robert Elms	PhD	University of Lancaster	Part Time
		Taye Siang Heng Michael	Masters	The University of Western Australia	Part-time
		Foo Hee Luan	PhD	University of Nottingham	Part-time
11	Project Management	Aaron David Mcintosh	Masters	University of Leicester	Part Time
		John Anderson Taylor	Masters	University of Edinburgh	Part-time
12	Developing Sustainable Events	Aaron David Mcintosh	Masters	University of Leicester	Part-time
		Grainne Marie Shields	PhD	Napier University	Part-time
		Jessie Lee Kwee Lian	Masters	University of South Australia	Part-time
13	Digital and Experiential Marketing	Markus Wohlfeil	PhD	Waterford Institute of Technology	Part-time
		Ho Kai Joo	Masters	Imperial College London	Part-time
14	Facility, Conference and Venue Management	Aaron David Mcintosh	Masters	University of Leicester	Part-time
		Siow Chih Wee	Masters	University of Nevada Las Vegas	Part-time
15	Effective Communication and External Relations for Managers	Jonathan Robert Elms	PhD	University of Lancaster	Part Time
16	Professional Development and Practice	Wee Keng Neo Lynda	PhD	University of Stirling	Part-Time
		Stewart Butts	PhD	University of Stirling	Part-time
		Neo Chia Reei	Masters	California State University	Part-time
17	Work-Based Project	Julie Suzanne Tinson	PhD	Napier University	Part-time
		Sean Alan Somerville	Masters	University of Glamorgan Prifysgol Morgannwg	Part-time

SINGAPORE INSTITUTE OF MANAGEMENT
Preparatory Course in Events Management

No.	Module Title	Lecturer	Qualification	Conferring Institution	Teaching Basis (Full-time/Part-time)
1	Introduction to Events Management	Siow Chih Wee	Masters	University Of Nevada, Las Vegas	Part-time
2	Introduction to Marketing	Patricia Lui Wai Yin	PhD	University of Western Australia	Part-time
		Jamie Tay	Bachelor	Nanyang Technological University	Part-time