

UNIVERSITY OF STIRLING
Bachelor of Arts (Honours) in Sport Business 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	Issues and Concepts in Sports Studies	Ho Aileen	Masters	Griffith University	Part-time
7	Sports Policy	John Anderson Taylor	Masters	University of Stirling	Part-time
		Ho Aileen	Masters	Griffith University	Part-time
8	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
9	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
10	Managing the Business of Sport	Mathieu Nicolas Ghislain Winand	PhD	Universite catholique de Louvain	Part-time
		Ramlan Bin Abdul Latiff	Masters	University of Oregon	Part-time
11	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
12	Project Management	Aaron David Mcintosh	Masters	University of Leicester	Part Time
		John Anderson Taylor	Masters	University of Edinburgh	Part-time
13	Sport Governance	Brian Roland Geoffrey Minikin	Masters	University of Poitiers	Part-time
		Stephen Hugh Morrow	CA	Institute of Chartered Accountants of Scotland	Part-time
		Ho Aileen	Masters	Griffith University	Part-time
14	Sport Marketing	Dimitrios Kolyperas	PhD	University of Stirling	Part-time
		Leigh Sparks	PhD	The University of Wales	Part-time
		Ho Kai Joo	Masters	Imperial College London	Part-time
15	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
16	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 Sports Studies and Marketing

No.	Module Title	Lecturer	Qualification	Conferring Institution	Teaching Basis (Full-time/Part-time)
1	Sports Studies	Clive Mark Fernandez	Bsc	California State University	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