

UNIVERSITY OF STIRLING
Bachelor of Arts (Honours) in Sports Studies and Marketing

Updated on 03 August 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	Digital and Experiential Marketing	Markus Wohlfeil	PhD	Waterford Institute of Technology	Part-time
		Ho Kai Joo	Masters	Imperial College London	Part-time
8	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
9	Sports Policy	John Anderson Taylor	Masters	University of Stirling	Part-time
		Ho Aileen	Masters	Griffith University	Part-time
10	Reading in Sports Studies	Dr Hee Jung Hong	PhD	University of Stirling	Part-time
11	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
12	Understanding Supply Chains	Leigh Sparks	PhD	The University of Wales	Part-time
		Georgios Maglaras	PHD	University of Patras	Part-Time
		Daniel Chew Chee San	Masters	National University of Singapore	Part-time
13	Sport Governance	Brian Roland Geoffrey Minikin	Masters	University of Poitiers	Part-time
		Leigh Anne Robinson	PhD	Loughborough University	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
		Jeffrey Kwek Thu Kuang	Masters	Herriot Watts University	Part-time
		Neo Chia Reei	Masters	California State University	Part-time
16	Research Methods in Sports Studies	Julie Suzanne Tinson	PhD	Napier University	Part-time
		Brian Roland Geoffrey Minikin	Masters	University of Poitiers	Part-time
		Tan Siong Hoe Donald	PhD	The University of Western Australia	Part-time
17	Research Project in Sports Studies	Brian Roland Geoffrey Minikin	Masters	University of Poitiers	Part-time
		John Anderson Taylor	Masters	University of Edinburgh	Part-time
		Tan Siong Hoe Donald	PhD	The University of Western Australia	Part-time
18	Dissertation	Julie Suzanne Tinson	PhD	Napier University	Part-time
		John Paul Freathy	PhD	University of Manchester	Part-time
		John Anderson Taylor	Masters	University of Edinburgh	Part-time
		Tan Siong Hoe Donald	PhD	The University of Western Australia	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