

CF9001: Chinese Language & Cultural Studies Programme

30 June – 18 July 2014

Course Overview

The **Chinese Language and Cultural Studies programme** is ideal for exchange students who are interested to pick up basic Chinese language skills as well as gain valuable insights into the 5000 year old Chinese culture through the following components:

- Chinese Language Study
- Chinese Culture Courses
- Cultural Immersion Visits

This programme is credit-bearing (**4 Academic Units**) and will be held over a 3 week period. Classes will be conducted every Monday to Friday from 9.30am to 5.00pm. Students completing the summer programme will receive a Certificate of Participation, and an academic transcript to facilitate credit transfer.

Course Description

Part 1 – Chinese Language Study (Beginners)

The Chinese language course is designed for students who do not have any background on the Chinese language. The course contents are topics-based to help you master basic conversational skills for day-to-day living. Basic reading and writing skills are also introduced to enhance the understanding of Chinese culture.

Participants will be able to conduct basic conversations as well as learning how to write basic strokes, character components and single-component characters. Learn up to 260 Chinese characters, 40 grammatical points and 300 commonly-used sentences.

Part 2 - Chinese Culture Courses and Visits

The Chinese cultural studies course aims to expose exchange students to the intriguing aspects of Chinese culture, such as Embracing the Dragon: An Overview of China, Numbers in Chinese and Festivals in China, Chinese culture in the Singapore context etc. Folklore and Festivals in China, Chinese Pun Rebus, Chinese calligraphy, Chinese Ink Painting, Traditional Chinese Medicine, Tea Culture etc.

Through the 3-week cultural course, the students will get a glimpse of the 5,000-year old history of China as well as modern Chinese celebrities, and enjoy hands-on sessions on Chinese calligraphy, Chinese paper cutting, Chinese ink painting. They will also get to visit

selected places-of-interest, which may include Asian Civilisation Museum, Thian Hock Keng Temple and Chinatown, Sun Yat Sen Nanyang Memorial Hall, Tea House etc.

Chinese Language Course Syllabus

Topic	Learning Objectives
Introduction	<ul style="list-style-type: none"> •Chinese phonetic system (hanyu pinyin) •Chinese writing system
Common Greetings	<ul style="list-style-type: none"> •Frequently used greetings •Polite greetings •Introducing oneself and identifying someone else
Family & Given Names	<ul style="list-style-type: none"> •Basic ways to ask and tell names •Introducing someone
Countries and Nationalities	<ul style="list-style-type: none"> •Ask and tell a person's nationality and origin •Polite ways to ask questions and make requests
Occupation	<ul style="list-style-type: none"> •Ask and answer questions about one's occupation •Affirm/negate other's questions or comments
Age	<ul style="list-style-type: none"> •Ask and tell one's age (adults, children, seniors) •Making suggestions or enquiring someone's opinion
Physical Appearance	<ul style="list-style-type: none"> •Tell a person's height, weight and general appearance •Positive-negative questions
Locations and Addresses	<ul style="list-style-type: none"> •Ask and tell one's location and address •Ask or tell a distance
Family and Relationships	<ul style="list-style-type: none"> •Ask and tell briefly about family members •Telling about one's feeling of something
Time	<ul style="list-style-type: none"> •Ask and tell the time •Telling what to do at a certain time •Polite forms to make enquiries
Introductory Terms	<ul style="list-style-type: none"> •Briefly introduce one's basic information •Course summary

Assessment components

- Class participation: 10%
- Mid-term quiz: 30%
- Oral project: 30%
- Written examination (2hours): 30%

Entrepreneurship and Innovation Asia

Overview

The **Entrepreneurship & Innovation Asia Programme** is conducted by Nanyang Technopreneurship Center, the dedicated center offering Entrepreneurship Education to NTU students. The programme consists of four modules with a total of 12 Academics Units (AUs). It is designed to equip students with the fundamental entrepreneurship competencies, business acumen and stamina to build and grow businesses. Students will be enriched with an open mindset to bring innovative ideas into actualization.

The programme demonstrates how entrepreneurship is not just about starting a new business – it is also about mindset. Students identify when and how to take advantage of opportunities. Students from different schools, disciplines and stages of study will benefit from the exchange of ideas and experiences. We take pride in fostering an interactive learning environment in the form of team-based projects, real life simulations, role playing, case studies and practical experiences. In the end, we hope students will become venturesome, resilient and able to define future for themselves in this ever changing world.

Programme Structure

Lessons are conducted by business leaders, entrepreneurs, and dedicated academics with venture experience. As part of the course, students will attend activities conducted by the Outward Bound School. Students are exposed to social settings where one can meet and mingle with successful entrepreneurs, distinguished academics and working professionals.

The programme is highly interactive and requires involvement of all students. Each student need to fulfil a minimum of 80% attendance in each course to complete the programme successfully.

Modules

ET9131- Entrepreneurship & Marketing for New Ventures

ET9132 - Entrepreneurial Accounting and Finance

ET9133 - Managing New & Ongoing Ventures

ET9134 - Enterprise Strategy



ET9131: Entrepreneurship & Marketing for New Ventures

First Run: 19 May to 26 May 2014

Second Run: 30 June to 7 July 2014

Course Description

This is the module that introduces students to the concepts of entrepreneurship. The goal of this course is to provide students with essential information on the entrepreneurial process. The focuses of the course are on business concept development and feasibility analysis to assess the viability of the concept.

The course includes concepts of entrepreneurship, creativity, innovation, and new venture creation process. Students will learn to generate ideas, identify opportunities and investigate whether it can be turned into a viable business through feasibility analysis.

Entrepreneurial marketing will be given emphasis in this module as it is one of the important factors in feasibility analysis. Concepts such as product positioning, market segmentation, Michael Potter's five forces of industry structure and SWOT (Strength, weakness, Opportunity and Threat) will be introduced. Students will also learn to select, develop, and evaluate new products / services, set prices to maximize profitability and make the most efficient use of public relations, publicity during product launches and initial rollouts.

Course objectives

1. This course is the first module of the Minor in Entrepreneurship. It is meant to provide the participants the essential knowledge on entrepreneurial process and to stimulate their interest in starting their own businesses.
2. One of the important factors of success is the choice of business. As such, this module puts a lot of emphasis on finding the right business opportunities and to assess their feasibility and commercial potential.
3. Through questionnaires, students will become aware of their own entrepreneurial passion, desire and capabilities which are crucial for successful venture.
4. Topics such as Michael Potter's five forces of industry structure, SWOT (Strength, Weakness, Opportunity and Threat), 4Ps of marketing and marketing mix, value creation, branding, market segmentation, positioning, value creation and social media marketing and entrepreneurial finance will be presented to provide tools and materials for feasibility analysis.



Course Syllabus

Session	Description
1	Course Introduction <ul style="list-style-type: none"> Administrative details such as class participation Briefing on course requirements such as feasibility analysis project (team) Library resources
2	Perspective to Entrepreneurship <ul style="list-style-type: none"> Understanding Entrepreneurship Person-entrepreneurship Fit Entrepreneurial Process
3	Idea Generation and Opportunity Recognition <ul style="list-style-type: none"> Sources of ideas and business opportunities Effectuation and Causality Introduction to intellectual properties
4	Creative Tools and Design Thinking <ul style="list-style-type: none"> Creative theories Creative tools Design thinking
5	Concept Development <ul style="list-style-type: none"> From idea to concept Formulation of concept statement How to make an elevator pitch
6	Consultation for Project
7	Feasibility Analysis <ul style="list-style-type: none"> Viability and attractiveness - "Screening out losers" Evaluating opportunities, planning & analysis How to conduct a feasibility analysis of your concept
8	Industry and Competitive Strategies <ul style="list-style-type: none"> Five forces of industry competitiveness SWOT analysis Competitive strategy and value creation
9	Class Exercise on Industry Analysis



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10	Marketing Management <ul style="list-style-type: none"> • The 4 P's of marketing • Entrepreneurial marketing
11	Marketing Strategy <ul style="list-style-type: none"> • Market research • Market segmentation • Social media marketing
12	Branding and Franchising <ul style="list-style-type: none"> • Branding strategy • Approach to franchising
13	Feasibility Plan Presentation <ul style="list-style-type: none"> • Oral presentation by team

Pedagogy

The course pedagogy will include case studies, in-class exercises and discussions on real-world problems and issues. There will be interactions with presentations from both the instructor and students.

Course Assessment

Class Contribution (Individual)	15%
Class exercise (individual)	20%
Feasibility analysis (team-based)	
Group presentation	35%
Group written report	30%
<hr/> Total	<hr/> 100%



ET9132: Entrepreneurial Accounting and Finance

First Run: 27 May to 2 June 2014

Second Run: 8 July to 14 July 2014

Course Description

Entrepreneurs need money to start and to grow their business. It is important for entrepreneurs to understand how revenue is generated, how to source for funds, how to control cash flow, how to assess the success of the company in monetary terms, and how to value a company for various purposes.

Course Objectives

The focus of this course is to expose students to the various financial aspects relating to new ventures. These include approaches to secure start-up capital and venture financing. Students learn about the basic accounting, essential financial indicators, the types of funds available, the different categories of investors, the importance of intellectual property in securing finance, the financial details to be included in a business plan required for investment purpose, valuation of company and the art of negotiation with investors.

Specifically, the objectives of this module are to enable students to;

1. Learn the different legal forms of business.
2. Appreciate the role of accounting in providing information to the business stakeholders for contacting, planning, controlling and decision making.
3. Acquire skills to analyze financial statements.
4. Understand various financial indicators and tools such as ROI, ROE, earning per share, payback period, present value analysis, and valuation of company.
5. Gain insights into the sources of venture financing and the various stages of financing.
6. Understand the importance of intellectual property and its role in venture financing.
7. Learn how to prepare and present financial information for a new business venture.
8. Learn the art of negotiating with investors.



Course Syllabus

Session	Description
1	Course Introduction and Forms of Business <ul style="list-style-type: none"> • Overview of the course • Forms of business organization: sole proprietorship, partnership and corporation
2	Fundamentals of Accounting <ul style="list-style-type: none"> • Financial Reporting Standard • Accounting equations • Financial elements: assets, liabilities, owners' equity • Depreciation and amortization
3	Financial Statements <ul style="list-style-type: none"> • The accounting cycle • Profit and loss statement • Balance sheet
4	Financial Ratios <ul style="list-style-type: none"> • Calculation of financial ratio • The significance of the financial ratios
5	Financial Analysis <ul style="list-style-type: none"> • Cash-flow analysis • Impact of business transactions on the elements of the financial statements
6	Budgetary Process and Projection <ul style="list-style-type: none"> • Preparation of budget statement • Financial forecast and projection
7	Cost Accounting and Break-even Analysis <ul style="list-style-type: none"> • Cost-volume-profit analysis • Break-even analysis • Payback period
8	Business Models and Revenue Models <ul style="list-style-type: none"> • How firms generate revenue • Ways to utilize assets efficiently

9	<p>Sources of Funds and Exit Strategy</p> <ul style="list-style-type: none"> • Government grants • Angel investors • Venture capitalists • Dilution and control • IPO and exit strategies • Creative sources of financing and funding
10	<p>Valuation of Companies</p> <ul style="list-style-type: none"> • Compound interest • Discounted cash-flow and present value • EBITDA method
11	<p>Intellectual Properties Valuation</p> <ul style="list-style-type: none"> • The types of IP • The importance of protection of IP • The value of IP in the eyes of investors
12	<p>Financial Negotiation</p> <ul style="list-style-type: none"> • The importance of negotiation • General techniques of negotiation • Techniques of negotiation with venture capitalists
13	<p>The Art of Negotiation</p> <ul style="list-style-type: none"> • Practice

Pedagogy

The course pedagogy will include in-class exercises, discussions on real-world problems and issues and group projects. There will be interactions with presentations from both the instructor and students.

Course Assessment

Class exercises (individual)	10%
Team-based Project	20%
Examination	70%
Total	100%



ET9133: Managing New & Ongoing Ventures

First Run: 4 June to 9 June 2014

Second Run: 16 July to 23 July 2014

Course Description

The start-up and growth of an enterprise invariably involves both human and financial capital. To manage the increasing pool of human resources and to convince venture capitalists to invest become two main issues especially for growing venture.

This module consists of two parts: in the first part, organization and human resource management are introduced; in the second part, the focus is on writing a convincing business plan to attract venture capital investment.

Course objectives

When enterprise starts to take shape and grow, more people will be hired, proper organization, team building and human resource management will become important issues. In this module, students will be exposed to the various organizational aspects relevant to new ventures and established companies. These include the pros and cons of the different organization structures, conflicts that may arise among employees, and approaches to building strong teams. Human resource management techniques will also be introduced and discussed.

In the second part of the module, the business model canvas will be described listing the connections among the different components of a business. The value of a business plan and the techniques of writing a business plan will be introduced.

Specifically, the objectives of this module are to enable students to;

1. Learn the organization structure that best suits a particular business.
2. Understand vital organizational behaviours necessary to grow a new venture.
3. Learn how to motivate all stake holders and build a cohesive venture team.
4. Acquire skills to resolve organizational conflicts.
5. Make use of the business model canvas.
6. Understand the impact of the elements of a business model on the business.
7. Write a convincing business plan.
8. Make effective oral presentation of the business plan.



Course Syllabus

Session	Description
1	Course Introduction <ul style="list-style-type: none"> • Overview of the course – Issues faced in the growth stage • Case Enactment • Preparation of Business Plan
2	Organization Structure and Culture <ul style="list-style-type: none"> • Advantages and disadvantages of different organization structures • Organizational culture • Managing ownership and control
3	Human Resource Management <ul style="list-style-type: none"> • Recruitment, selection, hiring, retention and motivation of employees. • Methods of compensation
4	Conflict Resolution <ul style="list-style-type: none"> • How team develop • Sources of conflict • How to resolve conflicts
5	Case Study and Discussion
6	Case Study and Discussion
7	Business Model Canvas <ul style="list-style-type: none"> • The constituent components of the business model canvas • The impact of the components on business
8	Exercise on Business Model Canvas
9	Business Plan <ul style="list-style-type: none"> • Purposes of a business plan • Items to be included in a business plan • Business plan competition
10	Examples of business plans <ul style="list-style-type: none"> • Examples of good and convincing business plan • Examples of poorly written business plan
11	Consultation on Business Plan Preparation
12	Business Plan Presentation and Discussion
13	Business Plan Presentation and Discussion

Note: Details of date of each session, delivery mode, reading materials and consultation time will be given by the instructors upon the commencement of the course.



Pedagogy

The course pedagogy will include in-class exercises, discussions on real-world problems and issues and group projects. There will be interactions with presentations from both the instructor and students.

Course Assessment

Individual Class Participation	10%
Case enactment (Team-based)	30%
Business Plan (Team-based)	
- Group presentation	35%
- Group written report	25%
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Total	100%
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ET9134: Enterprise Strategy

First Run: 13 June to 20 June 2014

Second Run: 24 July to 1 August 2014

Course Description

This is an immersive experiential learning module. An online business simulator is used as a platform to let students experience the process of managing a business through the virtual media. Students are exposed to some of the major business decisions that entrepreneurs face when growing their ventures and competing with other companies in the same industry.

Students are grouped into teams and the teams will compete with one another. As students work through the organization's life cycle in the simulation, external forces and managerial dilemmas are added. Students will apply the various tools, case-studies and theories from previous modules as the new venture expands its operations and subsequently tackle new tasks, take on additional responsibilities and make difficult decisions.

Course objectives

1. To enable students to experience the process of new venture creation and growth.
2. To expose students to a holistic (horizontal & vertical) view of venture creation and growth.
3. To enable students to execute business plans in the virtual world and compete with one another.
4. To let students experience the various forces in play in a business environment and develop the entrepreneurial mindset.
5. To provide a platform for students to develop the ability to apply academic theories to solve business problems.
6. To encourage students to develop reflective thinking skills.

Course Syllabus

Session	Description
1	Course Introduction <ul style="list-style-type: none"> • Administrative details such as class participation • Briefing on course requirements • Operation of the simulation package
2	Simulation Stage 1 <ul style="list-style-type: none"> • Familiarization of the system • Setting up initial parameters
3	Simulation Stage 2 <ul style="list-style-type: none"> • Analyze past performance • Discuss strategies among members of the team • Set parameters
4	Simulation Stage 3 <ul style="list-style-type: none"> • Analyze past performance • Discuss strategies among members of the team • Set parameters
5	Simulation Stage 4 <ul style="list-style-type: none"> • Analyze past performance • Discuss strategies among members of the tea • Set parameters
6	Simulation Stage 5 <ul style="list-style-type: none"> • Analyze past performance • Discuss strategies among members of the team • Set parameters
7	VC Fair <ul style="list-style-type: none"> • Setting up booth • Presentation to VC • Negotiation with VCs
8	Simulation Stage 6 <ul style="list-style-type: none"> • Analyze past performance • Discuss strategies among members of the team • Set parameter



9	Simulation Stage 7 <ul style="list-style-type: none"> Analyze past performance Discuss strategies among members of the team Set parameters
10	Simulation Stage 8 <ul style="list-style-type: none"> Analyze past performance Discuss strategies among members of the tea Set parameters
11	Simulation Stage 9 <ul style="list-style-type: none"> Analyze past performance Discuss strategies among members of the team Set parameters
12	Simulation Stage 10 <ul style="list-style-type: none"> Analyze past performance Discuss strategies among members of the team Set parameters
13	Debrief and Discussion

Pedagogy

The course pedagogy will include simulation and discussions on real-world problems and issues. The instructor monitors the progress of the various groups of students and controls the parameters of simulation accordingly to make the simulation exercise more challenging and at the same time horn the decision making skills of the students.

Course Assessment

First Quiz (Individual)	10%
Elevator Pitch, Business Plan Presentation & Investor Engagement	20%
Cumulative Balanced Scorecard	20%
Bonus for the team that makes the most improvement in Simulation Exercise	20%
Individual Reflection Report	10%
Class Participation	10%
Debrief Presentation	10%
Total	100%

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Creative Writing Summer Programme: Writing the New Silk Road

30 June – 30 July 2014

HL2020: World Poetry - A Multimedia Performance Game (3 Academic Units)

Date: 2-25 July 2014

Pre-requisites: Nil

Learning Objective

This is a multimedia writing, editing and performance class focused on poetry. The course content is inspired by the Japanese poetry card game *uta-garuta*, for which players memorise poems that appear on a card-deck anthology. In this course students will write and read a variety of poems, then choose their favourites to make into an illustrated card-deck anthology. They will then collaborate to devise a group performance based on *uta-garuta* game rules. No previous visual art or performance experience is necessary.

Course Outline

S/N	Topic	Seminar Hours
1 Wednesday July 2 9am-1pm	First words: Course content and expectations	4
2 Friday July 4 9am-1pm	Creative generation, editorial selection 1	4
3 Friday July 4 1pm – 5pm	Poetry off the page: Class outing to Kranji	4
4 Wednesday July 9 9am-1pm	Creative generation, editorial selection 2	4
5 Friday July 11 9am-1pm	Multimedia contexts: Class outing to the Asian Civilisations Museum	4

6 Friday July 11 7pm-9pm	Literary Soiree: Reading Singapore	2
7 Wednesday July 16 9am-1pm	Poems as multimedia texts: making visual language	4
8 Friday July 18 9am-1pm	Memory and breath: words in motion	4
9 Wednesday July 23 9am-1pm	World Poetry: rehearsal	4
10 Friday July 25 4pm-8pm	World Poetry: rehearsal and performance	4

Learning Outcome

The course allows students to engage with poetry through writing, editing, and multimedia production tasks. Students will gain skills in writing poetry, and will learn to refine and articulate their editorial sensibilities through the process of anthologising. The production of a card-deck and game/performance will stimulate students to combine and develop their written and visual aesthetics, while they also learn new skills in collaboration and performance.

Student Assessment

1. Class Participation: 10%
2. Writing and anthology selection 30%
3. Multimedia poetry-card production 30%
4. Memorisation and performance 30%

Textbooks/References

1. World Poetry: An Anthology of Verse from Antiquity to Our Time. Eds. Katharine Washburn and John S. Major.

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HZ9202: Prose (fiction) - Voyages in Fiction (3 Academic Units)

Dates: 30 June - 23 July 2014

Pre-requisites: Nil

Restrictions: HZ9203 Prose (non-fiction) - Home and Away

Learning Objective

The aim of this course is to encourage students to recognize the world as the potentiality of fiction. To do so, we will generate new writing both inside and outside the classroom, analyze published short stories in order to recognize their technique, and critique students' own stories in a fun and supportive workshop environment. Our discussion will include the technical aspects of writing – if every story is a voyage somewhere, how best can we stay the course? – but there will also be an emphasis on what it feels like to engage with an idea and bring it to realization.

Course Outline

S/N	Topic	Seminar Hours
1 Monday June 30 9am-1pm	Introduction to the Course The Short Story: Origins	4
2 Wednesday July 2 2pm-6pm	Character and Voice	4
3 Monday July 7 9am – 1pm	Place and Time	4
4 Monday July 7 1pm - 5pm	Voyages in Fiction I: Class Outing to Kranji	4
Friday July 11 7-9PM	Panel: Reading Singapore	2
5 Monday July 14 9am-5pm	Voyages in Fiction II: Class outing to Pulau Ubin	8

7 Wednesday July 16 2pm-6pm	Style and Structure	4
8 Monday July 21 9am-1pm	Dialogue and Suspense	4
9 Wednesday July 23 2pm-6pm	Revision and Publication Class Reading	4

NB Please note that the outline is indicative. Topics covered from week to week may vary slightly depending on the direction provided by the participants.

Learning Outcome

The course allows students to engage with fiction prose through writing, editing, and production. Students will gain familiarity with various forms and genres of the short story, using that knowledge to hone their writing skills in creating their own portfolios. In the peer-feedback sessions (i.e. 'workshops') students will learn to refine and articulate their editorial sensibilities.

Student Assessment

1. Class Participation: 20%
2. Writing Assignments 70%
3. Class Reading 10%

Textbooks/References

1. Lundberg, Jason Ed. *Best New Singaporean Short Stories*. Epigram, 2013. ISBN 9810762348
2. A photocopied reader of material compiled for the class

HZ9203: Prose (non-fiction) - Home and Away (3 Academic Units)

Dates: 1-24 July 2014

Pre-requisite: Nil

Restrictions: Module 2 Prose (fiction): Voyages in Fiction

Learning Objective

Where are you now and where are you coming from? In this course we will encounter and experiment with a variety of non-fictional forms, concepts and topics – memoir, biography, travelogue, local history, the lyric essay, image and text narratives, psychogeography, the flâneur, architecture, food, Nature – all in order to portray not only Singapore of the here and now, but the terrain of the past.

Course Outline

S/N	Topic	Seminar Hours
1 Tuesday July 1 9am-1pm	Introduction to the Course Journals and Notes	4
2 Thursday July 3 9am-1pm	Travel and Place In the Field: Class outing to Kranji	4
3 Tuesday July 8 9am-1pm	Structure: The Lyric Essay	4
4 Thursday July 10 9am-1pm	Biography	4
5 Friday July 11 7pm-9pm	Panel: Reading Singapore	2
6 Tuesday July 15 9am – 1pm	<i>Singapore, a Day in the Life</i> : Class outing to Little India/Arab Street	4

7 Thursday July 17 9am-1pm	Photo and Text Narratives	4
8 Monday July 21 1pm – 5pm	The Foodie’s Singapore: Class outing to Chinatown	4
9 Tuesday July 22 9am-1pm	Psychogeography	4
10 Thursday July 24 9am -1pm	Revision and Production Class Reading	4

NB Please note that the outline is indicative. Topics covered from week to week may vary depending on the direction provided by course participants.

Learning Outcome

The course allows students to engage with non-fiction prose through writing, editing, and production. Students will gain familiarity with various forms and genres of non-fiction, using that knowledge to hone their writing skills in creating their own portfolios. In the peer-feedback sessions (ie. ‘workshops’) students will learn to refine and articulate their editorial sensibilities.

Student Assessment

1. Class Participation: 20%
2. Writing Assignments: 70%
3. Class Reading: 10%

Textbooks/References

1. De Botton, Alain *The Art of Travel*. Vintage, 2004 ISBN 0375725342
2. A photocopied reader of material compiled for the course.

Equipment

1. Students must have a camera.

HZ9205: Exterior Worlds - Writing for Film (3 Academic Units)
Dates: 1-24 July 2014
Pre-requisites: Nil
Learning Objective

The objective of this course is to introduce students to the major principles of creating narratives for film and developing professional screenplays. We will be looking at story structure, character, screenwriting formats and techniques and this will culminate in a writing project with close mentoring from the facilitator. This will be done within the context of the students' time in Singapore, with reference to the local film culture, and students will be encouraged to develop scripts inspired by their experiences here.

Course Outline

S/N	Topic	Seminar Hours
1 Tuesday July 1 2-6pm	Introduction to Screenwriting What is screenwriting? Principles of Writing for film. Cinematic Storytelling. Story & Script Development. How do you begin to tell a story? The Short Format: We'll look at and discuss a variety of locally produced short films.	4
2 Thursday July 3 2-6pm	Theories and concepts of dramatic narrative structure. Set-ups and pay-off, clues, motifs and MacGuffins – storytelling devices. Script Analysis.	4
3 Tuesday July 8 2-6pm	Screenwriting Documents Formats, rules and regulations of creating a script and related story documents. Writing First Pages	4
4 Thursday July 10 2-7pm	Creating compelling characters for the screen. Character Psychology. Action and dialogue. This session will partly take the form of an observational 'field trip' into town	5
5 Friday July 11 7pm-9pm	Literary Soiree: Reading Singapore	2

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6 Tuesday July 15 2-6pm	Pitching and Story Development Students will write outlines of their initial idea to be discussed in class	4
7 Thursday July 17 2-6pm	Workshops: Story Breaking and Voice Overs.	4
8 Friday July 18 2-6pm	Short Film in Exhibition/Film in Context A visit to the National Museum of Singapore's Cinemetheque and Film Gallery	4
9 Tuesday July 22 2-6pm	Students will produce first drafts of their scripts to be discussed.	4
10 Thursday July 24 2-6pm	Students will produce second drafts of their scripts to be discussed.	4

Learning Outcome

Students will learn how to write and format a screenplay to professional standards, they will engage with the medium of film and the specific challenges relating to writing for this medium, they will develop their screenwriting skills through the process of story and script development as well as other tasks and workshops designed to stimulate their understanding of the form, as well as gaining insights into film narrative within the Singaporean context.

Student Assessment

1. Class Participation: 20%
2. Script exercises and workshop tasks 30%
3. Final Script 35%
4. Process Reflection 25%

Textbooks/References

1. Links and articles to be issued in class.

Creative Writing Summer Programme: Writing the New Silk Road

30 June – 30 July 2014

HL2020: World Poetry - A Multimedia Performance Game (3 Academic Units)

Date: 2-25 July 2014

Pre-requisites: Nil

Learning Objective

This is a multimedia writing, editing and performance class focused on poetry. The course content is inspired by the Japanese poetry card game *uta-garuta*, for which players memorise poems that appear on a card-deck anthology. In this course students will write and read a variety of poems, then choose their favourites to make into an illustrated card-deck anthology. They will then collaborate to devise a group performance based on *uta-garuta* game rules. No previous visual art or performance experience is necessary.

Course Outline

S/N	Topic	Seminar Hours
1 Wednesday July 2 9am-1pm	First words: Course content and expectations	4
2 Friday July 4 9am-1pm	Creative generation, editorial selection 1	4
3 Friday July 4 1pm – 5pm	Poetry off the page: Class outing to Kranji	4
4 Wednesday July 9 9am-1pm	Creative generation, editorial selection 2	4
5 Friday July 11 9am-1pm	Multimedia contexts: Class outing to the Asian Civilisations Museum	4



6 Friday July 11 7pm-9pm	Literary Soiree: Reading Singapore	2
7 Wednesday July 16 9am-1pm	Poems as multimedia texts: making visual language	4
8 Friday July 18 9am-1pm	Memory and breath: words in motion	4
9 Wednesday July 23 9am-1pm	World Poetry: rehearsal	4
10 Friday July 25 4pm-8pm	World Poetry: rehearsal and performance	4

Learning Outcome

The course allows students to engage with poetry through writing, editing, and multimedia production tasks. Students will gain skills in writing poetry, and will learn to refine and articulate their editorial sensibilities through the process of anthologising. The production of a card-deck and game/performance will stimulate students to combine and develop their written and visual aesthetics, while they also learn new skills in collaboration and performance.

Student Assessment

5. Class Participation: 10%
6. Writing and anthology selection 30%
7. Multimedia poetry-card production 30%
8. Memorisation and performance 30%

Textbooks/References

2. World Poetry: An Anthology of Verse from Antiquity to Our Time. Eds. Katharine Washburn and John S. Major.

Office of Global Education and Mobility

HZ9202: Prose (fiction) - Voyages in Fiction (3 Academic Units)

Dates: 30 June - 23 July 2014

Pre-requisites: Nil

Restrictions: HZ9203 Prose (non-fiction) - Home and Away

Learning Objective

The aim of this course is to encourage students to recognize the world as the potentiality of fiction. To do so, we will generate new writing both inside and outside the classroom, analyze published short stories in order to recognize their technique, and critique students' own stories in a fun and supportive workshop environment. Our discussion will include the technical aspects of writing – if every story is a voyage somewhere, how best can we stay the course? – but there will also be an emphasis on what it feels like to engage with an idea and bring it to realization.

Course Outline

S/N	Topic	Seminar Hours
1 Monday June 30 9am-1pm	Introduction to the Course The Short Story: Origins	4
2 Wednesday July 2 2pm-6pm	Character and Voice	4
3 Monday July 7 9am – 1pm	Place and Time	4
4 Monday July 7 1pm - 5pm	Voyages in Fiction I: Class Outing to Kranji	4
Friday July 11 7-9PM	Panel: Reading Singapore	2
5 Monday July 14 9am-5pm	Voyages in Fiction II: Class outing to Pulau Ubin	8

7 Wednesday July 16 2pm-6pm	Style and Structure	4
8 Monday July 21 9am-1pm	Dialogue and Suspense	4
9 Wednesday July 23 2pm-6pm	Revision and Publication Class Reading	4

NB Please note that the outline is indicative. Topics covered from week to week may vary slightly depending on the direction provided by the participants.

Learning Outcome

The course allows students to engage with fiction prose through writing, editing, and production. Students will gain familiarity with various forms and genres of the short story, using that knowledge to hone their writing skills in creating their own portfolios. In the peer-feedback sessions (i.e. 'workshops') students will learn to refine and articulate their editorial sensibilities.

Student Assessment

4. Class Participation: 20%
5. Writing Assignments 70%
6. Class Reading 10%

Textbooks/References

3. Lundberg, Jason Ed. *Best New Singaporean Short Stories*. Epigram, 2013. ISBN 9810762348
4. A photocopied reader of material compiled for the class

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HZ9203: Prose (non-fiction) - Home and Away (3 Academic Units)

Dates: 1-24 July 2014

Pre-requisite: Nil

Restrictions: Module 2 Prose (fiction): Voyages in Fiction

Learning Objective

Where are you now and where are you coming from? In this course we will encounter and experiment with a variety of non-fictional forms, concepts and topics – memoir, biography, travelogue, local history, the lyric essay, image and text narratives, psychogeography, the flâneur, architecture, food, Nature – all in order to portray not only Singapore of the here and now, but the terrain of the past.

Course Outline

S/N	Topic	Seminar Hours
1 Tuesday July 1 9am-1pm	Introduction to the Course Journals and Notes	4
2 Thursday July 3 9am-1pm	Travel and Place In the Field: Class outing to Kranji	4
3 Tuesday July 8 9am-1pm	Structure: The Lyric Essay	4
4 Thursday July 10 9am-1pm	Biography	4
5 Friday July 11 7pm-9pm	Panel: Reading Singapore	2
6 Tuesday July 15 9am – 1pm	<i>Singapore, a Day in the Life</i> : Class outing to Little India/Arab Street	4

7 Thursday July 17 9am-1pm	Photo and Text Narratives	4
8 Monday July 21 1pm – 5pm	The Foodie’s Singapore: Class outing to Chinatown	4
9 Tuesday July 22 9am-1pm	Psychogeography	4
10 Thursday July 24 9am -1pm	Revision and Production Class Reading	4

NB Please note that the outline is indicative. Topics covered from week to week may vary depending on the direction provided by course participants.

Learning Outcome

The course allows students to engage with non-fiction prose through writing, editing, and production. Students will gain familiarity with various forms and genres of non-fiction, using that knowledge to hone their writing skills in creating their own portfolios. In the peer-feedback sessions (ie. ‘workshops’) students will learn to refine and articulate their editorial sensibilities.

Student Assessment

4. Class Participation: 20%
5. Writing Assignments: 70%
6. Class Reading: 10%

Textbooks/References

3. De Botton, Alain *The Art of Travel*. Vintage, 2004 ISBN 0375725342
4. A photocopied reader of material compiled for the course.

Equipment

2. Students must have a camera.

HZ9205: Exterior Worlds - Writing for Film (3 Academic Units)
Dates: 1-24 July 2014
Pre-requisites: Nil
Learning Objective

The objective of this course is to introduce students to the major principles of creating narratives for film and developing professional screenplays. We will be looking at story structure, character, screenwriting formats and techniques and this will culminate in a writing project with close mentoring from the facilitator. This will be done within the context of the students' time in Singapore, with reference to the local film culture, and students will be encouraged to develop scripts inspired by their experiences here.

Course Outline

S/N	Topic	Seminar Hours
1 Tuesday July 1 2-6pm	Introduction to Screenwriting What is screenwriting? Principles of Writing for film. Cinematic Storytelling. Story & Script Development. How do you begin to tell a story? The Short Format: We'll look at and discuss a variety of locally produced short films.	4
2 Thursday July 3 2-6pm	Theories and concepts of dramatic narrative structure. Set-ups and pay-off, clues, motifs and MacGuffins – storytelling devices. Script Analysis.	4
3 Tuesday July 8 2-6pm	Screenwriting Documents Formats, rules and regulations of creating a script and related story documents. Writing First Pages	4
4 Thursday July 10 2-7pm	Creating compelling characters for the screen. Character Psychology. Action and dialogue. This session will partly take the form of an observational 'field trip' into town	5
5 Friday July 11 7pm-9pm	Literary Soiree: Reading Singapore	2

6 Tuesday July 15 2-6pm	Pitching and Story Development Students will write outlines of their initial idea to be discussed in class	4
7 Thursday July 17 2-6pm	Workshops: Story Breaking and Voice Overs.	4
8 Friday July 18 2-6pm	Short Film in Exhibition/Film in Context A visit to the National Museum of Singapore's Cinemetheque and Film Gallery	4
9 Tuesday July 22 2-6pm	Students will produce first drafts of their scripts to be discussed.	4
10 Thursday July 24 2-6pm	Students will produce second drafts of their scripts to be discussed.	4

Learning Outcome

Students will learn how to write and format a screenplay to professional standards, they will engage with the medium of film and the specific challenges relating to writing for this medium, they will develop their screenwriting skills through the process of story and script development as well as other tasks and workshops designed to stimulate their understanding of the form, as well as gaining insights into film narrative within the Singaporean context.

Student Assessment

5. Class Participation: 20%
6. Script exercises and workshop tasks 30%
7. Final Script 35%
8. Process Reflection 25%

Textbooks/References

2. Links and articles to be issued in class.



BU8642: Leadership in the 21st Century: Asian Context

30 June – 25 July 2014

Course Description and Scope

With the changing economic landscape and globalisation, leadership is becoming a well-researched topic. There is also a myriad of leadership and management courses and development programs offered both within and outside of universities.

But why do leaders still cannot lead? And managers cannot manage?

What leaders need to know in the real-world context?

How to be an effective leader in the 21st century especially in Asian context?

This course aims to provide facilitate you to learn theoretical knowledge and practical skills (e.g., coaching, teambuilding, goal-setting, and conduct effective meeting). Through the on-line psychometric surveys, ongoing collaborative and peer learning processes, you will gain greater self-awareness about your own leadership style, strengths and weaknesses, and how to develop your leadership competencies throughout your career.

This course is credit-bearing (**3 Academic Units**) and will be held over a 4 week period. Students completing the programme will receive a Certificate of Participation, and an academic transcript to facilitate credit transfer.

Course Learning Objectives

At the end of this course, you will:

1. Understand the basic leadership theories
2. Gain greater insights on your leadership style, strengths and weaknesses
3. Analyze and evaluate how to apply relevant theories/models/framework to create new insights.
4. Develop Critical, Reflective Thinking and Communicate to Influence (C2I) Skills
5. Develop interpersonal competencies to motivate self and inspire others.

Course Syllabus

Lesson	Topics	Remarks
1.	Course Overview Introduction: Leadership and Management	<ul style="list-style-type: none"> • Course Prep: On-line Psychometric Surveys: Personality and Leadership Styles • Video: Leadership Vs Management • East Vs West • Form Teams
2.	Leadership: Born or Made? Trait Theory	<ul style="list-style-type: none"> • Selection of Team presentation topics • Video on Born or made
3.	Behavioural and Situation Approaches to leadership	Team Presentation 1 <ul style="list-style-type: none"> • Case-based learning
4.	Emerging Leadership Theories	Team Presentation 2
5.	Cultural differences in leadership	<ul style="list-style-type: none"> • Team Presentation 3 East meets West: Cultural studies • Experiential learning activity on cultural difference
6.	ELearning: Managing and leading people who are different	
7.	How to handle organisational politics? Emotional Intelligence and Leadership Effectiveness	Team Presentation 4
8.	How to manage difficult people? Motivation	Team Presentation 5 Self-reflection assignment due on 11 Jul 14 (0800)
9.	How to coach for performance?	<ul style="list-style-type: none"> • Team Presentation 6 • Role-play activities • Video on coaching for performance
10.	Experiential Learning Activities: Summary of Lesson 1 to 9	<ul style="list-style-type: none"> • 8 periods (equivalent to 2 lessons) of outdoor activities and peer learning • After Action Review for EL on Leadership styles for individuals. • Peer Feedback (Developmental)



11.	Developing my leadership competencies and skills	Team Presentation 7
12.	Learning Organisation and Leadership How to lead organisation to learn, adapt and transform?	<ul style="list-style-type: none"> • Experiential learning activities: goal setting. • Peer-assessment and course feedback • Final clarifications on Test (to be submitted by 26 Jul 14 0800 Singapore Time) through Turnitin • Review of the Individual Reflection Assignment

Learning and Teaching Methods/Pedagogies

This course adopts a blended learning approach where students will learn and experience how to be an effective leader. Other than traditional classroom seminar style of learning, eLearning module (i.e. Personality and Leadership Effectiveness Assessments) and Active Learning pedagogies such as case-based and experiential learning will be adopted to make this course more engaging, interesting and experiential.

Learning is made relevant through the direct and explicit application of theoretical frameworks and concepts to real-life issues and problems. This is achieved through:

- **Seminar-style lesson.** To provide fundamental knowledge on leadership.
- **Active learning pedagogies.** To facilitate critical thinking and application of theories to real life situations.
- **Self-directed learning.** To enable students to reflect and aware as an individual and as part of the team.

Learning Approaches, Objectives, and Assessment Methods

Learning Approaches, objectives, and assessments are summarised in Table 1:

Learning Approaches	Learning Objectives	Assessment Methods
Seminar	<ul style="list-style-type: none"> • Acquire knowledge on leadership • Understand how to lead effectively 	Team and Individual Assessment
Individual Reflection Assignment	<ul style="list-style-type: none"> • Gain greater insights on leadership style • Heighten self-awareness about individual's 	Individual Reflection Assessment

	strengths and weaknesses <ul style="list-style-type: none"> • Develop Critical Thinking and Independent Study skills to evaluate ideas, synthesize learning and experiences from the course • The analysis will include identifying the key issues, evaluating the quality of supporting data/evidence, identifying key assumptions and assessing conclusions, implications and consequences. 	
Team Presentation	<ul style="list-style-type: none"> • Develop the leadership skills of communicate to influence and develop team 	Communicate to Influence (C2I) using case study
Peer Appraisal	<ul style="list-style-type: none"> • Develop interpersonal competencies to motivate self and inspire others • Develop team-working skills by interacting effectively with team members and contributing towards the completion and presentation of the team project 	Teamwork and Interpersonal Skills

Course Assessments

The course assessment is based on three main domains: 1) Group Presentation, 2) Individual Reflection on Learning, 3) Peer Appraisal.

Table 2 provides an overview of the course requirements and assessments.

S/No	Course Requirements	Approach	Assessment	Weightage
1	Team Presentation	Team	Group Score	20
2	Self-reflection assignment	Individual	Individual Score	30
3	Final Test: Challenges of leadership in Asian context	Individual	Individual Score (take home test)	40
3	Peer Appraisal	Individual	Individual score	10
	Total :		100	

BU8641: Cultural Intelligence: How To Be An Explorer of The World

7-25 July 2014

Course Description and Scope

We live in a global world, where a premium is placed on the ability to navigate and adapt to differences. Cultural intelligence, CQ is the capability to function effectively across national, ethnic and organizational cultures (Ang & Van Dyne). IQ and EQ are no longer enough, CQ is becoming a critical predictor for success in the borderless world of the 21st century. The good news is that CQ can be developed and learnt by almost anyone. This course will focus on providing you with a conceptual framework for CQ, as well as a set of tools to navigate and explore the world.

This course is credit-bearing (**3 Academic Units**) and will be held over a 3 week period. Students completing the programme will receive a Certificate of Participation, and an academic transcript to facilitate credit transfer.

Course Learning Objectives

To equip you for challenges of cross-cultural interactions in the global arena, this course seeks to

- (1) generate your awareness of challenges inherent in cross-cultural interactions. This is achieved through an understanding of the various cultural frameworks that explain how cultures are fundamentally similar and different from one another. These basic differences across cultures are then applied to different aspects of social and organizational behavior to anticipate the potential conflict amongst people from diverse cultural backgrounds.
- (2) create your awareness of your personal cultural values and beliefs, your attitudes toward, as well as your strengths and weaknesses in managing cross-cultural interactions. This is achieved through a chain of self-awareness surveys and experiential exercises that will be supported by feedback from the instructor.
- (3) enhance your self-efficacy in interacting with people from different cultures. This is achieved through both theories and experiential exercises aimed to equip you with the practical skills of cross-cultural communication.

Course Syllabus

Week	Topic
1	Introduction
2	Cultural Intelligence (CQ) – Overview
3	Cultural Intelligence (CQ) – Drive Cultural Intelligence (CQ) – Knowledge I
4	Cultural Intelligence (CQ) – Knowledge II
5	Group Experiential Learning (GEL) Activity
6	Cultural Intelligence (CQ) – Strategy
7	Cultural Intelligence (CQ) – Action
8	Test Profiling & Learning
9	Culture, Etiquette & Customs I E-learning Week
10	Culture, Etiquette & Customs II
11	Culture, Negotiation & Conflict Management
12	Culture and Global Assignments
13	Conclusion & Reflections



Course Assessments

Components	Marks	Individual/ Group
Group Project	40	Group
Tests	30	Individual
Reflection Journals	20	Individual
Class Participation	10	Individual
Total	100	

Textbook

David Livermore

Leading with Cultural Intelligence: The New Secret to Success AMACOM, 2010 HD57.7.L784 NTU
Business Library



BU8101: Accounting - A User Perspective

12 May – 20 June / 23 June – 1 August 2014

Prerequisites: Students intending to take this course must be comfortable with numbers, enthusiastic, enjoy participating in classroom discussions, and willing to do consistent work to complete online assignments within the stipulated time.

Course Description and Scope

This is a basic course in financial and managerial accounting meant for non-accounting and non-business students. It exposes students to the environment of accounting and its role in providing useful information for decision making by various stakeholders of business organizations. By the end of the course, students should be able to appreciate the role, scope and value of information for managing business organizations towards achieving their goals.

Students will learn fundamental concepts and techniques in financial and managerial accounting, through solving business problems. In this course, students are treated to an understanding of a broad range of the underlying accounting concepts without the need to be involved in too much detail associated with the processes. Whilst non-accounting and non-business students need not have to prepare comprehensive financial statements, it would be beneficial for them to be able to understand, interpret, analyse and use them.

This course is credit-bearing (**3 Academic Units**) and will be held over a 6 week period.

Course Learning Objectives

Learning Goal	Course Learning Objective
Acquisition of knowledge	<ol style="list-style-type: none"> 1. Understand the interaction between accounting and business. 2. Learn how business transactions, which are the result of business decisions, are recorded to show their effects on financial statements. 3. Understand the role and structure of the accounting and control functions within

	<p>an organization.</p> <p>4. Learn basic quantitative and qualitative techniques for interpreting and analysing financial information and to use the relevant financial information for planning, control and decision-making.</p>
Problem solving and decision-making	<p>1. Develop students' ability to use relevant information for decision-making, planning and control to achieve organizational goals.</p> <p>2. Develop students' problem solving skills and the ability to recognise ethical concerns, evaluate key elements, determine alternatives and select the best alternatives.</p>
Teamwork and interpersonal skills	<p>1. Develop students' interpersonal and team work skills.</p>

Learning and Teaching Methods/Pedagogies

The teaching-learning mode is structured into 1.5 hours lecture and 1.5 hours seminar per week. The first lecture will commence on 13 January 2014 and the first seminar will commence in the week beginning 20 January 2014. The purpose of the lecture is to expose students to the basic concepts and principles of accounting. The purpose of the seminars, unlike the lecture, is to have small-group classes so that detailed analysis, interaction and discussion are possible. The seminars involve a variety of learning activities such as (a) discussion of conceptual overview of the assigned material for the seminar, (b) critical analysis and discussion of the relevant literature, (c) the use of relevant case studies for developing critical analysis, discussion and presentation skills, and (d) dealing with hands-on basic numerical problems for developing essential technical knowledge and skills.

Other learning activities outside class-contact time may include online quiz and e-learning activities found in "BU8101 Accounting Learning Centre" in the edvENTure and online practice exercises and e-learning activities available in McGraw Hill's Connect System. Students are encouraged to explore the issues further through the various learning activities mentioned above. Group discussion is strongly encouraged as it enables examining an issue or problem from multiple perspectives and it facilitates developing communication and

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group working skills.

Course Assessments

Components	Marks	Individual/ Group
(a) Online Assignments	10	Group
(b) Presentation/Participation	20	Individual / Group
(c) Online Quiz (closed book)	20	Individual
(d) Final Examination (closed book)	50	Individual
Total	100	

Assessment Plan

Course Learning Objective	Assessment Method
Acquisition of knowledge	Assessment component (a) to (d)
Problem solving and decision-making	Assessment component (a) to (d)
Teamwork and Interpersonal skills	Assessment component (b)
Others	Assessment component (a) and (b)

(a) Online Assignments (10%)

The purpose of the online assignments is to encourage students to do consistent work and self- learning. In addition to weekly seminar questions to be discussed in class, students will have to complete compulsory online assignments on the McGraw Hill's Connect System. Students are required to buy the Connect access card in order to do the online assignments. The scores for all the assignments will be considered in the calculation of the 10%.

(b) Presentation/Participation (20%)

(b1) Presentation (10%)

Each student will be assigned a group at the beginning of the semester. Each group will then be assigned on a random basis to present questions in a seminar. Every member of the presentation group is expected to participate and present in front of the class. All presentations must be in **PowerPoint format**. Students will be assessed based on the quality of the presentation on an individual as well as on a group basis.

(b2) Participation (10%)

Assessment will be based on in-class discussions. Participation in class discussions include asking relevant questions, volunteering a response to instructor's questions, or responding to an instructor's "cold call". Class participation points will not be earned by merely attending class. In addition, absence from class without a valid medical certificate will earn you a zero score for class participation in the week of your absence.

(c) Online Quiz (20%)

The online quiz will be administered during seminars in the week commencing **10 March 2014** (the week immediately after the recess week). The quiz, which comprises multiple-choice questions, will be conducted in IT labs. The coverage of the quiz can include all topics discussed during lectures and seminars up to that point. Attendance is compulsory for the quiz. Unless a student who is absent has an officially approved reason (e.g. medical leave approved by his own school management/admin), zero marks will be awarded. All application for approval is to be sought from the respective school management/admin. The relevant official approval email must be sent to the respective tutor.

(d) Final Examination (50%)

The final examination is closed book and will be held on Wednesday, 30 April 2014 at 5.00pm.

Readings and References

Main Text

WHB: Williams, J.R., Haka S.F. and Bettner M.S. Financial and Managerial Accounting: The Basis for Business Decisions, 16th Edition, McGraw-Hill (2012). HF5636.F491



BU8201: Business Finance

12 May – 20 June / 23 June – 1 August 2014

Prerequisites: Students intending to take this course should be numerate (good and comfortable with mathematical calculations and formulas) e.g. they should know well compound interest calculations, Sum of Geometric Progression (G.P.) calculation before attending this course.

Course Description and Scope

This course provides non-business and non-accounting students with a broad understanding of the principles and practice of Business Finance/Financial Management. By the end of this course, students would have acquired sufficient finance knowledge to understand and appreciate how various financial decisions can have significant impact on the Profit/Loss and value of firms. They would also be familiar with pricing of stocks and bonds.

This is a basic course in finance with emphasis on the major financial decisions made by companies and the valuation of investments made by them. The course starts by examining the various forms of businesses and the importance of interest rates. Time value of money, and the linkage between risk and return, lays the foundation for evaluating the price of bonds and stocks. Students will learn and apply principles of capital budgeting (calculating the profitability of various projects and deciding which one to proceed) and capital structure (financing approved projects by issuing shares or bonds, or using retained earnings). The course concludes with the evaluation of whether a company should use extra cash to pay dividends or repurchase its own shares.

This course is credit-bearing (**3 Academic Units**) and will be held over a 6 week period.

Course Syllabus

S/N	Topics
1	Introduction to Financial Management Interest Rate
2	Time Value of Money Types of Financial Markets
3	Bonds and their Valuation
4	Risk and Rate of Return



5	Financial Statement and its Analysis
6	Stocks and their Valuation
7	Cost of Capital
8	Capital Budgeting
9	Unequal Project Lives Cash Flow Estimation and Risk Analysis
10	Capital Structure and Leverage
11	Distribution to Shareholders

Course Assessments

Components	Weightage	Individual/ Group
(a) Coursework *	40%	Individual /Group
(b) Examination (closed book)	60%	Individual
Total	100	

* Components of Coursework (40%) are as follows:

Class Participation 5%	Individual
Class Presentation 15%	Group
Quiz 20%	Individual

Textbook

Brigham, Eugene F., Joel F. Houston (adapted by Jun-ming Hsu, Yoon Kee Kong, and A.N. Bany Ariffin), Essentials of Financial Management, 3rd edition, Cengage Learning Asia. (ISBN-13: 978- 981-4441-37-7).



BU8501: Marketing for the 21st Century

12 May – 20 June / 23 June – 1 August 2014

Prerequisites: Students intending to take this course should be numerate (good and comfortable with mathematical calculations and formulas) e.g. they should know well compound interest calculations, Sum of Geometric Progression (G.P.) calculation before attending this course.

Course Description and Scope

This course is designed for students who have chosen to specialise in disciplines other than business. As students may already know, a working knowledge of marketing is rather useful wherever their career takes them. We will discuss the basic principles of marketing. However, the focus is on its practice and how this understanding could potentially enhance the students' future performance in their chosen field. A hands-on approach is expected of students and activities have been incorporated to encourage observation and enhance analytical ability. The course will require you to analyse businesses, lead discussions and present your analysis and recommendations on selected organisations.

The course will begin by discussing sustainable marketing in the global context. We continue with marketing strategy and customer value. This requires an understanding of the business environment and buyer behaviour. We then focus on the 4 P's, namely product, price, place and promotion.

Preparation for each class together with your active participation in seminars will ensure you receive maximum benefits. Reading widely and self-learning skills are necessary in this course. Students are encouraged to consult instructors when they need assistance with the course.

This course is credit-bearing (**3 Academic Units**) and will be held over a 6 week period.

Course Learning Objectives

This course is an introduction to marketing and it aims to provide a basic understanding of this discipline. Students are expected to use the conceptual tools and basic principles taught in the lectures. They are to carry out an assignment throughout the semester so as to apply the ideas introduced in this course. There will also be a field trip to allow students to observe how marketing concepts are used. Students will work in teams and have the opportunity to defend as well as assimilate different points of view when they participate in class discussion.

Course Syllabus

S/N	Topics
1	Marketing Overview
2	Sustainable Global Marketing
3	Marketing Strategy and Customer Value - Company and marketing strategy - Creating & capturing value
4	Analysing the Environment & Understanding the Market - Micro- and macro-environments - Gaining customer insights
5	Customer Driven Marketing Strategy & Competitive Advantage - Segmentation, targeting, positioning and differentiation - Competitive strategies
6	Buyer Behaviour - Consumer markets - Business markets
7	Product Management - Product and services - Branding strategy - New product development - Product life cycles
8	Pricing Management - Factors to consider - Pricing strategies
9	Channel Management - Strategy and logistics management - Retailing and wholesaling
10	Integrated Marketing Communications (1) - Advertising, Public Relations, Personal Selling
11	Integrated Marketing Communications (2) - Sales Promotion, Direct and Online Marketing



Course Assessments

Components	Weightage	Individual/ Group
(a) Coursework *	70%	Individual /Group
(b) Examination	30%	Individual
Total	100	

* Components of Coursework (70%) are as follows:

Class Participation 20%	Individual
Class Presentation 40%	Group
Quiz 10%	Individual

Textbook

Philip Kotler and Gary Armstrong, Principles of Marketing, Prentice Hall, 14th edition, 2012 (HF5415.K87 2012)

Other References

Robert Hartley, Marketing Mistakes & Successes, 11th edition, Wiley, 2009 (HF5415.1.H332 2009)

Readings

Apart from those that are provided in the course materials, all students are also encouraged to read widely and learn from the various sources of information, for example journal articles, newspapers, periodicals, websites, multi-media tools such as the following:

Business Times, Singapore Financial Times Asian Wall Street Journal Far East Economic Review The Economist, Fortune Forbes

HP8002: Working In The 21st Century

12 May – 20 June 2014

Course Description and Scope

Working in the 21st Century is characterized by competition on a global scale, where jobs are becoming increasingly knowledge-intensive and technology- driven, and where constant change is the norm rather than the exception. The ‘financial tsunami’ of 2008 and consequential crisis that has followed in 2009 and the continuing Eurozone Financial Crisis through 2011 has created further newer challenges in the world of work, including increasing difficulty in securing preferred or ideal employment. Furthermore, the relationship between employers and employee is continuously being transformed as the profile and characteristics of demographics change.

As a broadening module for personal growth and career development, this course aims to provide students with an understanding of the changing world of work, career development theories and their application to career planning, work values and job satisfaction, work behaviours (working in teams, demonstrating leadership and motivation) and occupational health including managing stress, emotional and social intelligence at the workplace and the contemporary concept of life career planning. The course also addresses issues and skills needed in job hunting. The course generally takes a psychological and behavioural approach in addressing the topics covered in the course. The assignment and examination questions focus on analytical and critical thinking in relation to the undergraduate’s future career. Students will benefit from engaging actively in reflection and reflective thinking especially in writing the assignment and preparing for the exam.

Students, especially those about to graduate, who have not attended any career-related programme, will find the course useful and helpful as they enter the world of work. Those in the earlier years of their university course will also learn or discover their inadequacies to cope when they graduate. This will help them to seek appropriate career guidance or assistance during their university years.

This course is credit-bearing (**3 Academic Units**) and will be held over a 6 week period.

Course Objectives

Upon completion of the module, students will

1. learn about the various theories on career development & their application to career planning;
2. examine the new paradigm of career development in the 21st Century;
3. develop insights into their own vocational personality through guided self-assessment;
4. apply theories of vocational psychology in vocational assessment;
5. learn about and prepare for the changing workplace;
6. understand and apply the concept of life career planning;
7. develop a personal career portfolio to facilitate their own career planning and job hunting.

Course Syllabus

Part 1: Understanding & Applying Theories of Career development

S/N	Topics
1	Overview
2	Introduction to Careers The Changing World of Work
3	Career Theories

Part 2: Understanding & Applying the Psychology of Work

S/N	Topics
1	Driving Motivation
2	Demonstrating Leadership

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3	Working in Teams
4	Understanding Intelligence
5	Managing Stress

Part 3: Positioning Yourself for Success

S/N	Topics
1	Succeeding at Work
2	Job Hunting
3	Working in the 21 st Century

Course Assessments

Components	Weightage	Individual/ Group
(a) Assignment	40%	Group
(b) Examination	60%	Individual
Total	100	

Textbook

Kamal Kant (2011): Work and Careers in the 21st Century. Second Edition Singapore: McGraw-Hill



CE8002 Getting What You Want with Negotiation

12 May – 20 June

Course Description

This course introduces the building blocks of negotiation as well as a few aspects that have a direct impact on a negotiation. Through an active and experiential learning approach, you will not only learn about the theoretical elements of negotiation but have opportunity to put theory into practice. By the end of the course you will have a framework which you will be able to use to prepare for all your future negotiations. You will get as much out of the course as you put in - through your effort in preparing for the exercises and immersion in the negotiation simulations.

Course Learning Objectives

You will learn about:

- Negotiation approaches, styles & outcomes, Interpersonal communication, Argumentation.
- Understanding the Negotiation Process: Planning and preparing, defining issues, objectives, desired outcomes, Using psychology, tactics and strategies, strengthening case, working toward agreement, making proposals, looking for common ground, feedback/countermoves, helping other party move.
- Dealing with the difficulties: what can go wrong, handling conflict, deadlock.
- Working towards closure.
- Explore Issues of gender, culture, perception, emotion. Use of power. Electronic negotiation.

Designing: From the Asian Point of View

30 June – 25 July 2014

Course Description

In the traditional sense, works of designers seem to reflect the place and cultural specifics of where they are from or where they live. This had given rise to ‘Italian design, Japanese design, Scandinavian design, American design’ and so on. However, as our society becomes more and more globalized, it has become increasingly difficult for an artist or designer to establish a creative position that is unique. Designers in Asia, particularly, have been working in a backdrop for many years where Asia been defined as a satellite to the West.

The School of Art, Design and Media (ADM) is offering a four week immersive Summer programme for designers and design students , both Asian and international, who are practicing or studying graphics, product and interaction, a unique opportunity to design from Asia, seeking design ethos from the region, for the global society. The course is credit-bearing (3 academic units).

During the first part, the participants will be introduced to the different metaphors and semantics of Asia and encouraged to explore, through exercises, how these languages can be applied in visual communication/graphics/products for a global reach while retaining the ‘Asian-ness’.

In the second part, the participants will study a range of artifacts and objects produced by the different cultures, traditions and heritages of Asia, exploring how the use of materials and manufacturing methods allowed Asians to make products for everyday lives as well as for ceremonial use, expanding into products of today for the world.

The aim of this course is to encourage the participants to discover a personal voice, as expressed through their work, that has been illuminated by an informed study and working within Asia. Key to this course is the open yet informed approach to understanding various Asian cultures and heritage and exploring how they can play a role in the growth and development of the designer as global citizen.

This course will offer the participants an opportunity to investigate within themselves, the establishment of a position that is informed by an awareness of the traditional and developing values of Asia.

Animation: The Asian Perspective

30 June to 25 July 2014

Course Description

Singapore is a cosmopolitan city at the heart of Southeast Asia: Many different Asian cultures with different art and design traditions co-exist here peacefully. It is also a place of continuous cultural exchange with Western cultures and their contributions to art, design and animation. This makes Singapore an ideal place to experience and explore inter-cultural collaboration, adaptation of Asian art for animation and innovative approaches for animation design.

The School of Art, Design and Media (ADM) is offering a four week immersive Summer programme for animators, filmmakers and designers. This class will combine teaching basic and advanced animation techniques combined with Asian design approaches for visual development and production design. Different stages of prior knowledge to the field of animation can be accommodated individually: The summer school is suitable for absolute beginners as well as advanced animators. Students and professionals from the fields of animation, digital filmmaking, visual communication and interactive media can benefit from this course and its multifaceted approach.

The course will start by introducing the participants to Asian art traditions from diverse cultures in Singapore and how they are reflected in Asian animation-contemporary and historical. Simultaneously the students will be introduced to the basics techniques of animation, storyboarding and animation design and pre-production. The course is credit-bearing (3 academic units).

The course is flexible to adjust the teaching to the individual strengths and requirements of the students:

- A beginner can learn the basic animation techniques, storyboarding and pre-production approaches with an “Asian twist” and develop a first project.
- A more advanced animator can get advice on the more sophisticated application of the animation principles and develop an existing or new project within an Asian environment.

This approach is supported by the state of the art animation facilities of the School of Art, Design and Media, which accommodate a wide range of animation techniques. Experienced faculty with a longstanding track record of exploring Asian animation styles in education and research, theory and practice will be teaching the course.



Office of Global Education and Mobility



The aim of this course is to enable the participants to strengthen their individual artistic voice that has been informed by the multi-cultural and cosmopolitan environment of Singapore and by working within Asia. Key to this course is the open yet informed approach

to understanding various Asian cultures and heritage and exploring how they can play a role in the growth and development of the animator and designer as global citizen.

This course will allow the participants to widen their horizons by experiencing animation technique and design development in an Asian context yet with a global perspective.