## Plymouth University

**Bachelor of Arts (Hons) in Business Administration (Top-Up)**

**AY2014-2015 - May Intake**

### Course Schedule - Full-Time

**Term 1**

<table>
<thead>
<tr>
<th>Lessons (9.45am - 1.00pm)</th>
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<tr>
<td><strong>ECN308 Business Management</strong></td>
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<tr>
<td><strong>Lecturer:</strong> Ms Yeo Ai Ling</td>
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<td><strong>21-May-14, Wed</strong></td>
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<td><strong>4-Jun-14, Wed</strong></td>
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<td><strong>25-Jun-14, Wed 16-Jun-14, Mon</strong></td>
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<td><strong>9-Jul-14, Wed</strong></td>
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<td><strong>23-Jul-14, Wed</strong></td>
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<td><strong>6-Aug-14, Wed</strong></td>
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**Week 1 - 12**

Only six consultation sessions. No tutorials.

**Case Study Due Date:** To be confirmed

**Live Consultancy Due Date:** To be confirmed

**Assignment Due Date:** To be confirmed

**Week 13**

No Examination component  

**Examination Date (13 Aug 2014)** 2.30pm - 5.30pm

**TERM BREAK**

**Term 2**

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<th>Week 1 - 12</th>
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| **Modules:** International and Comparative HRM & Business Analysis  
Term Date : Sep 2014 - Nov 2014  
(Lesson on Weekdays) |
| **Week 13** |
| International and Comparative HRM Examination (10 Dec 2014) 2.30pm - 5.30pm  
Business Analysis (No examination component) |

**TERM BREAK**

**Term 3**

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<th>Week 1 - 12</th>
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| **Modules:** Financial Management & Current Issues in Management  
Term Date : Jan 2015 - Apr 2015  
(Lesson on Weekdays) |
| **Week 13** |
| Examination (May 2015) 2.30pm - 5.30pm |

**CLASS & EXAM VENUE:** Somerset City Campus
Yeo Ai Ling
BCom, GDEM, TESOL

Educational Qualification
Ms Yeo graduated with an MBA for Financial Managers and Finance Professionals with merit from Manchester Business School, UK. She holds a Bachelor’s Degree from the University of Tasmania, Australia, as well as a Graduate Diploma in E-Commerce Marketing with Certificate of Commendation. In terms of teaching qualifications, she has a TESOL and is currently pursuing the Specialist Diploma in Applied Learning and Teaching by Republic Polytechnic.

Professional Experience
Ms Yeo worked for a multinational corporation handling international projects, business analysis and market research and was required to design training materials and conduct in-house training to local and overseas subsidiaries.

Lecturing Experience
For more than 10 years now, Ms Yeo has been lecturing on Business and Accounting subjects at diploma and undergraduate level to both local and international students from China, Korea, Vietnam, Myanmar and Mongolia. Ms Yeo also teaches English as a second language to foreigners.

Magdalene Kong
EMBA

Educational Qualification
Ms Magdalene Kong completed her Bachelor Degree from University of Calgary, Alberta, Canada, and Executive MBA at Rutgers, The State University of New Jersey, USA.

Professional Experience
In Canada, she had a short stint with Computer and Electronic Mega Store in Canada – Future Shop, where she was promoted from a sales person to assistant manager in less than 2 years. Thereafter, she joined a Real Estate Developer company, Sutton Group. As an independent broker/entrepreneur, her success came from working closely with clients, on a personal level, building strong customer relationship. With her exposure in servicing clients on a personal level, she gained first hand experience, and understanding the importance of services in all marketing activities.

Lecturing Experience
Since 1997, she had taught an array of marketing and management modules in various institutions including Marketing Institute of Singapore, which she received the Excellent Lecturer Award for 2008. She had lectured Marketing Fundamentals, Principles of Marketing, and Strategic Marketing, Researching the Market (Master level), Direct and Interactive Marketing. Her teaching experiences spans over 17 modules.