

Bachelor of Business Administration (Top-up)

Awarded by Southern Cross University, Australia

No.	Module	Lecturer	Highest Qualification	University	Full-time / Part-time
1	Understanding the Business Environment	Chua Yong Leng Richard	Master of Business Administration	Henley Management College	PT
		GV Nathan	Master of Business Administration	Southern Cross University	PT
		Jeffrey Kwek Thu Kuang	Master of Business Administration	Heriot-Watt University	PT
2	Principles of International Business	Dr Keith Ng Yong Ngee	Doctor of Philosophy	Southern Cross University	PT
		Ho Chee Mun	Master of International Business	University of Wollongong	PT
3	Services Marketing	Justin Kung Sion Hin	Master of Business Administration	University of Hull	PT
		Roland Kiew Chez Siong	Master of Business Administration	Lancaster University	PT
		Frankie Lim Eng Teck	Master of Business Administration	University of Strathclyde	PT
		Jason Ho Kai Joo	Master of Business Administration	Imperial College London	PT
4	Marketing Research	Frankie Lim Eng Teck	Master of Business Administration	University of Strathclyde	PT
		Dr Keith Ng Yong Ngee	Doctor of Philosophy	Southern Cross University	PT
		Tan Jee Lui	Master of Social Science in Professional Counselling	Swinburne University of Technology	PT
5	Competitive Strategy	Dr Keith Ng Yong Ngee	Doctor of Philosophy	Southern Cross University	PT
		Dr Siew Ngung Chia	Doctor of Business Administration	University of Newcastle	PT
		Bharti Daswani	Master of Business Administration	Central Queensland University	PT
		Dr Elgin Ong Yee Lin	Doctor of Business Administration	University of South Australia	PT
6	Sustainable Business Management	Dr Keith Ng Yong Ngee	Doctor of Philosophy	Southern Cross University	PT
		Roland Kiew Chez Siong	Master of Business Administration	Lancaster University	PT
		Dr Elgin Ong Yee Lin	Doctor of Business Administration	University of South Australia	PT
		Dr Siew Ngung Chia	Doctor of Business Administration	University of Newcastle	PT

7	Entrepreneurship and Innovation	Frankie Lim Eng Teck	Master of Business Administration	University of Strathclyde	PT
		Roland Kiew Chez Siong	Master of Business Administration	Lancaster University	PT
8	Global Marketing	Bharti Daswani	Master of Business Administration	Central Queensland University	PT
		Frankie Lim Eng Teck	Master of Business Administration	University of Strathclyde	PT
		Jason Ho Kai Joo	Master of Business Administration	Imperial College London	PT
		Dr Keith Ng Yong Ngee	Doctor of Philosophy	Southern Cross University	PT
9	International Management	Ho Chee Mun	Master of International Business	University of Wollongong	PT
10	International Finance	Lawrence Lai Chin Loong	Master of Business Administration	Pittsburg State University	FT
11	International Business Law	Catherine Tay	Master of Laws	Queen Mary University of London	PT
		MP Kanisan	Master of Laws	University of London	PT
12	Export Management	Dr Siew Ngung Chia	Doctor of Business Administration	University of Newcastle	PT
		Ho Chee Mun	Master of International Business	University of Wollongong	PT
		Eddie Tan Boon Guan	Master of Business Administration	University of the Sunshine Coast	PT
13	Consumer Behaviour	Justin Kung Sion Hin	Master of Business Administration	University of Hull	PT
		Francis Soh Kok Yuen	Master of Science in International Marketing	University of Strathclyde	PT
		Tan Jee Lui	Master of Social Science in Professional Counselling	Swinburne University of Technology	PT
		Jason Ho Kai Joo	Master of Business Administration	Imperial College London	PT
14	Marketing Communications	Frankie Lim Eng Teck	Master of Business Administration	University of Strathclyde	PT
		Justin Kung Sion Hin	Master of Business Administration	University of Hull	PT
		Jason Ho Kai Joo	Master of Business Administration	Imperial College London	PT
		Francis Soh Kok Yuen	Master of Science in International Marketing	University of Strathclyde	PT
15	Social Marketing	Frankie Lim Eng Teck	Master of Business Administration	University of Strathclyde	PT
		Francis Soh Kok Yuen	Master of Science in International Marketing	University of Strathclyde	PT
		Jason Ho Kai Joo	Master of Business Administration	Imperial College London	PT

16	Digital Marketing	Frankie Lim Eng Teck	Master of Business Administration	University of Strathclyde	PT
		Dr Keith Ng Yong Ngee	Doctor of Philosophy	Southern Cross University	PT
		Francis Soh Kok Yuen	Master of Science in International Marketing	University of Strathclyde	PT