

## MASTER OF SCIENCE IN MARKETING (FULL TIME) - 3RD INTAKE

### Lecture Schedule - Semester I

Date	Day	Time	Module
21-Sep-09	Mon	Public Holiday - Hari Raya Pausa	
22-Sep-09	Tue	9.30am - 12.30pm 2pm - 5pm	MK0495 (1) MK0482 (1)
23-Sep-09	Wed	9.30am - 12.30pm 2pm - 4pm	Self directed studies Orientation briefing
24-Sep-09	Thu	9.30am - 5pm	Self directed studies
25-Sep-09	Fri	9.30am - 12.30pm 2pm - 5pm	HR0896 (1) NX0420 (1) - (3)
26-Sep-09	Sat		
27-Sep-09	Sun		
28-Sep-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (1)
29-Sep-09	Tue	9.30am - 12.30pm 2pm - 5pm	Self directed studies MK0482 (2)
30-Sep-09	Wed	9.30am - 5pm	Self directed studies
1-Oct-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (1)
2-Oct-09	Fri	9.30am - 5pm	Self directed studies
3-Oct-09	Sat		
4-Oct-09	Sun		
5-Oct-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (2)
6-Oct-09	Tue	9.30am - 12.30pm 2pm - 5pm	MK0495 (2) MK0482 (3)
7-Oct-09	Wed	9.30am - 5pm	Self directed studies
8-Oct-09	Thu	9.30am - 12.30pm 2pm - 4pm	Self directed studies Guest lecture by NU
9-Oct-09	Fri	9.30am - 12.30pm 2pm - 5pm	HR0896 (2) NX0420 (4) - (6)
10-Oct-09	Sat		
11-Oct-09	Sun		
12-Oct-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (3)
13-Oct-09	Tue	9.30am - 12.30pm 2pm - 5pm	Self directed studies MK0482 (4)
14-Oct-09	Wed	9.30am - 12.30pm 2pm - 5pm	Self directed studies NX0422 (1) - (3)
15-Oct-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (2)
16-Oct-09	Fri	9.30am - 5pm	Self directed studies
17-Oct-09	Sat	Public Holiday - Deepavali	
18-Oct-09	Sun		
19-Oct-09	Mon	9.30am - 5pm	Self directed studies
20-Oct-09	Tue	9.30am - 12.30pm 2pm - 5pm	MK0495 (3) MK0482 (5)
21-Oct-09	Wed	9.30am - 12.30pm 2pm - 5pm	Self directed studies NX0420 (7) - (9)
22-Oct-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (3)
23-Oct-09	Fri	9.30am - 12.30pm 2pm - 5pm	HR0896 (3) Self directed studies
24-Oct-09	Sat		
25-Oct-09	Sun		
26-Oct-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (4)
27-Oct-09	Tue	9.30am - 12.30pm 2pm - 5pm	Self directed studies MK0482 (6)
28-Oct-09	Wed	9.30am - 5pm	Self directed studies
29-Oct-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (4)
30-Oct-09	Fri	9.30am - 5pm	Self directed studies
31-Oct-09	Sat		
1-Nov-09	Sun		

Date	Day	Time	Module
2-Nov-09	Mon	9.30am - 5pm	Self directed studies
3-Nov-09	Tue	9.30am - 12.30pm 2pm - 5pm	MK0495 (4) MK0482 (7)
4-Nov-09	Wed	9.30am - 12.30pm 2pm - 5pm	Self directed studies NX0422 (4) - (6)
5-Nov-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (5)
6-Nov-09	Fri	9.30am - 12.30pm 2pm - 5pm	HR0896 (4) Self directed studies
7-Nov-09	Sat		
8-Nov-09	Sun		
9-Nov-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (5)
10-Nov-09	Tue	9.30am - 12.30pm 2pm - 5pm	Self directed studies MK0482 (8)
11-Nov-09	Wed	9.30am - 5pm	Self directed studies
12-Nov-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (6)
13-Nov-09	Fri	9.30am - 12.30pm 2pm - 5pm	HR0896 (5) Self directed studies
14-Nov-09	Sat		
15-Nov-09	Sun		
16-Nov-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (6)
17-Nov-09	Tue	9.30am - 12.30pm 2pm - 5pm	MK0495 (5) MK0482 (9)
18-Nov-09	Wed	9.30am - 5pm	Self directed studies
19-Nov-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (7)
20-Nov-09	Fri	9.30am - 5pm	Self directed studies
21-Nov-09	Sat		
22-Nov-09	Sun		
23-Nov-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (7)
24-Nov-09	Tue	9.30am - 12.30pm 2pm - 5pm	Self directed studies MK0482 (10)
25-Nov-09	Wed	9.30am - 5pm	Self directed studies
26-Nov-09	Thu	9.30am - 5pm	Self directed studies
27-Nov-09	Fri	Public Holiday - Hari Raya Haji	
28-Nov-09	Sat		
29-Nov-09	Sun		
30-Nov-09	Mon	9.30am - 5pm	Self directed studies
1-Dec-09	Tue	9.30am - 12.30pm 2pm - 5pm	MK0495 (6) MK0482 (11)
2-Dec-09	Wed	9.30am - 12.30pm 2pm - 4pm	Self directed studies NX0422 (7) & (8)
3-Dec-09	Thu	2pm - 5pm 7pm - 10pm	Self directed studies NX0448 (8)
4-Dec-09	Fri	9.30am - 12.30pm 2pm - 5pm	HR0896 (6) Self directed studies
5-Dec-09	Sat		
6-Dec-09	Sun		
7-Dec-09	Mon	9.30am - 12.30pm 2pm - 5pm	Self directed studies BM0421 (8)
8-Dec-09	Tue	9.30am - 12.30pm 2pm - 5pm	Self directed studies MK0482 (12)
9-Dec-09	Wed	9.30am - 5pm	Self directed studies
10-Dec-09	Thu	9.30am - 5pm	Self directed studies
11-Dec-09	Fri	9.30am - 5pm	Self directed studies
12-Dec-09	Sat		
13-Dec-09	Sun		

#### Lecture Venues:

MIS Main Campus @ Raeburn Park

10 Raeburn Park Block C #01-33, Singapore 088702

Note: For actual classroom allocation, please refer to the  
TV display @ level 1

#### UNN Exam Period for Sept'09 semester

11 - 15 January 2010

(Actual exam dates to be confirmed by December 2009)

(Please turn over for more details)

**Lecturers:**

- 1) MK0482 Marketing Strategy in an International Environment - Dr Donald Tan
- 2) HR0896 Developing Self - Dr Lim Siew Choon
- 3) MK0495 Direct & Interactive Customer Relationships (Part I) - Ms Magdalene Kong
- 4) BM0421 Business Research Analysis - Dr Donald Tan
- 5) NX0448 Managing Value Strategically - Mr Yong Chen Siang
- 6) NX0420 Postgraduate Induction - Mr Mickey Hee
- 7) NX0422 NBS Master Dissertation - Mr Mickey Hee
- 8) Orientation Briefing - Attendance is compulsory

**Note:** All Full Time students must fulfill at least 7 hours of studies per day through attending classes and doing library research, group projects and discussions.

These attendance outside classes will be taken in classrooms 101 / 102 at the following time slots

**Morning Slot - Signed In: 9.30am & Signed Out: 12.30pm**

**Afternoon Slot - Signed In: 2pm & Signed Out: 5pm**

(eg: Students who are having a morning academic session will be required to attend the afternoon slot and vice versa)

**Note:** MIS GDM / GDMC Graduates enrolling for MSc will be exempted from MK0482 for the Sept'09 sem