

Week	Mon	Tue	Wed	Thur	Fri	Sat	Sun
	02-Jul-18	03-Jul-18	04-Jul-18	05-Jul-18	06-Jul-18	07-Jul-18	08-Jul-18
1				Induction (for BABM 2/18)	BM 6.45pm-10.30pm	BM 2pm - 5.45pm	BM 2pm - 5.45pm
	09-Jul-18	10-Jul-18	11-Jul-18	12-Jul-18	13-Jul-18	14-Jul-18	15-Jul-18
2	BM 6.45pm-10.30pm						
	16-Jul-18	17-Jul-18	18-Jul-18	19-Jul-18	20-Jul-18	21-Jul-18	22-Jul-18
3				BM 6.45pm - 10.30pm			
	23-Jul-18	24-Jul-18	25-Jul-18	26-Jul-18	27-Jul-18	28-Jul-18	29-Jul-18
4					BM 6.45pm - 10.30pm		
	30-Jul-18	31-Jul-18	01-Aug-18	02-Aug-18	03-Aug-18	04-Aug-18	05-Aug-18
5				BM 6.45pm - 10.30pm			
	06-Aug-18	07-Aug-18	08-Aug-18	09-Aug-18	10-Aug-18	11-Aug-18	12-Aug-18
6				PH			
	13-Aug-18	14-Aug-18	15-Aug-18	16-Aug-18	17-Aug-18	18-Aug-18	19-Aug-18
7	BM Coursework 1 Turn-it-in Submission only				SMGC 6.45pm-10.30pm	SMGC 2pm - 5.45pm	SMGC 2pm - 5.45pm
	20-Aug-18	21-Aug-18	22-Aug-18	23-Aug-18	24-Aug-18	25-Aug-18	26-Aug-18
8	SMGC 6.45pm-10.30pm		PH				
	27-Aug-18	28-Aug-18	29-Aug-18	30-Aug-18	31-Aug-18	01-Sep-18	02-Sep-18
9		SMGC 6.45pm-10.30pm					
	03-Sep-18	04-Sep-18	05-Sep-18	06-Sep-18	07-Sep-18	08-Sep-18	09-Sep-18
10		SMGC 6.45pm-10.30pm					
	10-Sep-18	11-Sep-18	12-Sep-18	13-Sep-18	14-Sep-18	15-Sep-18	16-Sep-18
11		SMGC 6.45pm-10.30pm					
	17-Sep-18	18-Sep-18	19-Sep-18	20-Sep-18	21-Sep-18	22-Sep-18	23-Sep-18
12		SMGC 6.45pm-10.30pm		BM 6.45pm - 10.30pm			
	24-Sep-18	25-Sep-18	26-Sep-18	27-Sep-18	28-Sep-18	29-Sep-18	30-Sep-18
13	SMGC Coursework 1 Hardcopy Submission 9pm						
	01-Oct-18	02-Oct-18	03-Oct-18	04-Oct-18	05-Oct-18	06-Oct-18	07-Oct-18
14							
	08-Oct-18	09-Oct-18	10-Oct-18	11-Oct-18	12-Oct-18	13-Oct-18	14-Oct-18
15							
	15-Oct-18	16-Oct-18	17-Oct-18	18-Oct-18	19-Oct-18	20-Oct-18	21-Oct-18
16			BM Coursework 2 Turn-it-in Submission only				
	22-Oct-18	23-Oct-18	24-Oct-18	25-Oct-18	26-Oct-18	27-Oct-18	28-Oct-18
16			SMGC Exam 2pm				

**Course Title**

**Module Leader**

**Class Location**

**Module Schedule**

**Brand Management (BM)**

Lecturer: Nathalia Christiani Tjandra  
Tutor: Tan Siong Hoe Donald

Nathalia Christiani Tjandra

PSBAcademy@Marina

E17/ENU-MKT09709/02

**Strategic Management in a Global Context (SMGC)**

Lecturer: Ronald Broatch  
Tutor: Tan Wei Lin Linda

Karl Steven Ryan Warner

PSBAcademy@Marina

E17/ENU-SOE09701/02

**Notes:**

- 1) The University and PSB reserve the right to amend the timetable when it is deemed necessary.
- 2) Students are to attend all lectures and respective tutorial group sessions for courses they are enrolled.
- 3) Students are expected to check for timetable updates and changes at <http://www.psb-academy.edu.sg/>
- 4) Please check the venue on the Plasma TV at PSB Academy or visit <https://portal.psb-academy.edu.sg/OnlineCourseDisplay/>
- 5) Student should check the assumed knowledge/pre-requisites requirements before enrolling in any courses.
- 6) International students who are holding student pass are required to be in campus for at least 3 hours on weekdays. If you do not have any class or your class is less than 3 hours on a school day, please tap in for self-study via the E-attendance System. (Not applicable for part-time programme)