



**Dear Prospective Summer Students,**

The faculty, staff and students at Nanyang Technological University (NTU) extend to you a sincere and hearty welcome to our Yunnan Garden Campus for our **GEM Trailblazer Summer Programme** from May to August 2015.

Four summer tracks shall be offered:

**Track 1: Chinese Language & Cultural Studies,**

**Track 2: Entrepreneurship & Innovation Asia,**

**Track 3: Creative Design and Media**

**Track 4: Success in the Globalised Marketplace**

Ranked among the top 1% of universities worldwide, NTU places you in an academically stimulating environment that is both culturally enriching and socially fulfilling. Our comprehensive and innovative approach towards education and research will help contribute to your future success and inspire you to realise your full potential as an entrepreneurial and technology-savvy leader .

This is also the perfect 'soft landing' in the heart of a booming Asia-Pacific region and a springboard to explore the many cultures, languages and societies surrounding Singapore, which include India, China, Vietnam and Thailand.

Our unique summer programmes school shall open up fascinating Asian cultural experiences and opportunities for students and at the same time equipped you with key entrepreneurial skills for venture into Asia, where more than 4.3 billion population lives. It shall also be the perfect location for your summer venture to Asia.

The application for the summer programmes is open to all students studying in NTU's partner institutions. We welcome you to join some of our brightest minds and talents from around the world this summer.

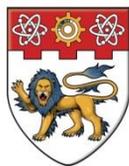
**Welcome to the start of a wonderful journey of learning and self-discovery!**

Yours sincerely,

Pauline Ho  
Deputy Director  
& GEM Trailblazer Team Head  
Office of Global Education and Mobility  
Nanyang Technological University

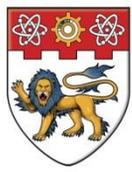


Meeting of great minds from all over the world



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## **ABOUT SINGAPORE**

### **Singapore – A Garden City**

Singapore is made up of not just one island but a main island with 63 surrounding islets. The main island has a total land area of 682 square km.

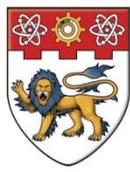
However, its compact size belies its economic growth. In just 150 years, Singapore has grown into a thriving centre of commerce and industry. Its former role as an entrepôt has diminished, as the nation has increased its manufacturing base.

Singapore is the busiest port in the world with over 600 shipping lines sending super tankers, container ships and passenger liners to share the busy waters with coastal fishing vessels and wooden lighters.

One of the world's major oil refining and distribution centres, Singapore is a major supplier of electronic components and a leader in shipbuilding and repairing. It has also become one of the most important financial centres of Asia, with more than 130 banks. Business dealings are facilitated by Singapore's superb communications network which links the nation to the rest of the world via satellite, 24-hour telegraph and telephone systems.

Singapore's strategic location, excellent facilities, fascinating cultural contrasts and tourist attractions contribute to its success as a leading destination for both business and pleasure.





## **ABOUT NTU**

### **NTU – A Garden Campus**

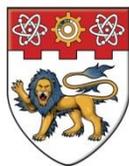
A research-intensive public university, Nanyang Technological University (NTU) has 33,500 undergraduate and postgraduate students in the colleges of Engineering, Business, Science and Humanities, Arts, & Social Sciences. In 2013, NTU enrolled the first batch of students at its new medical school, the Lee Kong Chian School of Medicine, which is jointly set up with Imperial College London.

NTU is also home to four world-class autonomous institutes – the National Institute of Education, S Rajaratnam School of International Studies, Earth Observatory of Singapore, and Singapore Centre on Environmental Life Sciences Engineering – and various leading research centres such as the Nanyang Environment & Water Research Institute (NEWRI) and the Energy Research Institute @ NTU (ERI@N).

A fast-growing university with an international outlook, NTU is putting its global stamp on the Five Peaks of Excellence: Sustainable Earth, Future Healthcare, New Media, New Silk Road and Innovation Asia.

NTU has a satellite campus in Singapore's Science and Tech Hub, One-North, and is setting up a campus in Novena, Singapore's medical district.





## OVERVIEW

<p><b>Eligibility</b></p> 	<p>Students may apply via exchange or fee-paying basis.</p> <p><b>Exchange students</b> – students from one of <b>NTU's exchange partners</b> who have been nominated by the Partner University as exchange students and where there is an exchange gap.</p> <p><b>Fee-paying students</b> – students from <b>NTU's exchange partners</b> who are <u>not</u> nominated as exchange students.</p>
<p><b>Language</b></p>	<p>All courses are taught in English</p>
<p><b>Study Level</b></p>	<p>Undergraduate</p>
<p><b>Programme Dates</b></p>	<p><b>Track 1: Chinese Language &amp; Cultural Studies:</b></p> <ul style="list-style-type: none"> <li>• Date: 6- 31 July 2015</li> </ul> <p><b>Track 2: Entrepreneurship &amp; Innovation Asia:</b></p> <ul style="list-style-type: none"> <li>• <b>First Term:</b> <ul style="list-style-type: none"> <li>- Dates: 18 May to 18 June 2015</li> </ul> </li> <li>• <b>Second Term:</b> <ul style="list-style-type: none"> <li>- Dates: 29 June to 30 July 2015</li> </ul> </li> </ul> <p><b>Track 3: Creative Media &amp; Design (title to be confirmed)</b></p> <ul style="list-style-type: none"> <li>• Date: 6- 31 July 2015</li> </ul> <p><b>Track 4: Success in the Globalised Marketplace</b></p> <ul style="list-style-type: none"> <li>• <b>First Term:</b> 11 May to 19 June 2015</li> <li>• <b>Second Term:</b> 6- 31 July 2015</li> </ul> <p>Students may take up to maximum 2 courses within a track* or across tracks. (* please read carefully the pre-requisites for the summer courses you intend to participate in).</p>



## OVERVIEW

<p><b>Application Deadline:</b></p> 	<p><b>Application period:</b>  <b>Summer First Term:</b>  <b>Deadline: 16 February 2015</b></p> <p><b>Summer Second Term:</b>  <b>Deadline: 31 March 2015</b></p>
<p><b>Academic Requirements:</b></p>	<p><b>Merit</b></p>
<p><b>Study Exchange Spots</b></p>	<p>One student who completes 1 course of the Summer Programme is considered as <b>0.5 spot of exchange</b></p>
<p><b>Language:</b></p>	<p>All courses are credit bearing and taught in English</p>
<p><b>Study Level:</b></p>	<p>Undergraduate or non-Humanities/Business Graduate Students</p>
<p><b>Auditing:</b></p>	<p><b>GEM Trailblazer Summer Programme Office</b> does not allow students to audit lectures</p>
<p><b>Course Cancellation:</b></p>	<p>A course will be cancelled if less than 10 students register for the course. In the event that your class is cancelled due to the 10 student minimum policy, please consult immediately with the GEM Trailblazer Summer Programmes Office regarding alternative course registration.</p>
<p><b>Field Trips</b></p>	<p>A nominal fee fee is chargeable for field trips (organised outside of the regular course schedule) which offer students the opportunity to experience and understand the culture and society of Singapore.</p>

Get a headstart on your career with any of these sizzling hot summer tracks...

For more information on the GEM Trailblazer Summer Programme, please visit <http://www.ntu.edu.sg/summerNTU> or email us at [summerNTU@ntu.edu.sg](mailto:summerNTU@ntu.edu.sg).



## PROGRAMME DESCRIPTION

### Unmasking the Orient

#### Track 1: Chinese Language & Cultural Studies (6 AUs)

##### Overview

This track consists of two parts – Part 1 is the Chinese Language skills and Part 2 is the Chinese Cultural Studies .

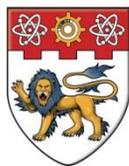
In this track, two levels of Chinese language skills are offered - basic and intermediate, to cater to different learning needs of the students. Besides acquiring Chinese language skills, this course will also expose them to the intriguing Chinese cultures.

This track will be conducted over 4 weeks in July 2015, Mondays to Fridays, 9.30am – 5.00pm, at the NTU campus. Student may choose the language level that best suit them.

##### Description

##### Part 1: Chinese Language

<p><b>LC9001</b></p> <p><b>Beginner Chinese Language</b></p>	<p>The Chinese language course is specially designed for students with little or no background on the language to gain insights into the Chinese Language.</p> <p>The course contents are topics-based to help you master basic conversational skills for daily usage. Basic reading and writing skills are also introduced to help students accumulate Chinese vocabulary and enhance their learning of the Chinese language..</p> <p>At the end of the course, students will be able to understand and construct simple phrases ,conduct basic conversations as well as learning how to write basic strokes, character components and single-component characters. They can expect to learn up to 260 Chinese characters, 40 grammatical points and 300 commonly-used sentences.</p>
<p><b>LC9002</b></p> <p><b>Intermediate Chinese Language</b></p>	<p>This course is a continuation of the Beginner Chinese Language course. It aims to improve and enhance the skills of speaking, listening, reading and writing in an integrated manner, with emphasis on developing communicative skills in order to carry out conversations on a range of topics related to daily life. The course will also enable students to acquire skills to speak and write Chinese paragraphs with confidence. Students will learn to read and write Chinese texts with minimal help and will try to learn Chinese texts without the aid of pinyin.</p>



**PROGRAMME DESCRIPTION**

## Unmasking the Orient

### Track 1: Chinese Language & Cultural Studies (6 AUs)

#### Overview

This track is designed to equip students with basic to intermediate level Chinese language skills as well as expose them to the intriguing Chinese cultures. It consists of 2 parts covering Chinese language and Chinese cultural studies. It will be conducted over 4 weeks in July 2015, Mondays to Fridays, 9.30am – 5.00pm, at the NTU campus.

#### Description

**Part 2:**

**Chinese  
Cultural  
Studies**

The Chinese cultural studies course aims to expose exchange students to the interesting aspects of Chinese culture and its art forms through understanding the history of China, to appreciating the philosophy and aesthetic aspects of Chinese calligraphy, Chinese paper cutting, and Traditional Chinese Medicine.

Appreciation of Chinese culture will be further enhanced through some field trips e.g. to selected places-of-interest which has significant Chinese Cultural Heritage.



## PROGRAMME DESCRIPTION

### LC9001 Beginner Chinese Language (3 AUs)

Structure	
Lesson	Learning Content
1	<ul style="list-style-type: none"> <li>Classroom expressions</li> <li>Phonetic System: Pinyin</li> </ul>
2	<ul style="list-style-type: none"> <li>Different ways of greetings;</li> <li>Chinese characters in Lesson 1</li> </ul>
3	<ul style="list-style-type: none"> <li>Getting to know people by asking name;</li> <li>Self-introduction;</li> <li>Introducing friends</li> <li>Grammar: 是字句; 吗字句; 呢</li> </ul>
4	<ul style="list-style-type: none"> <li>Talking about nationality and languages</li> <li>Reinforcement of getting to know people</li> <li>Question word: 哪</li> <li>Measure words: 门</li> </ul>
5	<ul style="list-style-type: none"> <li>Talking about Chinese class</li> <li>Numbers</li> <li>Tell time</li> <li>Measure word: 个、点、分</li> </ul>
6	<ul style="list-style-type: none"> <li>Talking about studies</li> <li>Adjectives; adverbs;</li> <li>Chinese characters in Lesson 4</li> </ul>
7	<ul style="list-style-type: none"> <li>Foods and drinks</li> <li>Asking price</li> <li>Order food in Canteen</li> <li>Field-trip Lesson</li> </ul>
8	<ul style="list-style-type: none"> <li>Getting to know people</li> <li>Introduce people to know each other</li> <li>Talking about daily routines</li> <li>Sentence structure: S +(T; P; M) + Verb + Object</li> </ul>
9	<ul style="list-style-type: none"> <li>Talking about Family</li> <li>Sentence structure: 是的</li> </ul>
10	<ul style="list-style-type: none"> <li>Talking about address and location</li> <li>Asking and telling phone numbers</li> <li>Making appointment</li> <li>Time and schedule</li> </ul>

### Course Assessment

- Attendance & participation 10%



## PROGRAMME DESCRIPTION

### LC9001 Beginner Chinese Language (3 AUs)

#### Structure

Lesson

Learning Objectives

#### Course Assessment

- Attendance & participation 10%
- Assignment 1 5%
- Oral presentation 10%
- Assignment 2 10%
- Oral project 15%
- Final Examination 50%
- Total 100%



## PROGRAMME DESCRIPTION

### LC9002 Intermediate Chinese Language (3 AUs)

Structure	
Lesson	Learning Content
1 -2	<ul style="list-style-type: none"> <li>• Time and dates</li> <li>• Daily schedules</li> <li>• Ask and answer frequency of doing something</li> </ul>
3-4	<ul style="list-style-type: none"> <li>• Habits and Hobbies</li> <li>• Meeting and Making plan [Lesson 8]               <ul style="list-style-type: none"> <li>◦ ask and answer availability</li> <li>◦ Express preference, discuss alternative and make suggestion</li> </ul> </li> </ul>
5-6	<ul style="list-style-type: none"> <li>• Phone Calls</li> <li>• Ask and explain ongoing activities (Present progressive)</li> </ul>
7-8	<ul style="list-style-type: none"> <li>• Food and Drink</li> <li>• Ordering food</li> <li>• Express preference and discuss alternatives</li> </ul>
9-10	<ul style="list-style-type: none"> <li>• Express possibilities, obligations and capabilities [Lesson 12]</li> <li>• Talking about Transportation</li> <li>• Travel Planning</li> </ul>
11-12	<ul style="list-style-type: none"> <li>• Clothing</li> <li>• Go Shopping</li> <li>• Asking price; bargaining</li> <li>• Express opinions</li> </ul>
Course Assessment	
<ul style="list-style-type: none"> <li>• Attendance &amp; participation 10%</li> <li>• Assignment 1 5%</li> <li>• Oral presentation 10%</li> <li>• Assignment 2 10%</li> <li>• Oral project 15%</li> <li>• Final Examination 50%</li> <li>• Total 100%</li> </ul>	



## PROGRAMME DESCRIPTION

### Gung Ho on Entrepreneurship

#### Track 2:

#### Entrepreneurship & Innovation Asia (3 AU per course)

##### Overview

Offered by the Nanyang Technopreneurship Centre, this track is designed to equip students with the fundamental entrepreneurship competencies, business acumen and stamina to build and grow businesses. Consisting of 4 courses (3 AUs per course), it will cover topics such as entrepreneurship, creativity, writing business plans, business accounting, intellectual property, marketing strategy, risk evaluation, financial projection, securing finances and managing team members.

The courses will be conducted over 5 weeks in two runs: 1<sup>st</sup> run in May-June 2015 (Term 1) or 2<sup>nd</sup> run in June – July 2015 (Term 2), Mondays to Fridays, at the Nanyang Technopreneurship Center in NTU.

Students have the option to take minimum of two courses (6 AU) and maximum of four courses (12 AUs) . Do read carefully the pre-requisites for each course before you apply.

##### Description

###### Module 1: ET9131 (3 AU) Entrepreneurship & Marketing for New Ventures

Learn about new concepts such as entrepreneurship, creativity, innovation and new venture creation process. In addition, entrepreneurship marketing will be introduced, learn to select, develop and evaluate new products, set prices and make the most efficient use of public relations and publicity.

*Note: business students may be exempted from this course if you have taken a similar course at your Home University and obtained a B grade or above for the course (proof of transcript required)*

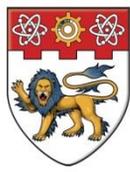
**Course dates: Term 1: 11 May- 19 June 2015 | Term 2: 22 June –31 July 2015**

###### Module 2: ET9132 (3 AU) Entrepreneurial Accounting & Finance

Learn the basic accounting concepts, followed by financial concepts and tools relevant to entrepreneurs.

*Note: business students may be exempted from this course if you have taken a similar course at your Home University and obtain a B grade or above for the course (proof of transcript required).*

**Course dates: Term 1: 11 May- 19 June 2015 | Term 2: 22 June –31 July 2015**



**PROGRAMME DESCRIPTION**

Track 2:

Entrepreneurship & Innovation Asia (3 AUs per course)

Description cont'd...	
<p><b>Module 3: ET9133 (3 AU)</b> <b>Managing Growing Enterprises</b></p>	<p>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.</p> <p><i>Pre-requisite: Students need to have taken the ET9131 &amp; ET9132 courses or have NTC's approval on the exemption for ET9131 &amp; ET9132. No exemption for this course is allowed.</i></p> <p><b>Course dates: Term 1: 11 May- 19 June 2015   Term 2: 22 June – 31 July 2015</b></p>
<p><b>Module 4: ET9134 (3 AU)</b> <b>Enterprise Strategy</b></p>	<p>This is an immersive experiential learning module. It allows students to apply all that they learnt to launch a business of their choice within a safe e-business simulation environment Most aspects confronting new ventures will be covered: major business decisions that entrepreneurs face, setting up a business, developing and implementing business plans, conducting research and development, securing investments, growing the business and managing people.</p> <p><i>Pre-requisite: : Students need to have taken the ET9131, ET9132 and ET9133 courses. No exemption for this course is allowed.</i></p> <p><b>Course dates: Term 1: 11 May- 19 June 2015   Term 2: 22 June – 31 July 2015</b></p>
Structure	
<p>Lessons are conducted by business leaders, entrepreneurs, and dedicated academics with venture experience. As part of the course, students will also be exposed to social setting where you can meet and mingle with successful entrepreneurs and working professionals.</p>	
Assessment	
<ul style="list-style-type: none"> <li>• Class participation</li> <li>• Team-based project</li> <li>• Presentation/Examination</li> </ul>	



## PROGRAMME DESCRIPTION

# PENNING YOUR JOURNEY IN THE EAST

## Track 3:

## Creative Media and Design (3 AU per course)

### Overview

Conducted by the School of Humanities and Social Sciences, this track consists of courses in creative writing, design and media. Creative Writing courses focus on the various genres of poetry, prose and film as the students recreate and tell their own Asian and Singapore journeys through writing, editing, and new media production tasks. The animation course will combine teaching basic and advanced animation techniques combined with Asian design approaches for visual development and production design. The Design course endeavour to deepen the design student's skills through designing within the ethos of Asian cultures and heritage.

The courses in the creative design and media track will be conducted over 4 weeks in July at the NTU campus. Each course carries 3 academic units (AU),

Students can select up to 2 courses from this track. Proof of English proficiency is required for students taking all the summer courses in this track.

### Description

**Module 1: HL2020 (3 AU)  
World Poetry - A multimedia  
performance game**

This is a writing, editing and performance class focused on poetry. 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 dates: 6-31 July 2015**

**Module 2: HZ9202 (3 AU)  
Prose (fiction) - Voyages in  
Fiction**

The aim of this course is to encourage students to recognize the world as the potentiality of fiction. Students will generate new writing both inside and outside the classroom, analyze published short stories in order to recognize their technique, and critique their own stories in a fun and supportive workshop environment. Our discussion will include the technical aspects of writing with an emphasis on what it feels like to engage with an idea and bring it to realization.

**Restriction: HZ9203 (Prose (non-fiction) – Home and Away**

**Course dates: 6-31 July 2015**



**PROGRAMME DESCRIPTION**

Track 3:  
Creative Media and Design (3 AUs per course)

Description continued...

<p><b>Module 3: HZ9203</b> <b>(3 AU)</b> <b>Prose (non-fiction) -</b> <b>Home and Away</b></p>	<p>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.</p> <p><i>Restriction: HZ9202 (Prose (fiction) - Voyages in Fiction)</i></p> <p><b>Course dates: 6-31 July 2015</b></p>
<p><b>Module 4: HZ9205</b> <b>(3 AU)</b> <b>Exterior Worlds -</b> <b>Writing for Film</b></p>	<p>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.</p> <p><b>Course dates: 6-31 July 2015</b></p>
<p><b>Module 5: (3 AUs)</b> <b>Designing from the</b> <b>Asian Point of View</b></p>	<p>This is a four week course for designers and design students 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.</p> <p>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.</p> <p><b>Course dates: 6-31 July 2015</b></p>



## PROGRAMME DESCRIPTION

### Track 3: Creative Media and Design (3 AUs per course)

#### Description continued...

**Module 6: (3 AUs)  
Animation: The Asian  
Perspective**

This is a four week course 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 course 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 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.

***Course dates: 6-31 July 2015***



## PROGRAMME DESCRIPTION

### Hemming the Ship in the New World

#### Track 4: Success in the Globalised Marketplace – Business and Management Courses (3 AU per course)

##### Overview

Students who wish to gain all-round insights into the global skillsets required for today's competitive market place and the corporate world will be able to select from a range of business and humanities courses in this track.

The diverse range of courses include leadership, cultural intelligence, business finance, marketing, accounting, negotiation etc. This track will be offered over 4-6 weeks in two runs: 1<sup>st</sup> run from 11 May – 19 June 2015 (Term 1) and 2<sup>nd</sup> run from 22 June – 31 July 2015 (Term 2). Please refer to the course description for the exact dates of each course.

Students can select up to 2 courses from this track. Proof of English proficiency is required for students taking Business and Management summer courses.

##### Description

<p><b>Module 1: BU8641 (3 AU)</b> <b>Cultural Intelligence: How to be an Explorer of the World</b></p>	<p>Cultural Intelligence (CQ) is the capability to function effectively across national, ethnic and organisational cultures. IQ and EQ are no longer enough, CQ is becoming a critical predator for success in the borderless world of the 21<sup>st</sup> century. This course will provide you with a conceptual framework for CQ, as well as a set of tools to navigate and explore the world.</p> <p><i>Course dates: 6-31 July 2015</i></p>
<p><b>Module 2: BU8642 (3 AU)</b> <b>Leadership in the 21<sup>st</sup> century</b></p>	<p>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.</p> <p><i>Course dates: July 2015</i></p>



## PROGRAMME DESCRIPTION

### Track 4: Success in the Globalised Marketplace (3 AUs per course)

Description continued...	
<p><b>Module 3: BU8501 (3 AU)</b> <b>Marketing in the 21<sup>st</sup> Century</b></p>	<p>This course is designed for students who have chosen to specialise in disciplines other than business. This course will discuss the basic principles of marketing with a focus 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 organisation.</p> <p><b>Term 1: 11 May – 19 June 2015</b> <b>Term 2: 22 June – 31 July 2015</b></p>
<p><b>Module 4: BU8201 (3 AU)</b> <b>Business Finance</b></p>	<p>This is an introductory course for non-business and non-accounting students. The course provides students with a broad understanding of the principles and practice of Business Finance/Financial Management with an emphasis on the major financial decisions made by companies and the valuation of investments made by them. Topics include the various forms of businesses, interest rates, time value of money, the linkage between risk and return, capital budgeting and capital structure, enhancing the value of firms through dividends issuing and use of derivatives etc. Students intending to take this course should be numerate (good and comfortable with mathematical calculations and formulas).</p> <p><b>Term 1: 11 May – 19 June 2015</b> <b>Term 2: 22 June – 31 July 2015</b></p>
<p><b>Module 5: BU8101 (3 AU)</b> <b>Accounting: A User's Perspective</b></p>	<p>This course is designed for students who have chosen to specialise in disciplines other than business. This course will discuss the basic principles of marketing with a focus 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 organisation.</p> <p><b>Term 1: 11 May – 19 June 2015</b> <b>Term 2: 22 June – 31 July 2015</b></p>



## PROGRAMME DESCRIPTION

### Track 4:

### Success in the Globalised Marketplace (3 AUs per course)

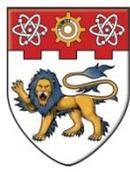
#### Description continued...

**Module 6: CE8002 (3 AUs)  
Getting What You Want  
Through Negotiations**

What do you want to get out of the negotiation? Improve your *negotiation* skills with our course on *negotiating* mutually acceptable compromises. The course will equip you with the basic negotiation skills and applications on arriving at a win-win situation during negotiation:

Approaches, styles & outcomes, Interpersonal communication, Argumentation; the Negotiation Process; Dealing with the difficulties; Working towards closure; Issues of gender, culture, perception, emotion; Use of power; Electronic negotiation

***Term 1: 11 May – 19 June 2015***



## **PROGRAMME FEE & WITHDRAWAL POLICY**

### Programme Fee Policy

- The programme fees quoted above includes tuition and administrative & activities fees. It **does not cover** airfare and airport taxes, travel insurance, visas, accommodation, local travel, meals and personal expenses.
- Tuition fee is waived for nominated exchange students. For nominated Exchange students. 0.5 exchange spots shall be counted per incoming student. And, they shall be liable to pay for the administrative & activities fees and the accommodation fees to the Programme Office.
- Students will be able to pay their fees online through credit card or via bank transfer.
- On-campus accommodation fee is S\$30 (before GST) per night (on twin sharing basis) but without a meal plan. Air-condition usage is also excluded from the fee.
- The Administrative & Activity fee covers application; orientation; cultural & social activities; welcome and farewell sessions; and University Miscellaneous Fees (which includes compulsory Group Hospitalisation & Surgical Insurance (GHSI); computer fee; copyright fee; student health services; sports facilities) etc. Material fee is applicable for selected courses.
- All fees quoted are exclusive of the 7% Singapore Goods and Services Tax (GST).
- All fees paid are non-refundable unless otherwise specified. GEM Trailblazer Summer Programme's cancellation and refund policy is applicable:

### Withdrawal Policy

Exchange Students Withdrawal Policy	
<p><b>Exchange Withdrawal Policy</b> <i>(before arrival at NTU)</i></p>	<p>Exchange Students to inform the home university and NTU Office of Global Education &amp; Mobility, <b>3 weeks prior to arrival</b> to withdraw from the summer programme. <b>This will <u>not</u> be counted towards the 0.5 spot of exchange.</b></p> <p><b><u>The Programme Administrative Fees shall NOT be refunded.</u></b></p>
<p><b>Exchange Withdrawal Policy</b> <i>(after arrival at NTU)</i></p>	<p>Exchange Students to inform the home university and NTU Office of Global Education &amp; Mobility at any point in time on his/her withdrawal intentions. <b>This will be counted towards 0.5 spot of exchange.</b></p> <p><b><u>The Programme Administrative Fees shall NOT be refunded.</u></b></p>



## NTU WITHDRAWAL POLICIES

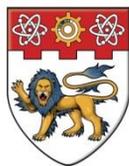
<b>(II) Fee-Paying Students' Withdrawal Policy</b>	
<b>Written Withdrawal Notification</b>	Students who, for any reason, wish to withdraw from the International Summer School should send a written notice to the GEM Trailblazer Summer Programmes Team at <a href="mailto:summerNTU@ntu.edu.sg">summerNTU@ntu.edu.sg</a> immediately.
<b>Written notification to GEM Trailblazer Summer Programmes office before application closing deadline of each track (e.g. 16 February 2015)</b>	<b>Full Programme Fee (Tuition Fees and Administrative Fees) Refund less S\$100 administration charge.</b>
<b>Written notification to GEM Trailblazer Summer Programmes office after closing date of each track but 2 months prior to programme commencement</b>	<b>Refund on 50% Programme Fees (Tuition Fees and Administrative Fees) paid.</b>
<b>Written notification to GEM Trailblazer Summer Programmes office after closing date of each track but 1 month before programme commencement</b>	<b>100% of Programme Fees (Tuition Fees and Administrative Fees) paid – i.e. no refund</b>

For more information on GEM Trailblazer Summer Programmes, please visit <http://www.ntu.edu.sg/summerNTU> or email us at [summerNTU@ntu.edu.sg](mailto:summerNTU@ntu.edu.sg).



**NOMINATION AND  
APPLICATION INFORMATION**

<p><b>Procedures</b></p>	<p><b>** NOTE - ONLINE APPLICATION PORTAL **</b></p> <p><b>All students coming to NTU for GEM Trailblazer Summer Programme shall refer to the following application criteria and procedures:</b></p> <ol style="list-style-type: none"> <li>1. Partner universities shall inform NTU via email the names of nominated students and their selected Summer Programme Track(s).</li> <li>2. Exchange coordinator(s) of Partner Institutions are only required to email the nominated applicants' the duly completed endorsement form to <a href="mailto:summerNTU@ntu.edu.sg">summerNTU@ntu.edu.sg</a>. If you wish, you may indicate those on fee-paying too.</li> <li>3. <b>NO MAILING</b> of original documents is required.</li> <li>4. GEM Trailblazer Summer Programme is opened to all nationals.</li> <li>5. Nominated / Fee Paying students shall submit an online application through the following link: <a href="https://venus.wis.ntu.edu.sg/NG_APP/Pages/Login.aspx">https://venus.wis.ntu.edu.sg/NG_APP/Pages/Login.aspx</a> (select summerNTU (exchange) or summerNTU (Fee paying) in the student category)</li> <li>6. Upon successful completion, students will receive an email acknowledgement of the online application.</li> <li>7. Students will only be confirmed of their enrolment in the Summer Programme upon payment of full programme fees.</li> </ol>
<p><b>Supporting documents to be uploaded with the online application</b></p>	<ol style="list-style-type: none"> <li>1. <b>Latest <u>official</u> transcript in English</b> (signed by the Registrar and should include the university's seal), reflecting all courses taken in PDF format (&lt;600kb)</li> <li>2. <b>Clear, coloured passport-size photo in JPEG format</b> (&lt;60kb; 400(W) x 514(H) pixels) <a href="#">Click here for the photo guidelines.</a></li> <li>3. <b>Clear &amp; coloured, scanned copy of passport information page</b> (valid for at least 6 months from the commencement of your exchange at NTU) in JPEG format (&lt;200kb)</li> <li>4. <b><u>NO MAILING</u></b> of original documents is required.</li> </ol>



## **NOMINATION AND APPLICATION INFORMATION**

### **English Proficiency**

We shall deem that students nominated are suitable to come on exchange and would be able to cope with the rigorous curriculum conducted in English at NTU. Proof of English proficiency of your students is required for some of the summer courses (refer to the course description on the requirement for English proficiency).

Based on our requirements, please refer below as a guideline for a student to cope with studying at NTU:

- **General Paper of the Singapore Cambridge GCE 'A' Level Examination (sat in 2007 onwards):** A, B, C, D, E
- **General Paper of the Singapore Cambridge GCE 'A' Level Examination (sat in 2006 or earlier):** A1, A2, B3, B4, C5, C6
- **IELTS:** a minimum of 6 for the Writing sub-test
- **TOEFL:** a minimum of 570 (paper) or 90 (internet) or 237 (computer)
- **SAT1:** a minimum of 600 for the Verbal section; or 7 for the Essay section
- **IB:** a minimum of 4 for Higher Level English or 4 for Standard Level English
- **MUET:** Band 6 and a minimum of 50 for writing
- **GEPT:** High intermediate Stage 2 consisting of writing and speaking modules (applies to students from Taiwan universities only)

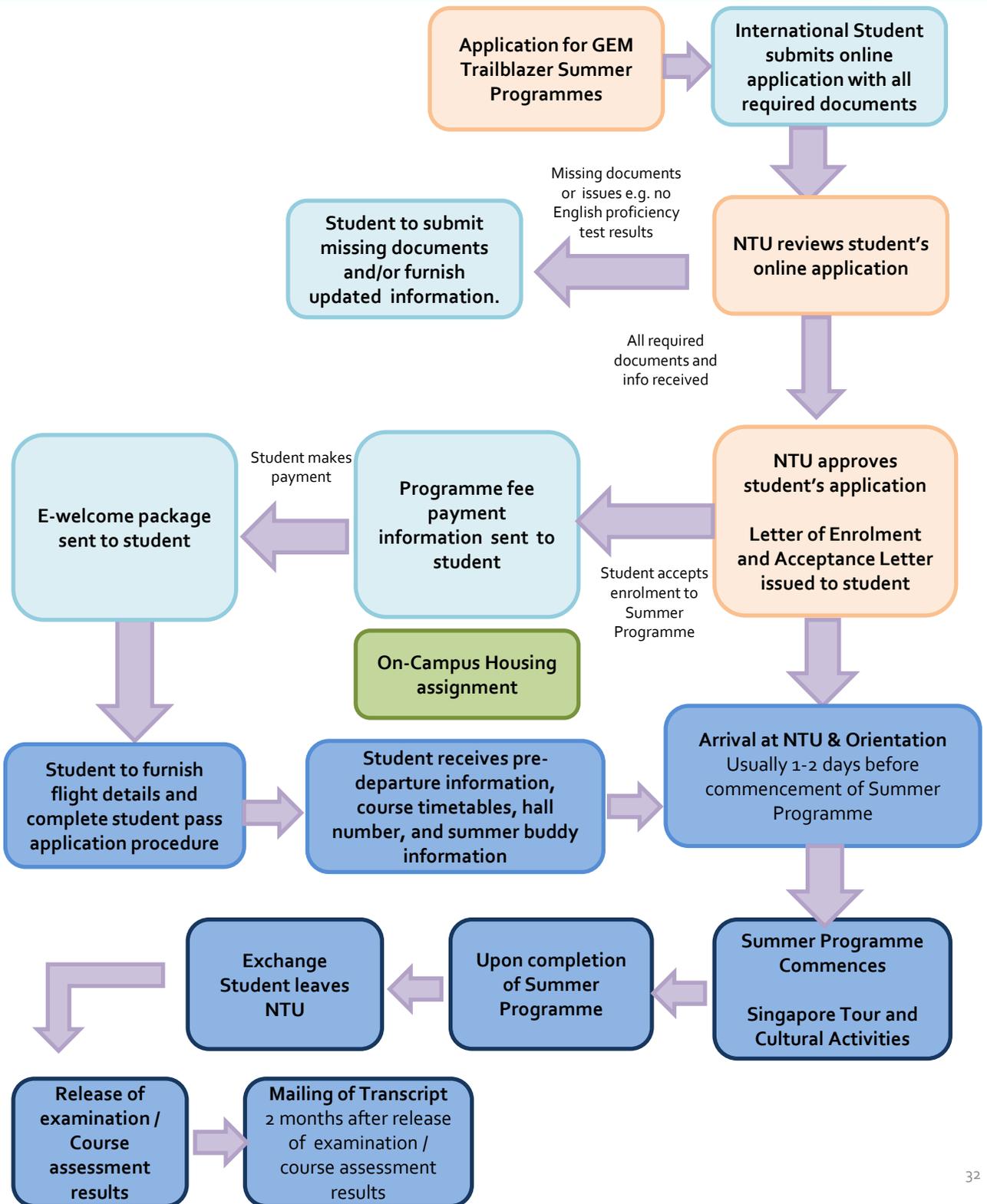


## NOMINATION AND APPLICATION INFORMATION

<p>What will students expect upon successful application?</p>	<p>Upon successful application online for GEM Trailblazer Summer Programme, students will receive the following in successive emails:</p> <ol style="list-style-type: none"> <li>1. Acknowledgement of Online Application</li> <li>2. Letter of Enrolment and Acceptance Letter for GEM Trailblazer Summer Programme</li> <li>3. Programme fee payment information ^</li> <li>4. Off-campus Housing payment information ^</li> <li>5. E-welcome package (including instructions for student pass application )</li> </ol> <p>^ Students may make their fee payment online using credit card or via bank transfer. Do note that bank charges both ways will be absorbed by the payee.</p> <p><i>Note:</i> The E-Welcome Package will be sent to the email address you had listed in your online application. Your exchange coordinator will also be notified of the acceptance via email.</p>
<p>When will students receive their E-Welcome package?</p>	<p>First Run (May 2015): Early April 2014 Second Run (June – July 2015) : Early May 2014</p> <p><i>Note:</i> The E-Welcome Package will be sent to the email address you had listed in your online application. Your exchange coordinator will also be notified of the acceptance via email.</p>
<p>What does the E-Welcome package include?</p>	<p>The E-Welcome Package shall include the following items:</p> <ul style="list-style-type: none"> <li>• Procedures for applying Student’s Pass</li> <li>• Student’s Pass Online Application &amp; Registration(SOLAR Form)</li> <li>• Information on Group Hospitalisation &amp; Surgical Insurance (GHSI)</li> </ul>



## APPLICATION PROCEDURES FLOWCHART





## ACADEMIC INFORMATION

<p><b>NTU Academic Unit System</b></p>	<p>NTU's courses are assigned credits based on the Academic Unit (AU) System. For the summer programme, the number of academic units are as follows:</p> <p><b>Track 1: Chinese Language &amp; Cultural Studies (6 AU)</b></p> <p><b>Track 2: Entrepreneurship and Innovation Asia (3 AU per course)</b></p> <p><b>Track 3: Creative Media and Design (3 AU per course)</b></p> <p><b>Track 4: Success in the Globalised Marketplace (3 AU per course)</b></p> <p>Find out more from the following link:  <b>Undergraduates</b>  <a href="http://www.ntu.edu.sg/Students/Undergraduate/AcademicServices/Pages/AcademicUnitSystem(AUS).aspx">http://www.ntu.edu.sg/Students/Undergraduate/AcademicServices/Pages/AcademicUnitSystem(AUS).aspx</a></p>																								
<p><b>Grading System</b></p>	<p>NTU uses the Grade Point Average (GPA) system in awarding grades.</p> <table border="1" data-bbox="472 1172 982 1740"> <thead> <tr> <th>Letter Grade</th> <th>Grade Point</th> </tr> </thead> <tbody> <tr><td>A+</td><td>5.0</td></tr> <tr><td>A</td><td>5.0</td></tr> <tr><td>A-</td><td>4.5</td></tr> <tr><td>B+</td><td>4.0</td></tr> <tr><td>B</td><td>3.5</td></tr> <tr><td>B-</td><td>3.0</td></tr> <tr><td>C+</td><td>2.5</td></tr> <tr><td>C</td><td>2.0</td></tr> <tr><td>D+</td><td>1.5</td></tr> <tr><td>D</td><td>1.0</td></tr> <tr><td>F</td><td>0.0</td></tr> </tbody> </table>	Letter Grade	Grade Point	A+	5.0	A	5.0	A-	4.5	B+	4.0	B	3.5	B-	3.0	C+	2.5	C	2.0	D+	1.5	D	1.0	F	0.0
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C+	2.5																								
C	2.0																								
D+	1.5																								
D	1.0																								
F	0.0																								
<p><b>Academic Transcripts</b></p>	<p>The original copy of the GEM Trailblazer Summer Students' academic transcript will be mailed directly to their home institution within <b>2 months</b> upon release of examination results.</p> <p>A scanned copy of the academic transcripts will be emailed to the Student Exchange Office of the Partner University for record.</p>																								



## ON-CAMPUS ACCOMMODATION

All GEM Trailblazer Summer Students shall be allocated with a twin-sharing room in one of NTU's Hall of Residences.

<p><b>On-Campus Accommodation</b></p> 	<p><b>All Summer students shall be accommodated on-campus.</b></p> <p>*Request for specific room-mates or preferred Halls cannot be acceded to.</p> <ul style="list-style-type: none"> <li>• NTU has 18 halls of residence that are home to some 10,200 undergraduates. They offer similarly styled accommodation and are co-ed by floor or wing.</li> <li>• Summer students shall be housed in one of our 18 undergraduate Halls of Residences based on <b>double occupancy</b> i.e. <b>twin-sharing</b> with air-conditioning.</li> <li>• More details on our Halls of Residences can be found at: <a href="http://www.ntu.edu.sg/has/Undergraduate/HallsofResidence/Pages/Halls.aspx">http://www.ntu.edu.sg/has/Undergraduate/HallsofResidence/Pages/Halls.aspx</a></li> <li>• Meals are on students own, either at the Hall of Residence canteens or at food places around the NTU campus. There is no fully equipped kitchen at the hall of residence for students to cook their meals.</li> </ul>
<p><b>Furniture &amp; fittings available in the room</b></p>	<p>Rooms are furnished with a bed, mattress, study table, chair, wardrobe, bookshelf and soft board (to pin notes, etc). Each room is fitted with window coverings such as venetian blinds or curtains, lighting and a fan.</p> <p><i><b>Note: Bed-linen, blankets and pillows are NOT provided. Students will have to purchase their own bed-linen, pillows and blankets (if nec) when they arrive in NTU.</b></i></p> <p>There are phone jacks and Ethernet connections in each room. Other fittings may be provided and these vary from hall to hall.</p>
<p><b>NOTE!</b></p> <p><b>Personal Items to Bring or Buy</b></p>	<ul style="list-style-type: none"> <li>• Shower tote bucket</li> <li>• Toiletries</li> <li>• Towels, washcloths (recommended 2 sets)</li> <li>• Shower shoes</li> <li>• Single-size bed sheets/linen, blanket, pillow, pillow cases</li> <li>• Laundry bag, detergent</li> <li>• Clothes hangers and pegs</li> <li>• Internet Cable</li> <li>• Padlocks</li> </ul>

## ON-CAMPUS ACCOMMODATION

### NOTE!

When can Summer students move in to the Hall of Residences?

**Recommend 2-3 days** before the commencement of the GEM Trailblazer Summer Programmes. Students are encouraged to move in to Hall of Residences on Mondays to Fridays, where the Hall Office will be opened for check-in arrangements.

The GEM Trailblazer Summer Programme Team shall notify the exact check-in date to Summer students as soon as the check-in dates are confirmed by the Housing Office.

Summer students who intend to arrive earlier than the check-in date and/or arrive after the Hall of Residence's office hours shall have to source for temporary off-campus housing.

Period of stay for on-campus accommodation

Period of stay in the hostel is determined by the approved period of programme as stipulated on the Letter of Enrolment issued by NTU.



One of NTU's Hall of Residence



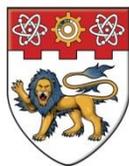
Hall Surroundings



Hall of Residence Canteen



Example of twin sharing room



## **PRE-DEPARTURE AND ARRIVAL INFORMATION**

### **Entry Visa**

An Entry Visa is required of international students from some countries for entry into Singapore. Students can enter Singapore either on a social visit pass or on a student pass.

Visit Singapore's Immigration and Checkpoints Authority (ICA) website to learn more.

[http://www.ica.gov.sg/services\\_centre\\_overview.aspx?pageid=252&secid=165](http://www.ica.gov.sg/services_centre_overview.aspx?pageid=252&secid=165)

#### **Social Visit Pass**

According to the Singapore Immigration and Checkpoint Authority's website, a visitor who is attending 1 course only and the course duration is 30 days or less, he/ she can enter Singapore for the duration of the course on a social visit pass.

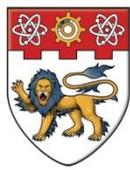
The Social Visit Pass (SVP) is not a physical pass. SVP along with the duration of the SVP will be stamped on the student's passport only upon his/her entry to Singapore at the airport customs.

#### **Student Pass**

We will advise students in the E-welcome package if they need to apply for social visit pass or student pass. Students who are on student pass and requires entry visa to enter Singapore need not apply for one. Upon approval of the Student's Pass application, an In-Principle Approval (IPA) letter will be issued to the students. A single journey visa shall be incorporated in the IPA letter for the entry into Singapore.

<http://www.ntu.edu.sg/isc/Immigration/Pages/StudentsPass.aspx>

**Note:** *Students are advised to arrange their flights only when their Student Pass application has been approved.*



## PRE-DEPARTURE AND ARRIVAL INFORMATION

<p><b>NOTE!</b> When should I arrive?</p>	<p><b>Recommend 2-3 days</b> before commencement of the GEM Trailblazer Summer Programmes. <b>Students are encouraged to move in to Hall of Residences on Mondays to Fridays, where the Hall Office will be opened for check-in arrangements.</b></p> <p>The GEM Trailblazer Summer Programme Team shall notify the exact check-in date to Summer students as soon as the check-in dates are confirmed.</p> <p>Summer students who intend to arrive earlier than the check-in date and/or arrive after the Hall of Residence's office hours shall have to source for temporary off-campus housing.</p> <p><i>Note: All summer students shall be housed on-campus.</i></p>
<p>Is airport reception available?</p>	<p><b>No, it is not available.</b> However, you should have little difficulty finding your own way to our campus from the airport with the pre-arrival information provided and using Singapore's efficient public transport system.</p> <p>Please refer to some useful guides below: <a href="http://www.ntu.edu.sg/isc/AboutISC/Pages/NewtoNTU.aspx">http://www.ntu.edu.sg/isc/AboutISC/Pages/NewtoNTU.aspx</a></p>
<p>Living Costs</p>	<p>The living costs you incur will depend on your lifestyle. On an average, student should prepare an estimated SGD1,000 per summer course to defray costs such as food, transportation, personal expenses etc.</p> <p>For more detailed information, please visit: <a href="http://www.ntu.edu.sg/isc/AboutISC/Pages/NewtoNTU.aspx">http://www.ntu.edu.sg/isc/AboutISC/Pages/NewtoNTU.aspx</a></p>



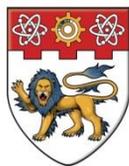
**HEALTH, WELLNESS AND  
INSURANCE**

<p><b>Health, Wellness and Insurance</b> (included in the administrative fees)</p>	<p><b>*COMPULSORY*</b></p> <p><b>Group Hospitalisation &amp; Surgical Insurance</b></p> <p>All exchange students are required to purchase the <u>compulsory</u> NTU Group Hospitalisation &amp; Surgical Insurance (GHSI) even if they have already bought similar insurance in their home country.</p> <p>Falling ill and being hospitalized in Singapore can be a financial drain on international students, who are not entitled to the medical subsidies that Singapore citizens enjoy. Besides the coverage it provides, the GHSI (subject to its terms and conditions) allows you to request a Letter of Guarantee from the underwriter and present it in lieu of the requisite deposit upon admission to government/ restructured hospitals in Singapore</p> <p>For more coverage details, please refer to <a href="http://www.ntughsi.com.sg">www.ntughsi.com.sg</a></p>
	<p><b>Health and Wellness</b></p> <p>Medical and counselling services are available on campus to cater to your health and wellness needs.</p> <p>There are also clinics near campus should you feel unwell after office hours. For acute medical care and emergencies, please visit a hospital. The nearest to NTU is National University Hospital. For more information, please refer to:</p> <p><a href="http://www.ntu.edu.sg/jsc/HealthWellnessInsurance/Pages/index.aspx">http://www.ntu.edu.sg/jsc/HealthWellnessInsurance/Pages/index.aspx</a></p>
<p><b>Medical Declaration</b></p>	<p><b>*Important Note*</b></p> <p>All Incoming students are strongly encouraged to <u>highlight any medical conditions</u> that they may have <u>during</u> the submission of their online application. This information is for the purpose of assisting in caring for you while you are attending Nanyang Technological University.</p>



**PRE-DEPARTURE  
AND ARRIVAL INFORMATION**

<p><b>What are the facilities/services available to students on NTU campus?</b></p>	<ul style="list-style-type: none"> <li>• Sports and recreation</li> <li>• Swimming pool</li> <li>• Bank</li> <li>• Hairdresser</li> <li>• Supermarket</li> <li>• Global Lounge</li> <li>• Coffee Bean and Tea Leaf</li> <li>• Kentucky Fried Chicken</li> <li>• F&amp;B outlets at Foodzone in Canteen A &amp; B</li> <li>• Canteens at the respective Halls of Residence</li> </ul>
<p><b>Is there any bank on NTU campus?</b></p>	<p>Yes, there is a bank on campus.</p> <p>Students may also visit Jurong Point Shopping Centre (<a href="http://www.jurongpoint.com.sg">www.jurongpoint.com.sg</a>), which is located near campus, for their banking needs.</p>
<p><b>Must I open a bank account while studying in Singapore?</b></p>	<p>The local banks (including OCBC) require the student's exchange period to be at least 6 months in order to be eligible.</p> <p>Hence it may not be possible for students on exchange for summer programmes to open a bank account.</p>
<p><b>What are the acceptable credit cards/bank cards in Singapore?</b></p>	<p>Visa/Mastercard/American Express/Diners Club/Maestro/PLUS. You may withdraw monies from most bank machines. There are also ATM machines located around the campus.</p>
<p><b>Services available to Summer students</b></p>	<ul style="list-style-type: none"> <li>• Internet access</li> <li>• Sports &amp; Recreational facilities</li> <li>• Library</li> <li>• Medical Services</li> </ul>



**CONTACT DETAILS**

<p><b>For Student Exchange &amp; Study Abroad Matters</b></p>	<p><b>Office of Global Education and Mobility (OGEM)</b></p> <p><b>Mailing Address:</b></p> <p><b>GEM Trailblazer Office of Global Education and Mobility 42 Nanyang Avenue (Behind Student Services Centre, Level 2), Singapore 639815</b></p> <p><b>Fax:</b> +65-6792-6911 <b>Web:</b> <a href="http://www.ntu.edu.sg/GEM-Trailblazer">www.ntu.edu.sg/GEM-Trailblazer</a></p>
<p><b>For Short Term Programmes (Inbound)</b></p>	<div data-bbox="439 915 625 1185" data-label="Image"></div> <p><b>Ms. Pauline Ho</b> <i>Deputy Director &amp; GEM Trailblazer Team Head</i></p> <p><b>+65- 6790-5088</b> <a href="mailto:paulineho@ntu.edu.sg">paulineho@ntu.edu.sg</a></p> <div data-bbox="439 1259 648 1516" data-label="Image"></div> <p><b>Ms. Karin Loh</b> <i>Assistant Director, GEM Trailblazer Short Term Programmes</i></p> <p><b>+65-6592-3243</b> <a href="mailto:amlloh@ntu.edu.sg">amlloh@ntu.edu.sg</a> <a href="mailto:summerNTU@ntu.edu.sg">summerNTU@ntu.edu.sg</a></p> <div data-bbox="439 1591 648 1827" data-label="Image"></div> <p><b>Ms. Pamela Toh</b> <i>Executive Officer, GEM Trailblazer Short Term Programmes</i></p> <p><b>+65-6790-6427</b> <a href="mailto:summerNTU@ntu.edu.sg">summerNTU@ntu.edu.sg</a></p>



## CONTACT DETAILS

**For student visa applications, arrival and orientation matters**

**International Student Centre (ISC)**

Nanyang Technological University  
42 Nanyang Avenue (Behind Student Services Centre, Level 1), Singapore 639815

***Office Hours:***

Mon to Thur: 8.30am to 5.45pm

Friday: 8.30am to 5.15pm

Weekends/Public Holidays: Closed

**Tel: +65-6790-6823 (during office hours)**

**Fax: +65-6793-4558**

**Email: [isc@ntu.edu.sg](mailto:isc@ntu.edu.sg)**

**24-hour Crisis Hotline: +65-9721-8066 (strictly for emergencies only)**