Dear Prospective Summer Students,

We welcome you to join us at one of the world’s most beautiful campus for our exciting GEM Trailblazer Summer Term programme at NTU starting from June to July 2020.

Five tracks will be offered this summer:

- **Track 1:** Language & Cultural Studies
- **Track 2:** Entrepreneurship & Innovation
- **Track 3:** Creative Design and Media
- **Track 4:** Success in the Globalised Marketplace
- **Track 5:** New Technologies, New World

Ranked among the top 1% of universities worldwide, NTU places you in an academically stimulating environment that is both culturally and socially enriching. 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 technologically-savvy leader.

Located in Singapore, NTU is the perfect spot in the heart of a booming Asia-Pacific region to learn and explore the many cultures, languages and races that can be found on this cosmopolitan island.

While you soak up a summer of fascinating Asian cultural experiences as a student, you would have the opportunity to equip yourself with key entrepreneurial skills to venture into Asia, where more than 4.6 billion of the world’s population lives.

Application for the summer programme is open to all full-time university students. We welcome you to join some of the brightest minds and talents from around the world in Singapore this summer.

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

Priscilla Phang  
Assistant Director  
Office of Global Education and Mobility  
Nanyang Technological University
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## PROGRAMME DATES AT A GLANCE

<table>
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<tr>
<th>Summer Academic Calendar</th>
<th>2-week programme: 1 Jul 2020 to 17 Jul 2020; 15 Jul 2020 to 31 Jul 2020</th>
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<tr>
<td></td>
<td>4-week programme: 1 Jul 2020 to 31 Jul 2020</td>
</tr>
<tr>
<td></td>
<td>6-week programme: 17 Jun 2020 to 31 Jul 2020</td>
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<td>Summer Programme Tracks</td>
<td>Track 1: Language &amp; Cultural Studies</td>
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<tr>
<td></td>
<td>Track 2: Entrepreneurship &amp; Innovation</td>
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<td></td>
<td>Track 3: Creative Design &amp; Media</td>
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<td></td>
<td>Track 4: Success in the Globalised Marketplace</td>
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<td></td>
<td>Track 5: New Technologies, New World</td>
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</table>

For further information on Summer tracks information: [www.ntu.edu.sg/summerNTU](http://www.ntu.edu.sg/summerNTU) or email: summerntu@ntu.edu.sg
### APPLICATION & NOMINATION

| Partner Nomination & Student Application Deadlines | Partner Nomination by 31 March 2020  
Student Application by 20 April 2020 |
|---|---|
| **Eligibility** | Students may apply under an Exchange or Fee-paying scheme  
**Exchange**  
Students from any one of NTU’s Exchange Partner Universities who have been nominated by their home university under an Exchange scheme, on a fee-waiver basis.  
**Fee-paying**  
Students from any one of NTU’s Exchange Partner Universities who have not been nominated as an Exchange students are automatically eligible for a 60% tuition fee discount; OR Students from non-partner universities (*Universities without exchange agreements with NTU*) |
| **Language** | All courses are taught in English except for CF9001 (Chinese Language & Cultural Studies) and LM9001 (Malay Language) |
| **Study Level** | Undergraduate or non-Humanities/ Business graduate students |
| **Summer Course Load** | Minimum: 1 course (3 or 4 Academic Units/AUs)  
Maximum: 2 courses (up to 8 Academic Units/AUs) |
| **Credit Transfer** | All summer courses are credit bearing.  
All summer courses (including language courses) carry 3 or 4 Academic Units each and the equivalent of 39 contact hours. |
| **English Proficiency** | Students nominated from their home universities are deemed to be able to cope with the curriculum conducted in English at NTU. Proof of English proficiency from 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 to the following acceptable qualifications for English proficiency: |
| | • **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 four (4) for Higher Level English or four (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 Taiwan universities only) |
| **Study Exchange Spots (for Partners’ information)** | One student who completes 1 course in the Summer Programme would be considered as **0.5 spot of exchange.** Some exceptions may apply. |
| **Auditing Courses** | Students are not allowed to audit lectures. |
| **Nomination by Partner Universities** | 1. Exchange coordinator(s) of partner institutions are only required to email the completed nomination form to summerNTU@ntu.edu.sg. Please indicate your mailing address in the form for the delivery of transcripts after summer ends. |
### Student Online Application Process

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<tbody>
<tr>
<td>2.</td>
<td>You can include both exchange and fee-paying students in the nomination form.</td>
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<tr>
<td>3.</td>
<td>This programme is open to all nationalities.</td>
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| 1. | Nominated / Fee-Paying students shall submit an online application through the following link:  
   https://venus.wis.ntu.edu.sg/NG_APP/Pages/Login.aspx  
   [Select “summerNTU (exchange)” or “summerNTU (fee-paying)” from the drop down box in the Student Category field]. |
| 2. | Mailing of original documents is **NOT** required. |

#### Supporting Documents Needed for Online Application

- **a.** Latest official transcript in English (signed by the Registrar and should include the university’s seal), reflecting all courses taken during the study period in your home university in **PDF format (<600 kb)**

- **b.** Clear, coloured passport-sized photo in **JPEG format (<60kb; 400(W) x 514(H) pixels)**

- **c.** Clear & coloured, scanned copy of passport information page (*valid for at least 6 months from the commencement of your exchange at NTU*) in **JPEG format (<200 kb)**

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<tr>
<td>3.</td>
<td>Upon successful submission of online application, students will receive an email acknowledgement of their submission.</td>
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<tr>
<td>4.</td>
<td>The result of your application will be made known to applicants via email by May or earlier. Successful applicants will be directed to the NTU Study Abroad Portal for registration. Students should verify that the courses stated in their Offer of Admission (available online) is correct before they accept the offer.</td>
</tr>
<tr>
<td>5.</td>
<td>Payment of programme fees is made online via credit card on the same Study Abroad Portal.</td>
</tr>
</tbody>
</table>
Students are advised to select their summer courses very carefully before putting in their online application. They are to refer to the [summer course information](mailto:summerNTU@ntu.edu.sg) on our website or email to [summerNTU@ntu.edu.sg](mailto:summerNTU@ntu.edu.sg) for clarification prior to submitting their online application.

The summer courses listed in Offer of Admission would be the final courses that you will read at NTU for the Summer Programme.

**NOTE:** Please note that NO ADD-DROP of courses are allowed once student has accepted the online Offer of Admission.

<table>
<thead>
<tr>
<th>Change of Courses upon Acceptance of Enrolment</th>
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<tbody>
<tr>
<td>A course may be cancelled if there are less than 10 students for the course. You will be notified by May. In the event of cancellation, you will be offered other courses to consider before the commencement of the programme. If you decide not to register for other available courses, you may be granted a refund of tuition fees paid for the course being cancelled.</td>
</tr>
</tbody>
</table>
Track 1: Language & Cultural Studies
Asia beckons. This track will introduce students to basic Chinese and Malay language skills, letting students discover the fascinating and intriguing lifestyles in Asia.

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>CF9001 Chinese Language and Cultural</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
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<tr>
<td>Studies</td>
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</table>

**Description**

**Part 1: Chinese Language Study (Beginners)**
This course is suitable for non-native speakers who wish to gain an insight into the Chinese Language. The course contents are designed to help students accumulate Chinese vocabulary and basic conversational skills for daily usage.

At the beginners level, students will learn writing skills like basic strokes, character components and single-component characters. They can also expect to learn up to 260 Chinese characters, 40 grammatical points and 30 commonly-used sentences.

This course adopts an experiential learning approach that encourages students to participate in several assigned activities which will enhance their listening and conversation skills.

**Part 2: Chinese Cultural Studies**
The Chinese cultural studies course aims to expose students to the history and culture Overseas Chinese, arranging a mass lecture “The Chinese Communities in Southeast Asia” that includes a visit to the Chinese Heritage Centre, NTU, and also an excursion to the Peranakan Museum and Asian Civilizations Museum.

**Structure**
To be updated

**Assessment**
To be updated
**PROGRAMME SYLLABUS**

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>LM9001 Malay Language</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
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</tbody>
</table>

**Description**

The course aims to provide students with competence in understanding and using basic Malay. In order to familiarize students with the target language, the requisite skills of listening, speaking, reading and writing will be taught, along with the rudiments of grammar. These are achieved through thematic and scenario-based learning which will equip students with the necessary vocabulary based on the prescribed themes.

**Structure**

To be updated

**Assessment**

To be updated
Track 2: Entrepreneurship and Innovation

Under the guidance of the Nanyang Technopreneurship Centre, students gain insight to what it really takes to be an entrepreneur. This track will hone students’ entrepreneurship skills and competencies, sharpen their business acumen and build their stamina to grow businesses. The environment thrives with creativity as students learn from business leaders, entrepreneurs and academics.

[2.1]

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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</thead>
<tbody>
<tr>
<td>ET9131 Entrepreneurship &amp; Marketing for New Ventures</td>
<td>6 July to 17 July 2020</td>
<td>3</td>
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</tbody>
</table>

**Description**

Learn about creativity, innovation and new venture creature in the field of entrepreneurship. Also, be also exposed to entrepreneurship marketing where you will learn how to select, develop and evaluate new products, set prices and make the most efficient use of public relations and publicity.

**Structure**

Lessons are conducted by business leaders, entrepreneurs, and dedicated academics with entrepreneurial 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 in a start-up space in Singapore.

**Assessment**

- Class participation
- Team-based project
- Presentation/Examination
## [2.2] PROGRAMME SYLLABUS

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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</thead>
<tbody>
<tr>
<td>ET9132 Entrepreneurial Accounting &amp; Finance</td>
<td>20 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

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

**Structure**
Lessons are conducted by business leaders, entrepreneurs, and dedicated academics with entrepreneurial 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 in a start-up space in Singapore.

**Assessment**
- Class participation
- Team-based project
- Presentation/Examination
Track 3: Creative Design and Media

Through this series, it encourages students to come up with original creative works and design. Students will be able to explore various genres and find their voice through various writing, editing, painting and new media productions.

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<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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</thead>
<tbody>
<tr>
<td>AAA18J Painting with Watercolours</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
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</tbody>
</table>

**Description**

This course aims to highlight the beauty and ephemeral qualities of watercolor painting. Students will be progressively taught various techniques to achieve different results. There be an emphasis on hands-on practice as well as keynotes on how to appreciate the visual qualities of watercolor paintings.

**Structure**

To be updated

**Assessment**

To be updated

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<table>
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<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAR23C Film Studies</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
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</tbody>
</table>

**Description**

This course aims to provide an introduction to film appreciation and analysis. As this course is offered by the English Language and Literature Academic Group, the focus of the course is on film as a construct of art and narrative, paying particular attention to aspects of film form, aesthetics and style. Due to the constraints of time, we will study primarily contemporary feature films from the year 2000.

The course is divided into two parts. Part One introduces the four elements of film, namely mise-en-scene, cinematography, editing and sound that provide the basic vocabulary of film studies. Part Two studies filmic texts as visual forms of story-telling and explores the issues of representation and spectatorship.

**Structure**

To be updated

**Assessment**

To be updated

*New courses in Track 3 will be offered shortly.*
Track 4: Success in the Globalised Marketplace

To compete in today’s marketplace, one has to possess many traits and skills from cultural intelligence to negotiation skills, strategic management and marketing communications. Students will have a range of business and humanities courses to choose from this track.

[4.1]

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU8101 Accounting: A User’s Perspective</td>
<td>22 June to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

This is a basic course in financial and managerial accounting meant for non-accounting and non-business students. It exposes students to the environment of accounting and its role in providing useful information for decision making by various stakeholders of business organizations. By the end of the course, students should be able to appreciate the role, scope and value of information for managing business organizations towards achieving their goals.

Students will learn fundamental concepts and techniques in financial and managerial accounting, through solving business problems. In this course, students are treated to an understanding of a broad range of the underlying accounting concepts without the need to be involved in too much detail associated with the processes. Whilst non-accounting and non-business students need not have to prepare comprehensive financial statements, it would be beneficial for them to be able to understand, interpret, analyse and use them.

**Structure**

To be updated

**Assessment**

To be updated
### Program Syllabus

#### 4.2

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU8201 Business Finance</td>
<td>22 June to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

This course provides non-business and non-accounting students with a broad understanding of the principles and practice of Business Finance/Financial Management. By the end of this course, students would have acquired sufficient finance knowledge to understand and appreciate how various financial decisions can have significant impact on the Profit/Loss and value of firms. They would also be familiar with pricing of stocks and bonds.

This is a basic course in finance with emphasis on the major financial decisions made by companies and the valuation of investments made by them. The course starts by examining the various forms of businesses and the importance of interest rates. Time value of money, and the linkage between risk and return, lays the foundation for evaluating the price of bonds and stocks. Students will learn and apply principles of capital budgeting (calculating the profitability of various projects and deciding which one to proceed) and capital structure (financing approved projects by issuing shares or bonds, or using retained earnings). The course concludes with the evaluation of whether a company should use extra cash to pay dividends or repurchase its own shares.

**Structure**

To be updated

**Assessment**

To be updated
## Description

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 students to analyse businesses, lead discussions and present analysis and recommendations on selected organisations.

## Structure

To be updated

## Assessment

To be updated
## PROGRAMME SYLLABUS

### [4.4]

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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</table>
| BU8502  
Marketing Communications: An Integrated Approach | 6 July to 31 July 2020 | 3                      |                    |

### Description

The course is aimed at enabling students to learn in depth the development, implementation and evaluation of marketing communication (marcom) activities. The course provides students with relevant knowledge about how businesses interact or communicate with the market. In particular, because planning and executing marketing communication programs are typically the responsibilities of marketing executives, the course can help students to prepare for a job position that involves marketing communications. It can help them deepen their understanding of marketing – in particular, what marketing communications involve and how marketing communications enable an organisation to achieve its objectives.

By the end of this course, you (as a student) would be able to:

1. explain the nature, role and importance of marcom activities in marketing and the society;
2. explain and distinguish the key concepts, theories and terminology in marcom management;
3. determine which marcom tools provide better choices in different situations, and integrate different tools to achieve synergy;
4. plan and develop detailed marcom strategies and programs;
5. appraise the contributions of marcom activities to marketing and communication objectives; and
6. formulate and manage marcom activities across countries.

### Structure

To be updated

### Assessment

To be updated
### PROGRAMME SYLLABUS

**Course** | **Teaching Dates** | **No. of Academic Units** | **Name of Instructor**
--- | --- | --- | ---
**BU8542**  
Social Marketing: Making This World a Better Place | 6 July to 31 July 2020 | 3 |  

**Description**
Social marketing is the use of business marketing concepts and techniques to change behaviour for the betterment of society. The course is designed for students concerned about social issues and passionate about making a difference. It exposes students to a myriad of social problems plaguing society and acquaints them with marketing concepts, tools and strategies to effect change. Students will work in teams to develop a social marketing campaign to address a social problem.

**Structure**
To be updated

**Assessment**
To be updated
## Programme Syllabus

### [4.6]

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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<tr>
<td>BU8544 Marketing Health: Consumers’ of Wellness</td>
<td>6 July to 31 July 2020</td>
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</tbody>
</table>

### Description

The health, beauty, and wellness industry is predicted to have a strong growth in the coming years. With the disposable income and life expectancy increasing, many consumers are willing to spend considerable amount of income on seeking and keeping health and beauty. Healthy lifestyle has become a global trend with many health-conscious followers. With the growing ageing population around the world, high quality healthcare services that provides patients a pleasant experience are in great demand. This course will provide an overview of conducting marketing in three sectors of the growing health industry:

1. Consumer health and beauty products/services (e.g. healthy foods, gym membership, sports apparel, slimming treatment services);
2. Healthcare services (e.g. services in hospitals, clinics, senior-living communities, pharmacies); and
3. Health and wellness tourism (e.g. travel for medical exam, medical spa, spiritual experiences, mind-body connection).

### Structure

To be updated

### Assessment

To be updated
<table>
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<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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<tbody>
<tr>
<td>BU8641 Cultural Intelligence: How to be an Explorer of the World</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
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</tbody>
</table>

Description

Cultural Intelligence is the capability to function effectively across national, ethnic and organisational cultures. IQ and EQ are no longer enough. Culture intelligence is becoming a critical predator for success in the borderless world of the 21st century.

This course will provide you with a conceptual framework for cultural intelligence, as well as a set of tools to navigate and explore the world.

Structure

To be updated

Assessment

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<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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<tbody>
<tr>
<td>BU8642 Leadership in the 21st Century</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
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</table>

**Description**

This course aims to facilitate the learning of theoretical knowledge and practical skills (e.g. coaching, teambuilding, goal-setting, and conduct effective meetings).

This course aims to educate students on the leadership domain and unmask the essential skills a leader would require to be competent especially in the 21st century. A mixture of lectures, case studies, class activities, experiential exercises and assessment tools will be used in this course to facilitate students’ understanding of the leadership domain and prepare them to embark on their leadership journey in the 21st century.

**Structure**

To be updated

**Assessment**

To be updated
## PROGRAMME SYLLABUS

**Course**

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<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
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<tbody>
<tr>
<td>BM2506 Digital Marketing - Connecting With Customers In Today's World</td>
<td>6 July to 31 July 2020</td>
<td>4</td>
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</table>

**Description**

Digital technologies are capturing the imagination of people worldwide. Businesses, including the marketing discipline, are slow to capitalize on the potential gains afforded by these technologies. Specifically, misconceptions abound on what marketing through digital technologies, like social media, entails.

This course will provide an overview of conducting marketing through digital media and explore the consequences of deploying these. Marketing will be addressed through digital media starting with fundamentals of digital marketing and strategies for its management. Issues in implementing a digital marketing initiative will be reviewed. Social media marketing will be highlighted due to its current prominence. The course will sport trends and highlight opportunities for those wishing to enter this field. Students will be provided with training and hands-on experience.

**Structure**

To be updated

**Assessment**

To be updated
### Course Description

Most organizations are data rich and information poor. The large volumes of data in an organization are “oilfields” rich in information content that are pending extraction with the right tools and models.

Analytics involves the art of data exploration, visualization, communication and the science of analyzing large quantities of data in order to discover meaningful patterns and useful insights to support decision-making. The primary objective of this course is to introduce students to various techniques available to extract useful insights from the large volumes of data.

At the end of the course, students will not only see the substantial opportunities that exist in real world, but also learn techniques that allow them to exploit these opportunities. This course focus on the use of open source R software, which is one of the key analytics software used in various industries and a critical skillset required in the job market for analytics and data science professionals.

### Structure

To be updated

### Assessment

To be updated
<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB0602 Communication Management Strategies</td>
<td>6 July to 31 July 2020</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

This course will prepare students for written and oral communication challenges in the rapidly evolving business environment. It will help students to present themselves confidently and professionally in the way they speak, write and participate in their chosen profession.

Apart from discussing strategies in relational and persuasive oral communication, special emphasis will also be placed on how written messages can be crafted and presented in a concise, structured and effective manner. Students will get opportunities to hone your presentation skills through video-taped assignments, as well as receive personalised feedback on your performance. Students will also gain from practice in crafting messages for a range of business contexts, including letters/email and longer documents like reports and proposals.

The course aims to teach students about the theoretical frameworks, strategies and skills to:

- Prepare and deliver impactful business presentations
- Produce effective business writing and reports

**Structure**

To be updated

**Assessment**

To be updated
## PROGRAMME SYLLABUS

### [4.12]

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB1601 Organisational Behaviour and Design</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### Description

This course aims to prepare you for the work life and develop their abilities to lead and manage people.

The course helps you to understand behaviour in organisations; how people perceive things, what shapes their attitudes and drives their behaviour, and how to motivate them to strive for both personal and organisational goals. Only then can leaders begin to develop human capital, to influence and inspire their people to achieve organisational excellence.

This course is also designed to provide a good grounded understanding of behaviour in organisations. Through the science of OB, participants will acquire the body of knowledge to develop key managerial and leadership competencies required to interact and work effectively with superiors, peers and subordinates. The design of assignments and classroom activities also aims to help you link theories to practices.

### Structure

To be updated

### Assessment

To be updated
### Course Description

The Strategic Management course focuses on identifying and understanding the sources of superior firm performance through a process of analyses and syntheses. This entails an understanding of theoretical concepts and frameworks that would be taught in the course. You will learn to analyse the external and internal environments of the firm, formulate and execute different types of strategies with the considerations of ethics and good corporate governance.

Strategic issues are examined from the perspective of a chief executive or general manager who should focus on how s/he can formulate effective strategies and develop the necessary resources and capabilities to achieve sustainable competitive advantage in a highly volatile and competitive global environment.

**Pre-requisite:**
Organisational Behaviour / Marketing

### Structure

To be updated

### Assessment

To be updated

---

**Course** | **Teaching Dates** | **No. of Academic Units** | **Name of Instructor**
---|---|---|---
AB3601 Strategic Management | 6 July to 31 July 2020 | 4 |
<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CS2400 Foundation of Information Analytics</strong></td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

Today, many organisations generate and collect unimaginable quantities of data of all types. However, merely collecting lots of data is pointless. The critical step is to analyse the data so that it can be transformed into information and action.

An important tool that enables this transformation to take place is statistics. This is the subject matter of this course. Statistics will be presented in a mathematically friendly and non-threatening manner. The course emphasizes conceptual understanding and practical application of the material, and not on exact keystrokes needed to accomplish specific statistical tests.

**Structure**

To be updated

**Assessment**

To be updated
Track 5: New Technologies, New World

Get tech-savvy with this track; students will be able to dip into the world of 3D printing, bioprinting and their applications in the real world; with exciting courses on artificial intelligence and data mining being added recently.

[5.1]

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA9030 Bioprinting: Principles and Applications</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

This course aims to provide a general understanding of Bioprinting - a multidisciplinary technology that merges the field of cell culture, biomaterials science and mechanical engineering. This is a new manufacturing paradigm that has huge potential impact in the development of advanced biological tissue models and medical therapeutic products.

The course will:

- Introduce tissue engineering and scaffolds for tissue engineering.
- Explain various bioprinting processes and the materials used.
- Teach about cell sources and 3D cell culture techniques.

Other topics covered includes computational design and simulation in bioprinting. Students will also attend a workshop on bioprinting.

**Structure**

To be updated

**Assessment**

To be updated
### PROGRAMME SYLLABUS

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA9031 3D Printing and Additive Manufacturing</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

This course will begin with an introduction and elaboration on the importance of 3D printing and a description of the process chain. It aims to:

- Provide a general understanding of Additive Manufacturing, or 3D Printing as it is more commonly known.
- Equip students with all the 3D printing systems and technologies, their pros and cons.
- Cover the file format used in 3D printers.
- Cover a comprehensive range of applications and case studies

Describe the benching, growth and trends of the technology.

**Structure**

To be updated

**Assessment**

To be updated
## Course Syllabus

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA9034 Managing Complex Systems Projects</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

This course introduces the background and challenges of managing complex systems projects. These challenges include the global shortage of qualified and capable project and program managers to meet national development needs in implementing infrastructure, industrial and defence projects.

The course first looks into the fundamental differences between a complex engineered system project and a non-complex or complicated one. To deal with the challenges, the course explores the need for different mind-sets, capabilities, and a new set of theories, framework and approaches, in learning about and coping with complexity, uncertainties and emergent risks. The importance of adopting systems thinking and systems engineering approaches will be emphasized in dealing with complex emergent issues and associated problems solving approach including complexity mapping and leadership.

Case studies on large engineering and infrastructural systems projects will be used to develop a deeper appreciation and understanding of the real-world challenges involved. Managing Complex Systems Projects also acknowledges the interdependency between the disciplines of systems engineering and project management.

**Structure**

To be updated

**Assessment**

To be updated
<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>EE8084 Cyber Security</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Description**

The course aims to provide students with basic appreciation and understanding of the underlying security issues and implications of the use of various networked systems and electronic devices in the modern cyber-society from a user perspective. The course will:

- Provide overview of information systems and devices in a global network environment, threats to information systems and devices, security models, and concepts for secrecy, integrity and availability.
- Explore other topics of security concerns.

Evaluation of secure information systems, security requirements analysis, security management policies, security trends and emerging technologies.

**Structure**

To be updated

**Assessment**

To be updated
## PROGRAMME SYLLABUS

### [5.5] Artificial Intelligence and Data Mining

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>EE4483</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### Description

The course is designed to introduce both:

1. The traditional approach to machine learning using symbolic representations and manipulations, i.e., knowledge representations and problem solving techniques, and
2. Techniques and application of machine learning techniques to data mining.

Upon completion of this course, students will be familiar with several powerful search techniques for automatically solving complex problems. Student will also have sufficient expertise in both the theory of machine learning and its application to data mining, so as to use these powerful techniques in a wide range of industrial contexts, for example, bioinformatics, electronic commerce, and finance.

### Structure

To be updated

### Assessment

To be updated
Course | Teaching Dates | No. of Academic Units | Name of Instructor
--- | --- | --- | ---
CZ1016 Introduction to Data Science | 6 July to 31 July 2020 | 3 | 

**Description**

In today's era of Information, 'Data' is the new driving force, provided we know how to extract relevant 'Intelligence'. This course will start with the core principles of Data Science, and will equip you with the basic tools and techniques of data handling, exploratory data analysis, data visualization, data-based inference, and data-focussed communication. The course will also introduce you to the fundamentals of Machine Learning – prediction, classification, clustering, anomaly detection – to set the computational framework for Data Science. The goal is to motivate you to work closely with data and make data-driven decisions in your field of study.

The course will also touch upon ethical issues in Data Science and motivate you to explore the cutting-edge applications related to Big Data, Neural Networks and Deep Learning. Python will be the language of choice to introduce hands-on computational techniques.

By the end of this course, you (as a student) would be expected to be able to:

1. identify and define data-oriented problems and data-driven decisions in real life
2. discuss and illustrate the problems in terms of data exploration and visualization,
3. apply basic machine learning tools to extract inferential information from the data, compose an engaging "data-story" to communicate the problem and the inference.

**Pre-requisite:**
Basic Python Programming

**Structure**
To be updated

**Assessment**
To be updated
## PROGRAMME SYLLABUS

[5.7]

<table>
<thead>
<tr>
<th>Course</th>
<th>Teaching Dates</th>
<th>No. of Academic Units</th>
<th>Name of Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>(NEW!) CZ2004 Human Computer Interaction</td>
<td>6 July to 31 July 2020</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### Description
To be updated

### Structure
To be updated

### Assessment
To be updated
Below is a schedule of programme fees.

<table>
<thead>
<tr>
<th>Breakdown of Fees Payable</th>
<th>Exchange Students from partner universities</th>
<th>Fee-paying students from partner universities</th>
<th>Students from non-partner universities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuition Fee</strong> (3 or 4 AU course)</td>
<td>Waived for up to 2 courses (3 or 4 AU course)</td>
<td>SGD 1,110 (~ USD 820)</td>
<td>3 AU course SGD 3,120 (~ USD 2,300)</td>
</tr>
<tr>
<td><strong>Registration Fee</strong> (one-time charge)</td>
<td>SGD 150 (~ USD 110)</td>
<td>SGD 150 (~ USD 110)</td>
<td>SGD 150 (~ USD 110)</td>
</tr>
<tr>
<td><strong>Administrative Fee</strong> (one-time charge)</td>
<td>SGD 900 (~ USD 670)</td>
<td>SGD 900 (~ USD 670)</td>
<td>SGD 900 (~ USD 670)</td>
</tr>
<tr>
<td><strong>Total programme fee for One course (3 or 4 AU each)</strong></td>
<td>SGD 1,050 (~ USD 780)</td>
<td>SGD 2,160 (~ USD 1,600)</td>
<td>3 AU course SGD 4,170 (~ USD 3,100)</td>
</tr>
<tr>
<td><strong>Total programme fee for Two courses (3 or 4 AU each)</strong></td>
<td>SGD 1,050 (~ USD 780)</td>
<td>SGD 3,270 (~ USD 2,420)</td>
<td>3 AU course SGD 7,290 (~ USD 5,300)</td>
</tr>
</tbody>
</table>

- Fees are charged in SGD but translated to USD for the purpose of comparison only
- On-campus accommodation for a 4-week programme is approximately SGD930 (~ USD 690)
- Students from NTU Partner Universities will receive an upfront discount of 60GEM Trailblazer Summer Tuition Fees under the Fee-paying scheme.
Fees & Other Expenses *

1. Programme fees include tuition, registration and administrative fees only. It does not include airfare and airport taxes, local transportation costs, travel insurance, visas, meals, personal expenses, and on-campus accommodation costs.

2. Students from NTU partner universities who are nominated under an Exchange scheme are only required to pay tuition fees to their home institutions. They are still required to pay for registration and administrative fees to NTU.

3. Administrative fees includes the use of non-academic or non-obligatory facilities, services and functions at NTU. It also covers campus orientation, cultural & social activities, miscellaneous university fees, and mandatory Group Hospitalization and Surgical Insurance (GHSI) for international students.

4. Programme fees must be paid within 7 days upon acceptance of the Letter of Enrolment from NTU. The programme fee is payable online via credit card.

*All fees quoted are exclusive of 7% Goods and Services Tax (GST).
## On-Campus Accommodation

### Twin-sharing accommodation on campus is guaranteed for all incoming GEM Trailblazer Summer students in one of our 24 Halls of Residence in NTU. Students will share a room with a roommate of the same gender, which will be allocated randomly. Students are required to stay on-campus throughout the duration of your programme.

While there are no meal plans and no fully equipped kitchen at the hall for students to cook their meals, students can purchase meals at any of the Hall of Residence canteens, convenience stores or at the food outlets located within NTU. Refer to this listing for places to eat around campus.

### Accommodation Cost

<table>
<thead>
<tr>
<th>Duration of Summer Programme</th>
<th>Twin-Sharing (SGD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>$ 1,350</td>
</tr>
<tr>
<td>4 weeks</td>
<td>$ 930</td>
</tr>
<tr>
<td>2 weeks</td>
<td>$ 510</td>
</tr>
</tbody>
</table>

### Room Amenities

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.

There are phone jacks and Ethernet connections in each room. You have to bring or buy your own LAN cable for wired LAN connection in the rooms. WIFI is available at the common areas in the halls of residence. Other fittings may be provided and these vary from hall to hall.

**NOTE:** Bed-linen, blankets and pillows will NOT be provided. Students have to purchase their own bed-linen, pillows and blankets when they arrive in NTU. Refer to this suggested packing list.

### Suggested personal items to bring or buy

- Shower tote bucket
- Toiletries, shower shoes
- Towels, washcloths, detergent
- Laptop, internet Cable
- Single-size bed sheets/linen, blanket, pillow, pillow cases
### Check-in and Check-out dates at NTU’s Halls of Residence

<table>
<thead>
<tr>
<th>Check-in date</th>
<th>Check-out date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-week programme: 1 Jul / 15 July 2020</td>
<td>2-week programme: 11 July / 1 Aug 2020</td>
</tr>
<tr>
<td>4-week programme: 1 Jul 2020</td>
<td>4-week programme: 1 Aug 2020</td>
</tr>
<tr>
<td>6-week programme: 17 Jun 2020</td>
<td>6-week programme: 1 Aug 2020</td>
</tr>
</tbody>
</table>

### Operating Hours of the Halls of Residence Administrative Office

- Mondays - Thursdays: 8:30 am - 1:00 pm, 1:45 pm - 4:30 pm
- Fridays: 8:30 am - 1:00 pm, 1:45 pm - 4:00 pm
- Saturdays, Sundays & Public Holidays: Closed

Students arriving after operating office hours are advised to seek alternative accommodation on the night of their arrival until the Hall office opens the next day.

### 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 and Acceptance issued by NTU.
### NTU ACADEMIC INFORMATION

| NTU Academic Unit System | NTU’s courses are assigned credits based on the Academic Unit (AU) system. For more information on the university AU system, please refer to the link. For the GEM Trailblazer Summer Programme, the number of academic units are as follows:  

**Track 1:** Language & Cultural Studies (3 AUs per course)  
**Track 2:** Entrepreneurship and Innovation (3 AUs per course)  
**Track 3:** Creative Media and Design (3 AUs per course)  
**Track 4:** Success in the Globalised Marketplace (3 or 4 AUs per course)  
**Track 5:** New World, New Technologies (3 AUs per course) |

<table>
<thead>
<tr>
<th>Grading System</th>
<th>NTU uses the Grade Point Average (GPA) system in awarding grades.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Letter-Grade</strong></td>
<td><strong>Grade Point</strong></td>
</tr>
<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>

| Academic Transcripts Delivery | The original copy of the GEM Trailblazer Summer student’s academic transcript will be mailed directly to the Home University after the completion of the summer programme **within two (2) months from the date of release of examination results by NTU.** |
### ENTRY REQUIREMENTS

| Student Pass | All international students admitted in the summer programme are required to apply for a Student’s Pass, unless they have selected the 2-week programme (which has only 3 Academic Units). Instructions for applying a Student Pass will be provided in the Offer of Admission once the applicant has been successful.

Upon acceptance of the offer of admission, students will be directed to apply for the In-Principle Approval (IPA) letter that will enable all international students to enter Singapore and obtain their student pass once they are in Singapore. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Visa</td>
<td>Students registered for the 2-week programme may require an entry visa to enter Singapore. They can check against this link on Singapore’s Immigration and Checkpoints Authority (ICA) for the list of countries that require an Entry Visa. If required, students should start applying at the above website at least 2-4 weeks before their arrival.</td>
</tr>
</tbody>
</table>

**NOTE:** To ensure that students have the required visa entry requirements, students are advised to arrange for their flights only after the approval of student pass application.
### Approximate Living Costs

The cost of living will depend on your lifestyle. On average, students should budget for an estimated amount of SGD 1,000 - 1,500 per summer course for basic needs such as food, transportation and some personal expenses. This amount does not include personal holiday travels, entertainment and other incidentals.

### Group Hospitalisation & Surgical Insurance

Falling ill or being hospitalized in Singapore can place an unexpected financial burden on international students, who are not entitled to medical subsidies that Singapore citizens enjoy. Therefore, a compulsory NTU Group Hospitalization & Surgical Insurance (GHSI) cover is included in the summer programme fees for your peace of mind while studying in Singapore.

Besides providing island-wide outpatient medical coverage, the GHSI allows you to obtain a Letter of Guarantee to waive the requirement to put up any monetary deposits should you be admitted to a government/restructured hospital in Singapore.

### On-Campus Health Care

Medical and counselling services are available on campus to cater to your health and wellness needs.

There are also clinics near campus should you feel unwell after office hours. You may refer to the [Group Hospitalisation and Surgical Insurance](#) to find out what is covered under the scheme.

### Medical Declaration

It is mandatory for all incoming students to highlight any past or present medical conditions in their online application.

This information is for the purpose of the student’s well-being, such that relevant support may be rendered to ensure a positive immersion experience at NTU and that your living needs are met adequately.
## Facilities / services available to students on campus

- Library
- Wide range of sports and recreation facilities
- Medical Services
- Campus-wide Wi-Fi
- High-speed LAN access in-room
- Bank and ATMs
- Hairdresser
- Supermarkets
- Student’s Global Lounge
- Restaurants, fast food chains and other food outlets around campus (click [here](#) for more information)
- Canteens located at most Halls of Residence or within walking distance

## Any bank on NTU campus?

There is an Overseas Chinese Banking Corporation – OCBC Bank with 24-hour ATM on campus.

Alternatively, students may also visit the Jurong Point Shopping Centre ([www.jurongpoint.com.sg](http://www.jurongpoint.com.sg)), which is located 10 minutes car drive from NTU campus, for their banking needs.

## Can I open a bank account while studying at NTU?

The local banks (including OCBC) require the student’s exchange period to be at least 6 months in order to be eligible to open an account in Singapore.

## Acceptable credit cards/bank cards in Singapore

- Visa
- Mastercard
- American Express
- Diners Club
- Maestro
- PLUS

You may withdraw cash from most ATM machines displaying the above services, as long as you have the required PIN and service enabled on your credit/debit card. You should check with your card issuing bank before you leave your home country to enquire about overseas usage in Singapore.
# WITHDRAWAL POLICY

## FOR EXCHANGE STUDENTS

All Exchange Students admitted on tuition fee-waiver basis who wish to withdraw from the GEM Trailblazer Summer Programme should inform their Home University Exchange Coordinator and the GEM Trailblazer Team, in writing, of their decision to withdraw.

<table>
<thead>
<tr>
<th>Notice of Withdrawal</th>
<th>Refund Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 days or more prior to the start of the student’s GEM T summer programme</td>
<td>Registration and Administrative Fee will be refunded.</td>
</tr>
</tbody>
</table>
| Less than 30 days before the start of the student’s GEM T Summer programme | Only the Registration Fee will be refunded. Administrative Fees will NOT be refunded.  
*For Exchange coordinators – This will not count towards exchange.* |
| After Arrival at NTU | The Registration and Administrative Fee will NOT be refunded.  
Depending on when the student checks out, only the unconsumed period of accommodation (counted by 7-day weekly billing cycle) will be refunded.  
*For Exchange coordinators – This will count towards exchange.* |
### WITHDRAWAL POLICY

#### FOR FEE-PAYING STUDENTS

All fee-paying students who wish to withdraw from the GEM Trailblazer Summer Programme must inform GEM Trailblazer Office in writing of their decision to withdraw.

<table>
<thead>
<tr>
<th>Notice of Withdrawal</th>
<th>Refund Outcome</th>
</tr>
</thead>
</table>
| Withdrawal notice received **BEFORE** the application deadline. | • The Tuition and Administrative fees will be refunded  
• The Registration Fee of S$150 will not be refunded |
| Withdrawal notice received **AFTER** the application deadline and 30 or more days months prior to the start of the student’s Summer Programme. | • 50% of the Tuition and Administrative fees will be refunded  
• The Registration Fee of S$150 will not be refunded |
| Withdrawal notice received **AFTER** the application deadline but less than 30 days before the start of the student’s Summer Programme. | No refund on the Programme Fees (Tuition Fees, Registration and Administrative Fees) |
Singapore – A Garden City

Singapore is a compact island of only about 682 km², but it has seen extraordinary growth and progress throughout its history since its founding. In just 150 years, Singapore has transformed into a leading vibrant economic hub despite limited land and not having any natural resources.

Singapore is now a cosmopolitan society where people live harmoniously and interact with different races. Visitors can enjoy the best of Chinese, Malay, Indian and Eurasian cultures through the many traditional and religious festivals that fill the Singapore calendar.

Located in the heart of Asia, Singapore enjoys a robust economy driven by a highly educated workforce, excellent connectivity, and high standard of living. It tops the world rankings in key sectors of Competitiveness and Business Environment, Economic Performance, Business Legislation and Efficiency.

Singapore has the world’s busiest port and one of the world’s major oil refining and distribution center. Rated as one the world’s easiest place to do business, it is host to more than 7,000 MNCs and 150 international organizations. As a major air, sea and telecommunications hub, its strategic position in Asia offers easy access to more than 300 cities in 60 international destinations within a 7-hour flight radius from Changi Airport, consistently rated as the world's best airport.

For more information on Singapore, you may visit the official Singapore Tourism Website: https://www.visitsingapore.com/en/
ABOUT NTU

NTU – A Garden Campus

A research-intensive public university, Nanyang Technological University (NTU) has about 33,000 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, jointly with Imperial College London.

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

Ranked 11th in the world, NTU is top in Asia and has been placed as the world’s top young university for the past six years. The university’s main campus is frequently listed among the Top 15 most beautiful university campuses in the world.

At any one time, NTU has on campus students from more than 100 nationalities. With more than 280 academic partners, international exchange students are an integral part of our vibrant community.

Besides its 200-ha (500-acre) lush green, residential campus in the western part of Singapore, NTU also has a second campus in the heart of Novena, Singapore’s medical district.

For more information, please visit the NTU corporate website at http://www.ntu.edu.sg.
## CONTACT DETAILS

| GEM Trailblazer Summer Programme Team | Ms. Priscilla Lee  
*Assistant Director*  
+65 6513-2087  
[summerNTU@ntu.edu.sg](mailto:summerNTU@ntu.edu.sg) |
|--------------------------------------|-------------------------------------------------|
|                                      | Mr. Iswandi  
*Assistant Manager*  
+65 6592-3116  
[summerNTU@ntu.edu.sg](mailto:summerNTU@ntu.edu.sg) |
| GEM Trailblazer Address               | Office of Global Education and Mobility  
42 Nanyang Avenue, Student Services Centre, Level 1  
Singapore 639815 |
|                                      | Web: [www.ntu.edu.sg/summerNTU](http://www.ntu.edu.sg/summerNTU)  
Email: [summerNTU@ntu.edu.sg](mailto:summerNTU@ntu.edu.sg) |