Moulding the new NTU graduate

EXAMPLES OF LIBERAL STUDIES COURSE CONTENT

Creating Digital Art with Open Source Tools

Over the years open source creativity tools have grown in strength and potential to the point where they are often used in place of their commercial counterparts. This lecture and project-based course will cover the range of tools that there are on offer and will examine their creative potential. How a range of these tools can be used inside of one workflow will be covered with a view to students developing a degree of self sufficiency in the making of their creative projects. Students will be advised in advance what software to bring and are expected to have laptops capable of serving the needs of this software.

Cultural Intelligence: How to be an Explorer of the World

The overall aim of this course is to enhance students’ cultural intelligence – defined as an individual capability to be effective in situations characterised by cultural diversity. The methodology will be highly experiential, using tools to enhance self awareness, video cases, peer coaching and group projects. The enhanced awareness will equip students with greater confidence and effective strategies to overcome cross cultural challenges and to leverage on cultural diversity in the workplace, a key competence for high performing employees and leaders of the 21st century.

Fantastic Art, Dada and Surrealism

The course traces the milestones of the ‘fantastic’ in European art. Beginning with a look at fantastic subject matters in painting from the late Middle Ages onwards, students will consider the different contexts in which artists were driven to depict fantasy: the marvellous, the irrational and the horrific. After reflecting upon examples from the fifteenth to nineteenth centuries, (Hieronymus Bosch, William Blake, Francisco y Goya among others) and the nineteenth-century French Symbolists, students will focus upon the two most significant twentieth-century movements concerned with the irrational: Dada and Surrealism. Analysis on the notions and the artistic production related to the Fantastic and Magic Realism will complete the study of the twentieth-century. The work of the latest generation of artists to follow this tradition will also be explored.
Football Globalization and Economics

Students will learn the general concepts related to the globalization of the football industry and the economy. They will apply economic analysis to the football industry to examine consumer behaviour, labour economics, broadcast rights and industrial organization. The future development of professional football will also be explored.

Business Frauds and Scandals

Fraud is very costly to society. The annual direct cost of fraud exceeds $600 billion, based on the estimate of the Association of Certified Fraud Examiners (ACFE). The cost of losing investor and customer confidence is incalculable. This course aims to provide students an opportunity to know about different types of frauds that appear in modern organisations and equip student with some basic fraud prevention, detection and investigation techniques. The knowledge students gain from this course will help them to become better managers, consultants, auditors, as well as more astute investors. For students who want to become Certified Fraud Examiners in the future, this course will also help them to build up a good foundation to pursue the certification.

History of Science and Technology in China

The history of science and technology in China is both long and rich with many contributions to the entire world. In antiquity, independently of Western philosophers and other civilisations, ancient Chinese philosophers made significant advances in science, technology, mathematics, and astronomy. The first recorded observations of comets, solar eclipses, and supernovae were made in China. Traditional Chinese medicine, acupuncture and herbal medicine were also practised. The durability of the Chinese civilisation held important lessons for the sustainable development of the modern world. Besides the factual knowledge of science and technology in old China, the course also examines possible reasons for the contrasting differences between Chinese and Western attitudes towards science and technology.

Hot Issues in a Wild, Wet World

A course discussing famous contemporary as well as historical hydraulic and environmental related problems, urban renewal and sustainable water and wastewater management projects, rehabilitation and mitigation measures so as to promote greater environmental awareness. A combination of multi-media, seminar and discussion approaches will be used.

Leadership in the 21st Century

Leadership is a hot topic in corporations, government agencies, and non-profit organisations, as they try to succeed at their goals. There are many publications about leadership both in university textbooks and the popular press, as well as development programmes offered within and outside university settings. What does it all mean for a university student wanting to make his/her mark on the world? What does s/he really need to know to be an effective leader in the real world of work? This course is for students who hope to become managers, leaders or consultants in workplaces anywhere in the world. The course covers some important non-textbook principles for
developing students’ understanding and skills for such roles and it also encourages a critical review of some of the textbook principles for effective leadership.

**Practical Ethics: Thinking about Right & Wrong**

“Practical Ethics” is a course that explores two ideas that are in tension: the self-interested pursuit of profit by firms and individuals, and the application of, and adherence to norms that are often held to be the product of impartial rational inquiry. This course aims to steer between both stock responses by inviting students on an earnest, and honest, exploratory journey of the intersection between business and ethics – and, along the way, an examination of the role of law and markets as they relate to business ethics. The course will explore the role of law and ethics in three areas which confront businesses and people today, under the headings: Profit, People and Planet. These may include: corporate governance and corporate social responsibility (profit), employment equality and child labour (people), international business and public corruption, and environmental sustainability (planet).

**Sports Marketing: Marketing of Champions**

The field of sports marketing is capturing the imagination of sponsors and audience worldwide. This course will delve into the industry players and what is at stake in these multi-million dollar events. Consumers are delighting in these adrenaline-charged outings as well. The course will sport trends and highlight opportunities for young people wishing to enter this arena. Topics covered include the exciting field of sports marketing and its significance; the players in this arena and what is at stake; consumers’ response to sports marketing and the spillover effects; and career opportunities in sports marketing.

**Strategic Social Marketing – Making the World a Better Place**

Social marketing is the use of business marketing concepts and techniques to change behaviour for the betterment of society. This course exposes students to a myriad of social problems plaguing countries – such as poverty, environmental damage and drink driving – and acquaints them with the concepts, tools and strategies to address them. Through a blend of seminars, online/class discussions, and individual and group projects, students will examine social marketing topics ranging from strategic analysis, upstream/downstream social marketing, fund-raising and ethics, to community-based preventive marketing, the social marketing mix, branding and value co-creation.