


ABOUT THE LECTURER		
Name:	Suma Christal	
Position:	Lecturer	
Status:	Part-time	
Highest Academic Qualification:	MBA	
Education Institution:	Birmingham University, UK	
BIOGRAPHY		
<p>Ms Suma Christal D.S. holds twin MBAs from Birmingham University (U.K.) and The Hilton School of Management. She also holds a Masters in Intercultural Studies (Singapore). She is a certified trainer and has completed the ACTA programme in Singapore. Apart from this, she is trained from Grenoble Graduate School of Business, France, to teach students pursuing higher education.</p> <p>She has been involved in teaching and consultancy work for the past 20 years. In Singapore, she has taught many US, UK and Australian university programmes including that of UniSIM. Her previous teaching experience with Ecole Nationale Des Ponts Chaussees (France) has granted her the privilege to work with guest faculty drawn from premier institutes such as MIT, Harvard, The London School of Economics, The University of Western Australia, and New York University.</p> <p>Her particular interests are in Marketing, Organizational Behaviour, Negotiation, and Management. She has conducted various research projects in South Asia and in Singapore on “Advertiser and Advertising Agency Relationship”, “FMCG Goods” and “Alcohol Advertising”.</p> <p>In Singapore, she has conducted seminars and training for young entrepreneurs and worked in consultancies that focus on small businesses.</p>		