Minor in Sports Management Studies  
Physical Education & Sports Science Academic Group  
National Institute of Education

Curriculum

Students are expected to complete 5 modules: 3 compulsory core modules, and 2 elective modules (choice of 4). All modules have a value of 3 Academic units. To register for any of the PEM modules (with the exception of PEM 131), students must have successfully completed all Year 1 core modules of the Bachelor of Business programme. The sport management modules are listed as follows:

**Core Modules**  
(3 AUs each)

- PEM 201 Management of Sport Organizations
- PEM 202 Event and Facilities Management in Sport
- PEM 301 Sport Marketing and Sponsorship

**Elective Modules**  
(3 AUs each)

- PEM 131  Introduction to Physical Education & Sports
- PEM 231 Resource Management in Sport
- PEM 232 Organizations in Recreational Sports and Physical Activity
- PEM 331 Management Competency Development in Physical Education & Sport

Module Description (Semester offered)

**PEM 201 Management of Sport Organizations (July 2004)**
This module introduces students to the types of sport organizations and the important issues relating to the management of such organizations. The study of sport organizations will be based on organizational theory’s concepts and theories. The important topics of the module include: type of sport organizations, legal identity of sport organizations, goals and objectives of sport organizations, leadership, conflict management and decision making in sport organizations, and strategic planning in sports.

**PEM 202 Event and Facilities Management in Sport (January 2005)**
The module will focus on the important considerations required to successfully conduct a sport event. The sport facility will also be under study as to what constitute preferable design and maintenance considerations. Module topics include: important publics of a sport event, organizing sport competitions, executing a sport event, sport facilities design, concept of tort and negligence, and risk management in sport.

**PEM 301 Sport Marketing and Sponsorship (July 2005)**
The module will highlight essential concepts and issues in the marketing of sport and its products. The importance of sponsorship in sport will also be taught. Topics include: structure of the sport industry, type of sport products and markets, the marketing mix in sport, designing sponsorship packages, and pricing sponsorship packages.

**PEM 131 Introduction to Physical Education & Sport (July 2004)**
This modules aims to provide students with a social scientific foundation of the domain of physical education and sport. Team-taught, issues-based overview of the whole area relating to physical education and the world of sport. Though locally contextualised, it will look at issues comparatively; thus students will gain some basic knowledge and an understanding of the framework, traditions and practice of the area in which they work.
**PEM 231 Resource Management in Sport (January 2005)**
This module aims to highlight the various resources available to sport organizations for effective organizational performance. Notably, a valuable resource to non-profit sport organizations is volunteers. Students will through the interaction and discussion in class understand the value of volunteers in sport organizations, their roles and how to manage them effectively for long-term benefit. Other resources essential to sport organizations are also highlighted in the module. Important topics include: types of resources, types of human resources in sports, volunteer management in sports, organizational effectiveness.

**PEM 232 Organizations in Recreational Sports and Physical Activity (July 2005)**
This module looks at other sport and exercise organizations whose mission is the propagation of recreational participation in sport and physical activity. Students will be made aware of the range of sport and physical activity participants and their motivation for participating in sports. Topics in this module include: sport and exercise participants, motivation in sport participation, concept of health and wellness, exercise prescription, channels for sport recreational participation.

**PEM 331 Management Competency Development in Physical Education & Sport (July 2005)**
This module explores the human and interpersonal skills required of the effective manager. The module will also include the conceptual, technical, and conjoined skills necessary for effective management of sport service organization today and in the future. Case studies, site visits and possible attachments.

**Assessment**

All modules will require students to submit assignments that constitute about 40% to 50% of continuous assessment, and a final examination that accounts for 50% to 60% of the total mark, accordingly.