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

Introduction

Sports Management is the multidisciplinary study of sport, business principles and processes applied to the sports and physical recreation industry. The minor is designed to prepare NTU business students for a variety of career and leadership opportunities in sports and recreation management. Program objectives prepare the student for the demands involved in the operation of sports and physical activity recreation programs at various levels.

Objectives

1. To provide an overview of the sport industry and its delivery.
2. To provide opportunities to study and analyze the sportscape in Singapore and beyond.
3. To provide knowledge and skills in key areas of sport management.
4. To develop competence in organization and management of sport-related projects and events.