

# DIPLOMA IN SPORTS MANAGEMENT

(N/345/4/1177) 4/26 (MQA/PA14362)



## CAREER PROSPECTS

- Fitness Manager
- Sport Marketer
- Marketing Consultant
- Marketing Coordinator
- Operations Manager
- Public Relations Manager
- Sales Coordinator
- Sport Agent

## INTRODUCTION

This programme prepares students of sport management with knowledge and skills that enable them to bring about change in the way sport management being perceived and to create better understanding on the important of sport expert and specialists at work. The demand of sport expert is not only for local but also internationally. If you are into sport and love the thrill of watching sport event, through this program you could be part of the group that makes those moments happens.

## General Education Subject

- Pengajian Malaysia 2
- English 1
- English 2
- Bahasa Kebangsaan A
- Social Entrepreneurship

## Programme Core Courses

- Introduction to Management
- Fitness
- History and Philosophy of Sport
- Fundamentals of Marketing
- Sports in Society
- Social Entrepreneurship
- Principles of Economics
- Sports Psychology
- Outdoor Sports Recreation
- Introduction to Business Information System
- Introduction to Finance

- Introduction To Anatomy and Physiology of Human Movement
- Sports Management Seminar
- Introduction to Managing Sports Facilities
- Community Service
- Introduction to Human Resource Management
- Introduction to Accounting
- Risk Management and Sports Consultation
- Introduction to Sports Industry
- Introduction to Sports Law
- Sports Safety and Emergency Care
- Sport Public Relation: Theory and Practice
- Ethics in Sports Management
- Sports Event Management
- Emerging Issues in Sports
- Sports Management Internship

## Entry Requirements

Pass in Sijil Pelajaran Malaysia (SPM) with a minimum of THREE(3) credits in any subject;

OR

Sijil Vokasional Malaysia (SVM) with Minimum Academic CGPA 2.00 Minimum Vocational CGPA 2.67

OR

Accreditation of Prior Experiential learning (APEL) application must fulfil the following criteria;

- 20 years and above in the year of application.

- Possess relevant working experience / prior experiential learning.

- Pass the APEL Assessment for Diploma.