

# Diploma in Sports Management (BS101)

# **Academic Session July**

Volume 4 (Issue 1)



# **ABOUT KPTM**

Kolej Poly-Tech MARA (KPTM) is a private higher educational institution wholly owned by Majlis Amanah Rakyat (MARA). KPTM offers a wide range of educational opportunities in the field of information technology, computer sciences, accounting, business management, engineering and health sciences.

# **VISION**

To become an institution that provide high quality education to produce credible human capital.

# **MISSION**

Leading academic and personality excellence towards the optimum individual potential.

# **SHARED VALUE**

Trustworthy | Synergistic | Caring



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#### MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Welcome to KPTM. I believe a college is a place for you to gain knowledge and skills that you will use for the rest of your life. Here at KPTM, we are committed in creating the right environment and culture for learning.

Developing the right culture is essential to create an environment that is conducive for learning. Faculty members and students as well as the college staff work together to build such environment. We provide learning opportunities through problem-based learning (PBL) that requires students to search for solutions and answers through discussions with the lecturers. This is unlike the conventional teaching where lecturers supply all input to the students.

KPTM is proud of its long years of academic pursuit. During these years we have engaged ourselves with students from all walks of life, turning them from immature youngsters to well-rounded individuals ready to take on the world. We will do our best to develop and mould you towards having towering personalities.

As an educator, my professional roadmap has always directed me to work from a place of high standards, high expectations, and excellence. The KPTM team is dedicated to the same standards for our students. We strive to always motivate our students to achieve high academic achievement by providing outreach, academic support, and a climate that encourages self-empowerment. As a result, we reinforce successful enrolment, retention, academic success, and graduation of students from diverse backgrounds.

I graciously welcome you as higher education aspirants and look forward to the creation of new ventures and exemplary work from all of you.

Wishing you all the best!

Sincerely,

CHIEF EXECUTIVE OFFICER Kolej Poly-Tech MARA



#### MESSAGE FROM THE DEAN, FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Dear Students.

This programme handbook is destined to guide and facilitate Diploma in Sports Management students to be familiar with the programme structure and other relevant details regarding this 2 years and 4 months programme. The handbook is also developed meticulously with a principled intention to provide general information and guidance to enable students to undergo and complete the programme effectively and within the allocated period.

It is very valuable for students of this programme to utterly recognize the contents of this handbook in order to avoid unnecessary glitches that might delay a successful and desired completion of studies.

It is also our hope that this programme handbook will be a functional guidance to enable you, students to acclimatize yourselves with the academic and social environment as college students to excel fittingly and achieve holistic accomplishments.

Furthermore, we sincerely and confidently believe that a promising future is guaranteed for students who choose to be enrolled here provided that the students are positive and committed towards your studies.

It has been a customary practice of successful students here to fully occupy their time not only to find their passion and achieve their potentials, but also to develop skills that will see them beyond college life.

We hope you will enjoy the course and experience a productive relationship with your lecturers as well as the support staff at KPTM.

DEAN
Faculty of Humanities and Social Sciences
Kolej Poly-Tech MARA



#### PROGRAMME BRIEF

The Diploma in Sports Management is a homegrown programme specifically designed to deliver a suitable level of theoretical and practical understanding in sports management that is useful in the workplace. The Diploma in Sports Management (BS101) programme is started in July 2016 and has achieved accreditation from the Malaysian Qualifications Agency (MQA) in 2016.

This programme consists of various structures and covers different aspects such as Sports skills, Business, Management, Marketing, Human Resource Management, Information Technology and Entrepreneurship.

At the end of the programme, graduates should be able to demonstrate specific skills in the areas of sports management as well as apply their knowledge and skills to play specific sports and also managing event in sports areas.

This programme is suitable for those who are interested in working with the government and private sector as sports event manager, sports player, event manager in sports industry, business related to sports industry and sport facilities officer.

Graduates can also further their study at degree level in local higher institutions in specific field such as sports management, sports management and recreation, health and fitness management.



#### PROGRAMME INFORMATION

1. Programme Title : Diploma in Sports Management

2. Programme Code : BS101

3. **Duration** : 2 Years 4 Months

4. Total Credit Hours : 91

5. **Medium of Instruction**: English and Bahasa Malaysia

6. Entry Requirements :

i. Pass SPM/SMPV or equivalent with THREE (3) credits in any subject;

OR

ii. Pass STPM, with minimum Grade C (GP 2.0) in any subjects;

OR

iii. Pass STAM, with minimum grade of Magbul;

OR

iv. Pass in SKM level 3 in a related field:

OR

v. A certificate or its equivalent in a related field.

#### 7. Programme Description:

The Diploma in Sports Management is a diploma programme in which its core subjects are sports science and business management. All disciplines are enriched with a broad education in management of sports and business management information.

The programme features a mix of practical, theoretical, and applied subjects explored and developed over the three academic years. It is designed to develop a student's knowledge and understanding of key principles and practices in sports management.

The programme is intended to produce technically-assured graduates, who have acquired the management expertise and intellectual skills to embark on a rewarding career in the sports management profession, or to further studies at professional or post graduate level.



#### 8. Programme Objectives:

The program educational objectives are for the graduates to:

- PEO1 Acquire and demonstrate understanding of relevant knowledge and practical skills as well as digital and numerical skills in sports management.
- PEO2 Manage and demonstrate responsibilities in solving sports management problems through effective communication.
- PEO3 Engage in entrepreneurial activities with professionalism and ethics in relevant fields.

## 9. Career Opportunities:

Graduates are expected to possess the skills necessary to undertake a variety of sports management and administration professions in the private sector, public sector, government, and non-profit organizations. Graduates also will have the knowledge and ability to work in a variety of positions such as sports officer, sports facilities officer, event management crew, fitness instructor, retailer, entrepreneur and others.

# 10. Programme Outcomes:

Upon the completion of the programme, graduates should be able to:

- PO1 Demonstrate systematic comprehension of theoretical and skills in sports management.
- PO2 Apply practical skills to perform required tasks.
- PO3 Perform professional and civic activities to local community.
- PO4 Demonstrate ability to comply with organizational and professional ethics in social environment.
- PO5 Communicate clearly both verbally and non-verbally, ideas, information, problems, and solution to others.
- PO6 Solve problems of a common issue in various sports industry settings.
- PO7 Demonstrate the usage of digital application and numerical skills.
- PO8 Explore and engage in activities relating to entrepreneurship.

#### 11. Awarding Body: Kolej Poly-Tech MARA



#### **ACADEMIC PLANNER**

ACTIVITY	APRIL (day/week)	JULY (day/week)	NOVEMBER (day/week)	
Registration (New Students)	Day 1	Day 1	Day 1	
Induction	Day 2 - 4	Day 2 – 4	Day 2 - 4	
Registration (Returning Students)	Day 3	Day 3	Day 3	
Lectures and Add/Drop Session	Week 1 - 2	Week 1 - 2	Week 1 - 2	
Lectures	Week 1 - 7	Week 1 - 14	Week 1 - 14	
Revision Week	1 week	1 week	1 week	
Final Examination	1 week	2 weeks	2 weeks	
Semester Break	4 weeks	3 weeks	2 weeks	

Note: Actual calendar will be distributed during registration.

#### The Academic Calendar for KPTM has the following features:

- THREE (3) intakes for one academic year: APRIL, JUY & NOVEMBER.
- 14 instructional weeks for JULY and NOVEMBER and 7 instructional weeks for APRIL.
- 2 weeks of Final Examination period with 1 week of revision week for final examination preparations.
- Class replacement will be done in cases where public holidays disrupt the teaching and learning activities.
- The College reserves the right to make any changes to the academic calendar when necessary. Students are advised to be aware for announcements regarding changes at all times.



# **ACADEMIC REGULATIONS**

• All KPTM students are subjected to the Academic Rules and Regulations as outlined in the **Buku Peraturan Akademik Kolej Poly-Tech MARA (Pindaan 2017).** A copy of this booklet will be given to every student upon registration.



# PROGRAM STRUCTURE JULY

# **FACULTY OF HUMANITIES AND SOCIAL SCIENCES**

# **DIPLOMA IN SPORTS MANAGEMENT (BS101)**

# **GRADUATION CREDIT REQUIREMENT 91**

NO		COURSE NAME	COURSE	CREDIT	STUDENT LEARNING TIME	ASSESSMENT		PRE REQ
		STATUS	TATUS	TOTAL SLT	CONTINOUS	FINAL		
			YEAR 1					
			SEMESTER 1					
1	HPE1073	English Language Skills I	HEP Module	3	120	60	40	NONE
2	TTS2233	Information Technology Skills and Application	Core Module	3	120	60	40	NONE
	HPA1012	Professional Activity 1: Swimming			80	50	50	
3	HPA1022	Professional Activity 1: Archery	Elective	2	80	50	50	NONE
4	HSM1093	Fundamentals of Sports Management	Core Module	3	120	60	40	NONE
5	HSC1123	Basic Human Anatomy	Core Module	3	120	60	40	NONE
	MPU2183	Penghayatan Etika dan Peradaban		_	120	70	30	
6	MPU2133	Bahasa Malaysia Komunikasi (Pelajar Antarabangsa)	General Module	3	121	70	30	NONE
			Total	17				
			SEMESTER 2					
7	HPA1052	Professional Activity 2: Tennis	- Elective	2	80	50	50	NONE
′	HPA1062	Aerobic Dance & Exercise		2	80	50	50	INOINE
0	MPU2313	Pengajian Islam	0 111	2	120	70	30	NONE
8	MPU2343	Pembangunan Pemuda	General Module	3	120	100	0	NONE
9	HSM3013	Sports Media	Core Module	3	120	60	40	NONE
10	HSC2113	Physical Fitness & Health	Core Module	3	120	60	40	NONE



HPE1083	English Language Skills II	HEP Module	3	120	100	0	HPE1073
HSM3044	Recreational Management	Core Module	4	160	60	40	NONE
		Total	18				
		SEMESTER 3					
HSC2133	Introduction to Sports Nutrtion	Core Module	3	120	60	40	NONE
HSM3134	Current Issues in Sports Management	Core Module	4	160	60	40	NONE
MPU2223	Study Skills	O a manual Mandada	0	120	70	30	NONE
MPU2213	Bahasa Kebangsaan A	General Module	3	127	70	30	NONE
		Total	10				
		YEAR 2					
		SEMESTER 1					
PAC1153	Fundamentals of Accounting	Core Module	3	132	70	30	NONE
HPA1082	Professional Activity 3: Softball	Elective	2	80	50	50	NONE
HPA1042	Professional Activity 3: Futsal		2	80	50	50	NONE
HSM3114	Introduction to Sports Marketing	Core Module	4	160	60	40	NONE
HSC2043	Sports Injury Management	Core Module	3	120	60	40	NONE
HSC3124	Sports Psychology	Core Module	4	160	60	40	NONE
		Total	16				•
		SEMESTER 2					
HSM3113	Human Resource Management in Sports and Recreation	Core Module	3	120	70	30	NONE
HSM3124	Sports Industry	Core Module	4	160	60	40	NONE
PEN2303	Digital Entrepreneurship	Core Module	3	120	40	60	NONE
PMG3144	Event Management	Core Module	4	160	100	0	NONE
		Total	14				
	HSM3044  HSC2133 HSM3134 MPU2223 MPU2213  PAC1153 HPA1082 HPA1042 HSM3114 HSC2043 HSC3124  HSM3113 HSM3124 PEN2303	HSM3044 Recreational Management  HSC2133 Introduction to Sports Nutrtion  HSM3134 Current Issues in Sports Management  MPU2223 Study Skills  MPU2213 Bahasa Kebangsaan A  PAC1153 Fundamentals of Accounting  HPA1082 Professional Activity 3: Softball  HPA1042 Professional Activity 3: Futsal  HSM3114 Introduction to Sports Marketing  HSC2043 Sports Injury Management  HSC3124 Sports Psychology  HSM3113 Human Resource Management in Sports and Recreation  HSM3124 Sports Industry  PEN2303 Digital Entrepreneurship	HSM3044 Recreational Management Core Module  Total  SEMESTER 3  HSC2133 Introduction to Sports Nutrition Core Module HSM3134 Current Issues in Sports Management Core Module MPU2223 Study Skills MPU2213 Bahasa Kebangsaan A  Total  YEAR 2  SEMESTER 1  PAC1153 Fundamentals of Accounting Core Module HPA1082 Professional Activity 3: Softball HPA1042 Professional Activity 3: Futsal HSM3114 Introduction to Sports Marketing Core Module HSC2043 Sports Injury Management Core Module HSC3124 Sports Psychology Core Module HSC3124 Sports Psychology Core Module HSM3113 Human Resource Management in Sports and Recreation Core Module HSM3124 Sports Industry Core Module PEN2303 Digital Entrepreneurship Core Module PMG3144 Event Management Core Module	HSM3044   Recreational Management   Core Module   4	HSM3044   Recreational Management   Core Module   4   160	HSM3044   Recreational Management   Core Module   4   160   60	HSM3044   Recreational Management   Core Module   4   160   60   40



	SEMESTER 3							
25	HSM2023	Facilities and Equipment Management	Core Module	3	120	60	40	NONE
26	HBC2113	Business Communication for Sports Management	Core Module	3	120	70	30	NONE
27	MPU2412	Khidmat Masyarakat 1	General Module	0	80	90	10	NONE
21	MPU2422	Pengurusan Masjid	General Module	2	80	90	10	NONE
			Total	8				
			YEAR 3					
			SEMESTER 1					
28	HSM3088	Industrial Training	Industrial Training	8	320	40	60	PASS ALL COURSE S IN THE PREVIO US SEMEST ERS AS STATED IN THE PROGRA M STRUCT URE
		TOTAL	8					
	GRAND TOTAL			91				

# SLT: Student Learning Time

Students who obtained a credit in Bahasa Melayu (SPM) are exempted from this course and to be replaced by another MPU22XX course.

<sup>\*</sup> MPU2213 Bahasa Kebangsaan A is COMPULSORY to students who did not obtain a credit in Bahasa Melayu at SPM level.



#### **COURSE INFORMATION**

# YEAR 1 SEMESTER 1

#### **HPE1073 ENGLISH LANGUAGE SKILLS 1**

**Prerequisite: None** 

This course/module is designed to introduce the students with the major aspects of learning practical English skills such as speaking, listening, reading, and writing, as well as grammar. It has also been designed to expose the students to the standard of English language usage in and outside the classroom. In addition, this course/module exposes students with appropriate conversation/interaction skills relevant to specific settings/situations. The classroom activities and assessments that are included have been designed to reflect this fact.

#### TTS2233 INFORMATION TECHNOLOGY SKILLS AND APPLICATION

Prerequisite: None

This course covers the integral knowledge of Information Technology in two parts: theory (the concept of IT) and practical (Office Suite software such as word processor, spreadsheet & graphic presentation).

#### **HPA1012 PROFESSIONAL ACTIVITY 1: SWIMMING**

**Prerequisite: None** 

This course is designed to introduce to the techniques of swimming. It also covers the importance of water safety.

#### **HPA1022 PROFESSIONAL ACTIVITY 1: ARCHERY**

**Prerequisite: None** 

This course introduces students to the basic skills of archery. It also involves a practical application regarding rules, equipment and techniques in archery.

## **HSM1093 FUNDAMENTALS OF SPORTS MANAGEMENT**

Prerequisite : None

This course introduces the basic managerial components of sports management. It provides knowledge associated with planning, organizing, leading and controlling activities to be applied in the sports industry.

# **HSC1123 BASIC HUMAN ANATOMY**

**Prerequisite: None** 

This course is designed to introduce students to human anatomy. It is important for students to understand human anatomy-related sports injury, sports massage and critical diseases.

#### MPU2183 PENGHAYATAN ETIKA DAN PERADABAN

**Prerequisite: NONE** 

Kursus ini mempersiapkan pelajar untuk menghayati etika dan peradaban yang wujud dalam



masyarakat kepelbagaian etnik di Malaysia untuk memperteguhkan pemikiran kritikal dan analitikal mereka bagi menangani kehidupan yang lebih mencabar. Pengisian kursus ini memfokuskan kepada penghayatan etika dan peradaban dalam acuan Malaysia. Pelajar akan didedahkan dengan dinamika konsep etika dan peradaban yang menjadi kekuatan kepada pembentukan negara Malaysia berdasarkan susur masa evolusi sejarahnya dari era pra-kolonial sehingga ke pascakolonial. Kefahaman tentang pembentukan etika dan peradaban dalam masyarakat kepelbagaian dibincangkan bagi meningkatkan penghayatan etika dan peradaban ke arah pemantapan kesepaduan nasional dan bangsa Malaysia. Peradaban acuan Malaysia perlu dikupas serta diperdebatkan dalam aktiviti akademik berpandukan Perlembagaan Persekutuan sebagai tapak integrasi dan wahana etika dan peradaban. Pembinaan kesepaduan nasional amat dipengaruhi oleh globalisasi dan perkembangan teknologi maklumat dan komunikasi yang kompleks. Oleh kerana itu, penghayatan etika dan peradaban menzahirkan perilaku tanggungjawab sosial dan digerakkan pada peringkat individu, keluarga, komuniti, masyarakat, dan negara. Justeru, perubahan yang berlaku dalam masyarakat dan pembangunan langsung ekonomi telah membawa cabaran baru dalam mengukuhkan kelestarian etika dan peradaban di Malaysia. Amalan Pendidikan Berimpak Tinggi (HIEPs) dipraktikkan dalam pengajaran dan pembelajaran bagi mendalami kursus ini. (pengajaran & pembelajaran).

#### MPU2133 BAHASA MELAYU KOMUNIKASI 1

Prerequisite : None

Kursus ini melatih pelajar antarabangsa untuk berkomunikasi dalam Bahasa melayu asas yang meliputi situasi kehidupan harian. Pelajar akan diperkenalkan dengan peraturan dan penulisan Bahasa melayu mudah. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tutorial, tugasan dan pengalaman pembelajaran pelajar di dalam dan di luar kelas. Pada akhir kursus ini, pelajar diharap dapat berkomunikasi dan menulis karangan dengan menggunakan ayat mudah dengan berkesan.

#### YEAR 1

#### **SEMESTER 2**

#### **HPA1052 PROFESSIONAL ACTIVITY 2: TENNIS**

Prerequisite : None

This course is designed to develop the basic skills necessary to play the game of tennis. The topic 'rules of tennis' in this course, includes basic offensive and defensive strategy, and game etiquette. Students will also learn format tournaments and court position for singles and doubles play.

#### **HPA1062 AEROBIC DANCE & EXERCISE**

**Prerequisite: None** 

This course focuses on the practical application of handling group exercise session with effective movements. It involves music and step choreography that can enhance people to engage themselves with exercise.



#### MPU2313 PENGAJIAN ISLAM

**Prerequisite: None** 

Kursus ini disediakan untuk melahirkan warganegara yang faham taswwur (konsep) Islam sebagai satu cara hidup yang bersepadu dan seimbang serta berupaya menghadapi pelbagai masalah dan cabaran. Perbincangan berasaskan kepada konsep-konsep asas Islam, Islam sebagai cara hidup, institusi Islam dan cabaran semasa. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tugasan, peperiksaan, pengalaman pembelajaran atau pembelajaran berasaskan masalah.

#### MPU2343 PEMBANGUNAN PEMUDA

Prerequisite: None

Kursus ini ditawarkan untuk melahirkan golongan belia sebagai pelapis pemimpin yang bukan sahaja pakar dalam bidang masing-masing tetapi juga bermoral agar Malaysia berjaya memenuhi cabaran dalam dasar kerajaan untuk mencapai masyarakat yang bertamadun.

#### **HSM3013 SPORTS MEDIA**

Prerequisite: None

This course introduces students to sports media as a medium of communication. In addition, students will learn how the media plays the role in sports industry.

#### **HSC2113 PHYSICAL FITNESS & HEALTH**

**Prerequisite: None** 

This course introduces students to physical fitness and health. It also emphasizes on the principles and guidelines of exercises, methods of training program and the exercise prescription for several health problems or diseases.

#### **HPE1083 ENGLISH LANGUAGE SKILLS II**

Prerequisite: HPE1073

This course is designed on all elements of language skills such as reading, writing, listening and speaking. It focuses on the major aspects of the language skills for more specific purposes. The classrooms are conducted in a manner that enables the incorporation of all language skills and focuses on interview, discussion and presentations.

#### **HSM3044 RECREATIONAL MANAGEMENT**

Prerequisite : None

This course is designed to provide basic knowledge to students on recreational activities, rope knots skills, camping technique, water sport activities and ropes activity. It also covers basic treatment for common injuries. Upon completion of the course, students will be Outrec Level 1 certificate holders.



## YEAR 1 SEMESTER 3

#### **HSC2133 INTRODUCTION TO SPORTS NUTRITION**

**Prerequisite: None** 

In this course, students will learn about sports nutrition and food guide pyramid. In addition, the course also covers about the nutrients, carbohydrate loading, supplement, and ergogenic aids. Apart from that, this subject will encourage them to eat properly and live a healthy lifestyle.

#### **HSM3134 CURRENT ISSUES IN SPORTS MANAGEMENT**

**Prerequisite: None** 

This course emphasizes on current issues in sports management. It also focuses on demographic realities, violence and legal consideration related to present day sports setting.

#### **MPU2223 STUDY SKILLS**

**Prerequisite: None** 

Study Skills is designed to help students improve their study skills and develop their ability to use it. This subject is also geared to provide the students with the awareness on the knowledge and tools that the students need in order to build the skills for lifelong learning. In addition, it will guide the students in understanding what they can do to be more efficient and effective learner. The learning strategies taught in this course are meant to be used for learning tasks in class, work and in their personal lives.

#### MPU2213 BAHASA KEBANGSAAN A

**Prerequisite: None** 

Kursus ini menawarkan kemahiran berbahasa dari aspek mendengar, bertutur, membaca dan menulis sesuai dengan tahap intelek pelajar. Tujuan kursus ini adalah untuk meningkatkan kecekapan berbahasa dalam konteks rasmi dan tidak rasmi. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, perbincangan, tugasan, aktiviti kebahasaan, lakonan, ujian dan peperiksaan. Pada akhir kursus ini, pelajar diharapkan dapat menguasai kemahiran berbahasa secara lisan dan tulisan.

## YEAR 2 SEMESTER 1

#### PAC1153 FUNDAMENTALS OF ACCOUNTING

**Prerequisite: None** 

This course introduces students to the basic knowledge of accounting in recording and completing accounting cycle and preparing financial statements manually and also by using accounting software; and the concepts use in appraising a company's financial performance.

#### **HPA1082 PROFESSIONAL ACTIVITY 3: SOFTBALL**

**Prerequisite: None** 

The course is designed to introduce to the students the basics of softball. It prepares the students to have better understanding on the development of Softball players.

#### **HPA1042 PROFESSIONAL ACTIVITY 3: FUTSAL**



**Prerequisite: None** 

This course introduces students to the basics, history and rules of futsal. It prepares the students to better understand skills development of futsal.

#### **HSM3114 INTRODUCTION TO SPORTS MARKETING**

**Prerequisite: None** 

This course will build upon the marketing knowledge base and provide an overview of all the issues faced by marketing managers within the sports industry and outside the industry. Students will be introduced to the qualities of sports product and also examine the promotion mix, pricing and distribution issues and relates to sports industry.

#### **HSC2043 SPORTS INJRY MANAGEMENT**

**Prerequisite: None** 

This course introduces students to sports injuries, safety precaution and role of sports first aider.

#### HSC3124 SPORTS PSYCHOLOGY

Prerequisite: None

This course introduces students to the concepts and theories applied in Sports psychology. It facilitates students to apply the theories and related issues of Sports psychology.

## YEAR 2 SEMESTER 2

#### HSM3113 HUMAN RESOURCE MANAGEMENT IN SPORTS AND RECREATION

**Prerequisite: None** 

This course introduces the basic of human resource management in sports organizations. It deals with issues related to function and techniques in human resources management to be applied in sports industry.

#### **HSM3124 SPORTS INDUSTRY**

**Prerequisite: None** 

This course explains the sports industry by identifying its segments, values at local and global levels. It prepares students with career opportunities to become marketable employees. Case studies will be used to explore the sports industry issues.

#### PEN2303 DIGITAL ENTREPRENEURSHIP

**Prerequisite: None** 

This course examines the theory and practice of promoting online technologies in start-ups and existing firms. It explores successful frameworks, strategies, funding techniques, business models, risks, and barriers for introducing break-through products and services. Students will develop business folio for articulating, evaluating, refining, and pitching a new product or service offering, either as a start-up business plan or a new initiative at an existing firm.

#### PMG3144 EVENT MANAGEMENT

Prerequisite : None

The course introduces students to event management and focuses on the details required when



planning a special event. Emphasis is placed on planning of the events by taking into account the event selection, themes, site selection, task and responsibility checklists, organizational committee structures, budgeting, and finance, advertising and promotion, and event administration.

## YEAR 2 SEMESTER 3

#### **HSM2023 FACILITIES AND EQUIPMENT MANAGEMENT**

Prerequisite : None

This course introduces students to facilities and equipment management. The students will learn to manage and differentiate the sports facilities. They also learn how to handle, supervise and access the facilities or equipment needed based on guided planning.

#### **HBC2113 BUSINESS COMMUNICATION FOR SPORTS MANAGEMENT**

**Prerequisite: None** 

This course introduces students to a variety of techniques of business writing theories and oral practices. They are designed to be applicable to the production of work-related communication in the real world. The learning of organizational communication subject involves the fundamentals of good business writing such as protocols for business letters, memoranda, emails, good and bad messages, formal reports and proposals.

#### **MPU2412 KHIDMAT MASYARAKT 1**

**Prerequisite: None** 

Kursus ini membincangkan konsep projek keterlibatan komuniti, penyediaan kertas cadangan dan ciri-ciri projek yang berkesan. Tujuan kursus ini ialah memberikan kefahaman dan penghayatan dalam melaksanakan projek ketelibatan komuniti. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah interaktif, diskusi kumpulan, pembelajaran berasaskan pengalaman melalui aktiviti kumpulan dan semangat sukarelawan. Pada akhir kursus ini, pelajar diharapkan dapat mengamalkan nilai dan etika, kepimpinan dan kerja berpasukan serta tanggungjawab sosial.

#### **MPU2422 PENGURUSAN MASJID**

**Prerequisite: None** 

Kursus ini membincangkan konsep projek keterlibatan komuniti, penyediaan kertas cadangan dan ciri-ciri projek yang berkesan. Tujuan kursus ini ialah memberikan kefahaman dan penghayatan dalam melaksanakan projek ketelibatan komuniti. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah interaktif, diskusi kumpulan, pembelajaran berasaskan pengalaman melalui aktiviti kumpulan dan semangat sukarelawan. Pada akhir kursus ini, pelajar diharapkan dapat mengamalkan nilai dan etika, kepimpinan dan kerja berpasukan serta tanggungjawab sosial.

## YEAR 3 SEMESTER 1

#### **HSM3088 INDUSTRIAL TRAINING**

Prerequisite: Pass all courses in the previous semesters as stated in the program structure. This course is a practical training of the knowledge that students have gained throughout the sports



management program they have enrolled. During the semester, students will be placed under the supervision of certain officers from selected organizations. Students will perform the jobs assigned to them by those officers. At the end of the course, students will prepare a report that describes their experiences as well as the reality of employment they have observed throughout the term.



#### STUDY PATH

#### **LEARNING CHART**

#### **COURSE IN DIPLOMA IN SPORTS MANAGEMENT (BS101)**

# **Career Opportunities:**

Sports Development Officer
Sports Programme Manager
Sports Operation Manager
Sports & Athlete Development Consultant
Sports Club Sports Coordinator
Health & Wellness Facilities Consultant

Entrepreneurships

Employment Opportunities Public and Private Sectors

BSC (HONS) Sports
Management
Sports Management
& Recreation

Bachelor of Art in Sports
Health & Fitness Management
The Public and Private Sectors

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Area of the Public and Private Sectors