



Northumbria  
University  
NEWCASTLE

# SPORT MANAGEMENT AND SPORT COACHING

## Bachelor of Science (Honours) Sport Management

運動管理學(榮譽)理學士

Course Code: 2145-DP079A



QF Level: 5  
QR Registration No.: 15/002495/L5  
Validity: From 01/09/2015 to 31/08/2026

## Bachelor of Science (Honours) Sport Coaching

運動教練學(榮譽)理學士

Course Code: 2145-DP095A



QF Level: 5  
QR Registration No.: 18/000760/L5  
Validity: From 01/09/2018 to 31/08/2026



2023/24

Full-time Undergraduate Programmes  
全日制大學學位課程

Credit Exemption for AD/HD Graduates  
副學士/高級文憑畢業生可獲學分豁免



University of Northumbria at Newcastle (UNN) is a research-rich, business-focused, professional university with a global reputation for academic excellence. It is based in the heart of Newcastle upon Tyne, which is regularly voted the best place in the UK for students to live and study. **UNN was ranked in the Top 30 universities in the UK in the 2021 Guardian University league table and ranked 15th in the UK for 2022 on StudentCrowd**, whose UK university league table is voted for by students who have actually studied, or are still studying, at each university. UNN has campuses based in Newcastle upon Tyne, London and Amsterdam, and works in partnership with other higher education institutions worldwide, attracting students from around 136 countries.

Northumbria's courses are at the forefront of current knowledge and practice and are shaped by world-leading and internationally excellent research. The Department of Sport, Exercise & Rehabilitation is committed to delivering excellence in every aspect of work it undertakes.

Additionally, **Northumbria University is ranked as a top 100 Young University in the Times Higher Education World University Rankings 2021**. Staff are internationally renowned within their disciplines and their research is pioneering, helping to inform students, practitioners and Government policy - **UNN was ranked Top 30 in the UK for Research Power**. The department also provides bespoke help and advice with a range of industries and professional bodies.

Bachelor of Science (Honours)  
Sport Management  
運動管理學(榮譽)理學士



Bachelor of Science (Honours)  
Sport Coaching  
運動教練學(榮譽)理學士



The two programmes aim to produce graduates who can demonstrate a critical understanding of the processes and practices that are central to professions within **Sport Coaching** and **Sport Management**. The programmes are designed to provide an academically and vocationally relevant curriculum that will stimulate students to become active learners, question existing practice and develop effective evaluative skills.

A distinctive feature of the **Sport Coaching** programme is that it is designed specifically for future coaches and sports educators. This specialisation means that you will gain the skills, knowledge and understanding that may not be taught in a general sports degree.

The **Sport Management** programme is designed to enable you to appreciate and evaluate sport as a global business from an informed and inquisitive managerial viewpoint. At every level of study, you will develop vocationally relevant experience and skills; such as event management, strategic and economic planning, media management for sport, and sport marketing.

The curriculum of the two programmes reflect staff expertise and research interests, key trends in associated national, international professional bodies and current sport policy, and the relevant national benchmarks.

Embedded transferable skills in areas such as information technology, problem-solving, communication and reflective practice will help students to prepare for a global market and pursue lifelong learning.

### Programme Highlights

- Unique programmes offered by one of the top universities in the UK for international undergraduate study in sport;
- Completed in 1.5 year of full-time study;
- Work placement opportunities in public and private sectors;
- Applicants considered from AD/HD holders in sport, exercise, coaching and related subjects; and
- Scholarships and bursaries available.



## Programme Structure




The **Bachelor of Science (Honours) Sport Coaching/ Bachelor of Science (Honours) Sport Management** programme comprises 360 credits in total. Students enrolled in either programme are required to take 120 credits worth of modules each year and normally complete the entire programme in 3 years of full-time study in the UK.

In Hong Kong, 180 credits exemption will be granted to AD/HD students in recognised sports related programme#. Students with maximum credit exemption will be required to undertake 8 modules including a dissertation over 3 semesters of study to gain a further 180 credits to be eligible for graduation in 1.5 year.

# Specific modules apply.


## Bachelor of Science (Honours) Sport Management



Year	Semester	Module Title
Year 2	Semester 1	Strategic Planning for Sport 
		The Business of Sport 
		Sport Research In Practice 
Year 3	Semester 2	Media Management for Sport 
		Sport Facility and Operational Management 
		Sport Event Management 
	Semester 3	Professional Development Through Sport
		Sport Development, Management and Coaching Dissertation


## Bachelor of Science (Honours) Sport Coaching



Year	Semester	Module Title
Year 2	Semester 1	Developing Athlete Potential 
		Sport Research in Practice 
		Coaching Skills and Practice 
Year 3	Semester 2	Coaching Concepts and Behaviour 
		Talent ID and High Performance Coaching 
		Applying Principles of Coaching Science 
	Semester 3	Professional Development Through Sport
Sport Development, Management and Coaching Dissertation		



This course has been included in the list of reimbursable courses under the Continuing Education Fund.

 Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund.

The above programme structure is intended for use as a guide to prospective students. The University of Northumbria reserves the right to vary sequencing of modules within the structure.



## Entry Requirements

For admission to the **Bachelor of Science (Honours) Sport Coaching** programme:

Applicants shall hold a Higher Diploma in Sport Coaching and Sport Performance awarded within the HKU system through HKU SPACE, **or an equivalent qualification from a recognised institution.**

Applicants with PE backgrounds and some sport science courses (provided they are actively coaching) will be considered.

For admission to the **Bachelor of Science (Honours) Sport Management** programme:

Applicants shall hold a Higher Diploma in Sport and Recreation Management awarded within the HKU system through HKU SPACE, **or an equivalent qualification from a recognised institution.**

Applicants from any management discipline will be considered.

All applicants should also present proof of English proficiency:

1. Applicants, who are graduates of programmes taught in English, are normally regarded as demonstrating the required English Proficiency. In other cases, IELTS 6.0 is required; **or**
2. Applicants may be required to attend an interview and/or an English test.

## Duration of Study and Award

With maximum exemptions granted, students can complete the enrolled programme in 1.5 year.

Upon satisfactory completion of the programme, students will be awarded the **Bachelor of Science (Honours) Sport Coaching/Bachelor of Science (Honours) Sport Management** by the University of Northumbria at Newcastle.

## Teaching Mode

All modules will be taught through face-to-face classes conducted by HKU SPACE lecturers that may be supplemented by occasional seminars held by UNN staff. Each module comprises of lectures and tutorials.

## Assessment

The two programmes incorporate a wide variety of assessment methods enabling the ways in which student achievement is measured and evaluated to be appropriate to the learning outcomes of each module. Appropriate techniques are chosen to fit the subject and context for the students involved. The range of assessment methods includes: portfolios, essays and assignments, oral presentations, article reviews, business plans, poster presentation, project reports, literature reviews, group assessments and examination (for one module in the Bachelor of Science (Honours) Sport Coaching programme). Student achievement is assessed through reference to a set of generic grade descriptors (provided to students via a student handbook) with specific marking criteria identified within each module outline.





### Professional Recognition

Graduates of the two programmes may apply for the membership of the Hong Kong Recreation Management Association and the World Leisure Organization - Hong Kong Chapter.

### Work Placement Opportunities

Work placement opportunities are available in the module of *Professional Development Through Sport*. Students have had volunteering opportunities with organisations such as the Hong Kong Schools Sports Federation, Leisure and Cultural Services Department, National Sports Associations, NGOs and private clubhouses.

### Career Opportunities

The sports and recreation sector is one of the most dynamic industries globally and demand for jobs is high. Many of our students gain graduate based work very soon after graduation. Graduates work in a variety of jobs and for different organisations including commercial and public sector positions. Recent graduates have taken posts within a wide range of fields including: event management, facility management, sport development, sport marketing, sport media, manufacturing and retail, sport coaching and clubhouse management.



Site visit in Hong Kong Velodrome (March 2018)

### Further Studies

University of Northumbria qualifications are recognised internationally. Upon completion of the **Bachelor of Science (Honours) Sport Coaching/Bachelor of Science (Honours) Sport Management programme**, graduates in Hong Kong are eligible to apply for entry to the Postgraduate Diploma in Sport and Recreation Management offered by HKU SPACE.

Graduates may apply for entry to the MSc International Sport Management, offered by UNN in the UK, and students may be recognised for fee discounts and scholarships.

### Tuition Fee

The tuition fee\* for 2023/24 intake is HK\$142,259 for the whole programme, payable in 3 instalments. The fee covers charges for all lectures, seminars, tutorials, marking of assignments, examinations and registration.

\* Fees are reviewed yearly.

### Continuing Education Fund

Some modules of these programmes have been included in the list of reimbursable courses under the Continuing Education Fund. According to the terms and conditions of the CEF, students seeking reimbursement of the fees under CEF must not have obtained any other publicly-funded financial assistance, such as FASP, for the same programme/ modules to avoid double benefits. For details, please refer to [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef). Please find the updated information on website.



## Alumni Sharing

### Financial Assistance Scheme

The two programmes are successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). Full-time students are eligible to apply for Hong Kong government grants and low-interest loans, i.e. Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS).

### Scholarships and Bursaries

#### Western Harbour Tunnel Elite Athlete Education Scholarship

This scholarship will be awarded to an elite athlete who does not currently receive financial support for the **Bachelor of Science (Honours) Sport Coaching/Bachelor of Science (Honours) Sport Management**. The amount of the scholarship is in the region of HK\$12,000-40,000.

Application deadline: 31<sup>st</sup> May prior to the coming academic year.

#### IC Scholarships and Bursaries

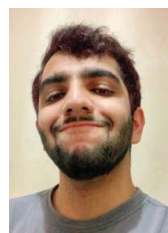
A number of IC scholarships and bursaries are available for eligible new entrants to apply every year. Please consult programme staff for more information.



**WONG Ka Hing, Coco**

- Bachelor of Science (Honours) Sport Coaching - First Class Honours, HKU SPACE IC (2019-2021)
- Certified Personal Trainer, NASM (2021)
- Stretching Instructor, HK Stretching Exercise Association (2021)
- Founder of 50+ Exercise Buddy Fitness and Wellness (2021)

“It was an enlightening journey filled with challenges and excitements, the knowledge and experiences from the programmes provided me a strong foundation in developing my business “50+ Exercise Buddy”. I have experienced supports from all levels, my lecturers demonstrated how quality of teaching can make a difference in learning whilst administration staff were helpful. I was most grateful to receive Outstanding Performance Scholarship for 2 consecutive years.”




**MOHAMMAD ZAMMAR UMAR**

- Bachelor of Science (Honours) Sport Management, HKU SPACE IC (2018-2020)
- Higher Diploma in Sports and Recreation Management, HKU SPACE Stanley Ho Community College (2016-2018)


“I chose the Bachelor of Science (Honours) Sport Management program because of my interest in the field of sports. Being a sports enthusiast, taking part in this program was ideal for me as I learnt a great deal about the different pieces that make up the sports industry, which gave me the opportunity to work in various environments within sports while also enhancing job opportunities overseas. Having a part time job while studying was essential but thankfully, the lecturers and the program staff were always friendly and approachable even regarding issues outside of study and that made a huge difference in me enjoying my time studying this course and graduating with all their help.”




## Apply NOW

 <http://hkuspace.hku.hk/ic>

## Programme Enquiries

 2587 3153

 [jason.chan@hkuspace.hku.hk](mailto:jason.chan@hkuspace.hku.hk) (Mr Jason Chan)

## General Enquiries

 2910 7555  [ic@hkuspace.hku.hk](mailto:ic@hkuspace.hku.hk)

## Programme Overview

<b>Awarding University</b>	University of Northumbria at Newcastle
<b>Year of Establishment</b>	1969 <sup>†</sup>
<b>Duration</b>	<b>1.5 year (Full-time)</b>
<b>Full Tuition Fee (2023/24 Intake*)</b>	<b>HK\$142,259</b>
<b>Medium of Instruction</b>	English
<b>Commencement Date</b>	September 2023

<sup>†</sup> The institutional history can be traced back to earlier than its date of establishment as a university.

\* Fees are reviewed yearly.



HKU SPACE has fully achieved the European Standards for Quality and is recognised as having world-class quality in professional and continuing education. Trust in us as your lifelong learning partner!

Information in this leaflet is subject to change by HKU SPACE IC and University of Northumbria at Newcastle without prior notice. Please refer to the IC website or contact programme staff for the latest information.

These are exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.

HKU SPACE is a non-profit making University company limited by guarantee.