



**Northumbria
University
NEWCASTLE**

SPORT MANAGEMENT AND SPORT COACHING



Bachelor of Science (Honours) Sport Management

體育管理(榮譽)理學士



QF Level: 5
QR Registration No.: 15/002495/L5
Validity: From 01/09/2015 to 31/08/2022

Course Code: 1745-DP079A (CE 68-852-00/91)

Bachelor of Science (Honours) Sport Coaching

運動教練學(榮譽)理學士



QF Level: 5
QR Registration No.: 18/000760/L5
Validity: From 01/09/2018 to 31/08/2022

Course Code: 1745-DP095A (CE 68-530-00/91)



2019/20

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



**HKU SPACE
INTERNATIONAL COLLEGE**
香港大學專業進修學院
國際學院



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. Northumbria is top ten in the UK for the number of graduates entering professional employment and nine out of ten of its graduates are working or studying six months after graduation. It is ranked 36th out of 117 universities in the 2017 Times Higher Education Student Satisfaction Survey. Northumbria has a campus in London as well as Newcastle, and works in partnership with other higher education institutions across the world attracting students from 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.

Northumbria was ranked 25th overall out of 71 by the Guardian University Guide 2017: League Table for Sport Science. Staff are internationally renowned within their disciplines and its research is pioneering helping to inform students, practitioners and Government policy. The department also provides bespoke help and advice with a range of industries and professional bodies.

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 specifically for future coaches and sports educators. This specialisation means that you'll have 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, social media management, 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 18 months 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 entire 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 18 months.

[#] 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 & Operational Management
		Sport Event Management 
	Semester 3	Professional Development Through Sport
		Sport Development, Management and Coaching Dissertation

 The module *Sport Event Management* has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

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

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



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.**

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.**

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;
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 18 months.

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 *Professional Development Through Sport* and 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 2019/20 intake is HK\$131,490 for the whole programme, payable in 3 instalments. The fee covers charges for all lectures, seminars, tutorials, marking of assignments, examinations and registration.

* The tuition fee is reviewed annually and is subject to change without prior notice.

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.



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

University of Northumbria at Newcastle

Scholarships will be given by the University of Northumbria at Newcastle to new student with outstanding academic achievement in their Associate Degree/ Higher Diploma study for each programme. The amount of scholarship is HK\$10,000.

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 or Bachelor of Science (Honours) Sport Management. The amount of the scholarship is in the region of HK\$12,000-40,000.

Application Deadline: 31st May prior to the coming academic year.

IC Scholarships and Bursaries

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

Alumni Sharing



CHAU Hei Tung, Square

- Higher Diploma in Sport and Recreation Management, HKU SPACE Po Leung Kuk Stanley Ho Community College (2013-15)
- Bachelor of Science (Honours) Sport Management (2015-17)
- Personal Trainer, Pure International Ltd (2017-)

“ Studying Sport Management was not my first priority after my HKDSE study. As an active person and sports lover, I finally joined the Higher Diploma in in Sport and Recreation Management Programme in which I found my interest and my strength. Then I continued studying in Bachelor of Science (Honours) Sport Management. I learnt a lot in these few years and I visited sport and recreation clubs, facilities and I precious chance to have placement in sport organisation. I had an opportunity to organise a sport event. With those learning experience, this programme well equipped myself to develop my career in sport and recreation industry. I am so glad to be the HKUSPACE IC student Currently I am working in the Pure Fitness and I am sure that sports will always be part of my life. ”




YU Siu Chee, Ron

- Advanced Diploma Sport Event and Entertainment, HKU SPACE (2010-12)
- Bachelor of Arts (Honours) Sport Development with Coaching# (2016-18)
- Senior Coach (Full-time), Adventure Sports Academy (2018-)

“ I chose the Bachelor of Arts (Honours) Sport Development with Coaching because the program aligns with my career as a football coach plus I can complete it in 18 months. Being a mature student with a full-time job, there were a lot of challenges including time management and sacrifices coming my way. Fortunately, my lecturers have been very helpful and experienced in the field. With them I was inspired to learn more especially in sport coaching and to successfully obtain my bachelor's degree. ”


This programme is replaced by the new BSc (Hons) Sport Coaching programme from 2018/19.

Apply NOW

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

Programme Enquiries

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Programme Overview

Awarding University	University of Northumbria at Newcastle
Year of Establishment	1969 [†]
Duration	18 months (Full-time)
Full Tuition Fee (2019/20 Intake)	HK\$131,490
Medium of Instruction	English
Commencement Date	September 2019

[†] The institutional history can be traced back to earlier than its date of establishment as a university.



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.