

HIGHER NITEC IN SPORT MANAGEMENT (3-YEAR)

Foundation Modules

Business Communication

On completion of the module, students should be able to apply essential communication skills to prepare business documents and presentations

Social Media Marketing

On completion of the module, students should be able to develop social media content and apply online media tools to execute the organisation's social media marketing strategies.

Basics of Data Analytics

On completion of the module, students should be able to adopt spreadsheet and analytics software to visualise and analyse data, and generate formatted reports to facilitate informed business decision.

Principles of Business

On completion of the module, students should be able to understand basic business concepts and relate the impact of political, economic, social and technological factors on business activities

Service Excellence

On completion of the module, students should be able to understand the principles of service delivery, identify and respond to customers' needs, create and deliver value to build positive customer experience and increase organisational profitability.

Innovation & Entrepreneurship

On completion of the module, students should be able to explore opportunities for value-creation with an innovative mind-set. Students should gain an overview of innovative strategies and be able to integrate Design Thinking and entrepreneurship concepts for a business venture.

Digital Commerce & Marketing

On completion of this module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy. Students should be able to use digital marketing models, frameworks, and analytics tools to strategize and measure success for customer experience engagement and enhancement, and ultimately boost business performance.

Digitalisation in Business

On completion of the module, students will be able to use digital technologies to transform the way businesses bring together customers, data and processes. Students should be able to analyse multiple sources of data to improve organisation's processes and achieve strategic objectives through data-driven decision-making concepts. Students should understand how companies utilize indicative trends and patterns in Customer Relationship Management (CRM) systems, so as to better understand customer behaviour and anticipate customer needs/wants to support business decisions.

Core Modules

Fitness and Leisure Club Operations

On completion of the module, students should be able to handle routine activities and facilities operations and deliver membership and customer service experience in fitness and leisure clubs.

Sports Events Management

On completion of the module, students will be able to identify stakeholders' event objectives, conceptualise and plan and execute a sports event. Students will acquire necessary skills to manage sports event operations, prepare budgets and timelines. In addition, students will be able to conduct risk management and implement safe event measures based on the SGSafe Event Standard and perform necessary sports event evaluation.

Health and Fitness Appraisal

On completion of the module, students should be able to perform basic pre-participation health screening and fitness assessments.

Community & Recreation Programme Development

On completion of this module, students will be able to design, develop and offer a range of activities and programmes in areas such as community recreation, health, wellness and education to suit a variety of participant types and needs.

Group Fitness Exercise

On completion of the module, students should be able to design, choreograph and teach a group exercise class.

Sports & Exercise Science

On completion of the module, students should be able to apply the knowledge of exercise physiology, biomechanics and psychology through a scientific approach to sports, exercise and physical activity.

Basic Anatomy & Physiology

On completion of the module, students will be able to apply fundamental knowledge of the organisation, structures, functions and interrelation of the human body systems, including the skeletal, muscular, respiratory and circulatory systems, in maintaining homeostasis.

Specialisation Modules

Sports Nutrition

On completion of the module, students will be able to apply knowledge of the effects of nutritional intake on sports and exercise performance. In addition students will be able to design and develop a personal nutrition and hydration plan based on nutritional and dietary needs or recommendations for athlete.

Fitness Testing & Program Design

On completion of the module, students should have an understanding of the core fitness instructor qualities, be able to assist in a health and fitness screening, design a fitness programme for participants, plan appropriate training programmes for specific needs, help participants increase their fitness levels and responses to exercise in order to give the participant a unique program to achieve their goals.

Sports Safety

On completion of the module, students will have an overview of injury prevention in sports. Students will attain proficiency in administering first aid, CPR and the use of AED. In addition, students will learn the Workplace Safety and Health (WSH) requirements and prevailing safe management measures to ensure the safety, health and wellness of participants/customers in sports, fitness or exercise settings.

Sports Coaching

On completion of the module, students should be able to perform routine coaching sessions by planning, conducting and reviewing practices.

Industry Attachment 1

On completion of the module, students should be able to apply the skills and knowledge acquired to take on a range of job scopes at the company.

Industry Attachment 2

On completion of the module, students should be able to apply the skills and knowledge acquired to take on a range of job scopes at the company.