

# HIGHER NITEC IN SPORT MANAGEMENT

## Core Modules

### Business Writing & Presentation

On completion of the module, students should be able to apply business writing and presentation skills in a variety of business contexts.

### Elementary Business Analytics & Cyber-security

On completion of the module, 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 and theories. Students will also gain awareness on the importance of data confidentiality and data security.

### Sports Science

On completion of the module, students should be able to apply the knowledge of anatomy and physiology of each body system and their processes when they design fitness programmes, fitness-testing programmes, coaching sessions and instruction in the sports industry.

### Fitness Testing and Design

On completion of the module, students should be able to apply knowledge and skills to assist in a health and fitness screening, design a fitness programme for clients, plan appropriate training programmes for specific needs, help clients increase their fitness levels and attain appropriate health to take on a fitness programme.

### Sports Nutrition

On completion of the module, students should be able to identify components of a balanced diet based on nutritional requirements. Students will also be able to advise and design a simple dietary plan according to a client's lifestyle and needs as well as advise on nutrition for sports performance.

### Sports and Leisure Facility Operations

On completion of the module, students should be equipped with the skills to provide quality service and handle routine administrative and operational matters. Students will also be able to sell products and services and promote memberships. The module also covers risk assessment and Standard First Aid, CPR/AED.

### Sports Event Management & Marketing

On completion of the module, students should be able to plan, market and deliver an approved sport event.

### Digital Commerce & Marketing

On completion of the module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy.

### Sports Coaching

On completion of the module, students should be able to apply knowledge and skills to perform routine coaching sessions by planning, conducting and reviewing practices. They should also be able to apply sport science concepts within a practical setting.

### Community Activity & Recreation Programme Development

On completion of the module, students will be able to design, develop and offer a range of activity programs such as sport, community and recreation to suit a range of client types and needs.

### Industry Attachment

Students are provided with an opportunity to go on a 6-month industry attachment in a range of sport related functions such as sport events, coaching and community and recreation programmes.