

Bachelor of Social Sciences (Hons) in
➤ **Sports Coaching and
Event Management**

運動教練學及盛事管理 (榮譽) 社會科學學士



Current student in the
Master of Science
in Sports Science and
Physical Activity,
The Chinese University of Hong Kong



Joined the
Summer Internship
of Sports Federation
& Olympic Committee
of Hong Kong, China (SF&OC)



➤ Coaching
Science



➤ Sports and
Health



➤ Sports
Psychology



➤ Event
Management



➤ E-Marketing



➤ Human
Resources

Full-time Two-Year Degree Programme

Year 3 Entry

Designed for Associate Degree/Higher Diploma graduates from sports, business, management and health science programmes, as well as athletes aspiring to pursue careers in sports coaching and event management.



Overview

The Bachelor of Social Sciences (Honours) in Sports Coaching and Event Management is a self-financed, two-year top-up degree programme offered by the Wu Jieh Yee School of Interdisciplinary Studies.

The programme adopts an interdisciplinary learning approach to enhance both learning and teaching experiences. Over the course of two years, students will thoroughly study various contents in sports coaching, including the integration of event management. Additionally, the curriculum covers practical applications in sports psychology, e-marketing, smart city initiatives, health promotion, and human resources management, providing a comprehensive education that prepares students for diverse professional roles.

Career Prospects

Graduates of the programme may seek employment opportunities within a multitude of sectors, including civil services, national and international sporting associations, private enterprises specialising in sports and recreational services, event organisers, fitness clubs and many more.

Programme Structure

This programme is designed to provide senior year students with advanced skills training and enhance students' understanding of sports coaching and event management. The programme curriculum is designed to facilitate student learning in connecting theory with practice. The core courses aim to build upon students' foundational training obtained through their sub-degree programmes, and further strengthen their interdisciplinary understanding of relevant industries.

Eligible sub-degree graduates will be granted a block transfer of 60 credits upon admission and designated as Year 3 students. They will graduate from the programme after they have obtained an additional 60 credits through their studies in this programme.

University Required Courses (30%)	No. of Credits	Major Discipline (70%)	No. of Credits
English Language (3 courses)		Foundation Courses (5 courses)	
University English II	3	Introduction to Sport and Recreation Events	3
English Language Elective	3	Physical Activity Promotion and Smart City	3
Professional Communication in English for Social Sciences	3	Sports and Health for Ageing and Special Population	3
Chinese Language (1 course)		Research Method in Sports Management and Coaching	3
Chinese Communication II	3	Capstone Project (Internship) or Capstone Project (Junior Research Project) or Sports Psychology in Practice	3
Common Core (2 courses)		Programme Required Courses (9 courses)	
The Making of Hong Kong	3	Applied Sports Science	3
Generative Artificial Intelligence	3	Foundation of Sports Coaching	3
		Practising Sports Training Principle	3
		Foundation of Sports Psychology for Coach	3
		Effective Management in Sport Events	3
		Human Resources and Financing Management in Sports and Events	3
		E-Marketing for Sports and Events	3
		Facility Operation and Management	3
		Sports Governance	3
Total		60	

Admission Requirements

- An applicant who has successfully graduated from a recognised full-time Associate Degree/Higher Diploma programme in sports, business, management or other relevant area with duration of at least two years offered by a post-secondary institution.
- Applicants who have substantial experience or talent in sports without a sub-degree qualification will also be considered via the Student-Athlete Learning Support and Admission Scheme (SALSA).
- Applicants are also required to attain a Level 3 in the English Language in HKDSE or a score of 6.0 or above in IELTS or other English requirements.

Tuition Fee

1st year: HK\$120,000
2nd year: HK\$80,000

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