



United States Sports Academy

Certification in Sports Management



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CERTIFICATION IN SPORTS MANAGEMENT

DESCRIPTION

Certification in Sports Management provides students opportunities to further their knowledge base in the sport-related areas of business, administration, personnel management, marketing, public relations and facility management/program development. Courses focus on the development of professional sports management skills that are essential to designing and implementing sport-related programs.

ACCREDITATION

This course has been accredited by the Southern Association of Colleges and Schools Commission on Colleges.

The USSA has been approved by the United States Department of Defense to offer its courses to members of the Armed Forces, including members of the Army National Guard.

JOB ROLES

The following is an indicative list of the potential job role(s) for this qualification:

- Competition manager
- Program developer
- Talent/ Sport development manager
- Sports Administrator
- Public relations/Facility Executive
- Sports marketing Executive
- Sports/Events Management Executive

CERTIFICATION IN SPORTS MANAGEMENT

COURSE DURATION

The delivery for the Certification in Sports Management 4 months, full time, and 11 months, part-time.

Course Title: (PART-TIME)	Certification in Sport Management
Total No. of Months:	11
Total No. of Days Per Week:	2
Total No. of Hours Per Day:	2
<u>Total Contact Hours</u> <u>(FULL-TIME/PART TIME)</u>	240

NOTE:

The number of hours listed above are subject to change. Students will be eligible for the certification so long as they fulfil the requisite number of hours, and successfully complete all the assessments as required of them.



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ENTRY REQUIREMENTS

Minimum Age : 16

Minimum Academic Qualification : 3 O Level passes at C6 or higher, NITEC, or Higher NITEC or formal education equivalent to O levels, Australian Qualification Framework Certificate III

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English Language Proficiency : O Level Pass in English at C6 or higher or IELTS 5.0

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CERTIFICATION IN SPORTS MANAGEMENT

COURSE STRUCTURE

The structure of this programme is as follows:

<u>Compulsory Core Modules</u>	
Unit Number	Course Description
CEM 543	Sports Administration
CEM 583	Sports Facilities and Events Management
CEM 544	Sports Marketing
CEM 542	Sports Business and Personnel Management
CEM 551	Sports Public Relation
CEM 550	Sports Fundraising

For the duration of the full-time program, students will attend a full-day course, comprising 4 hours of classroom lectures and tutorials. For the part-time program, students will attend lessons twice a week comprising of 2 hours of classroom lectures and tutorials.

Students will sit for a written examination at the end of each module. On passing all the modules, students will be awarded the Certification in Sports Management from the United States Sports Academy.



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UNIT DESCRIPTIONS

CEM 543 – Sports Administration

This unit will help the student understand the sport manager's position and the environment in which performance occurs.

CEM 583 – Sports Facilities and Events Management

This unit studies the principles involved in planning, marketing, producing and evaluating sports events and facilities.

CEM 544 – Sports Marketing

This unit includes an in-depth study of sport marketing and the influence it has in accomplishing objectives in today's world of sport

CEM 542 – Sports Business and Personnel Management

This unit involves the study of the principles of personnel management including staffing, training, and creation of a favorable work environment, management-labor relations, remuneration, security and system appraisal as they apply to sport.

CEM 551 – Sports Public Relations

This unit is a study of the nature, content and application of public relations in sport programmes related to schools, colleges, universities, associations, organizations, and sport fitness centers.

CEM 550 – Sports Fundraising

This unit introduces students to the concepts of sports fundraising activities that provide a framework for which the development staff, managers, and directors can operate and develop fundraising programs.



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DELIVERY METHODS

The course will be delivered using one or more of the following methods:

- Classroom;
- Theory; or
- Practical.

ASSESSMENT METHODS

Assessment methods can include one or more of the following:

- Questions and answers;
- Panel of workplace presenters/personal trainers;
- Simulation;
- Role plays;
- Written and/or oral examinations;
- Projects and case studies;
- Observation;
- Third party report; or
- Practical demonstration and assessment.

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) is a process where a candidate may be granted credit or partial credit towards a qualification in recognition of skills and knowledge gained through work experience and/or formal training. For additional information relating to RPL for this course, please contact our admissions team.

CERTIFICATION IN SPORTS MANAGEMENT

QUALIFICATION FEE (LOCAL STUDENTS)

FEES STRUCTURE	
Fees Breakdown	Total Payable (S\$) (with GST)
Application Fee (Non-Refundable)	190.50
Fee Protection Scheme	83.00
Course fee	3,200.00
Course material fee	180.00
Examination fee	780.00
TOTAL FEES PAYABLE	4,160.00
NO. OF INSTALMENTS	2
INSTALMENT AMOUNT	Approximately 2,080.00

CERTIFICATION IN SPORTS MANAGEMENT

QUALIFICATION FEE (INTERNATIONAL STUDENTS)

FEES STRUCTURE	
Fees Breakdown	Total Payable (S\$) (with GST)
Application Fee (Non-Refundable)	345.50
Fee Protection Scheme	109.00
Fees for Banker's Guarantee (Non-Refundable)	To be determined
Course fee	4,500.00
Course material fee	180.00
Examination fee	780.00
TOTAL FEES PAYABLE	5,460.00
NO. OF INSTALMENTS	2
INSTALMENT AMOUNT	2,730.00

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MISCELLANEOUS FEE (APPLICABLE TO BOTH LOCAL AND INTERNATIONAL STUDENTS)

MISCELLANEOUS FEES	
Purpose of Fee	Amount (with GST S\$)
Deferment Fee (if applicable)	235.40
Re-Assessment per unit	214.00
Re-Module per unit	856.00
Penalty for late payment (each week of late payment)	10.70
Printing cost per Sheet	0.20
Replacement of student ID	21.40
Medical Insurance (if applicable)	96.30
ISA T-Shirt	30.00

Note: Miscellaneous Fees refer to any optional fees which the students pay only when applicable.



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About ISA

The International Sports Academy (ISA) was officially opened in 2005 and has been appointed as the sole partner in Singapore by the United States Sports Academy (USSA), to provide quality academic sports certifications and diplomas. The ISA was founded in order to meet the growing need for sports education in Singapore. With the growing interest in sports to promote a healthier lifestyle and a means of social cohesion, the sporting industry has grown substantially over the past years. The ISA provides the much needed knowledge and skills required to empower individuals with the right tools to achieve success in the sporting industry today.

Our Mission

Preparing the next generation of sports leaders for the industry of tomorrow.

Our Vision

To become the region's leader in sports education, providing the tools to empower individuals with both knowledge and skills required to achieve success in the sporting world.

Our Values

PASSION | PURPOSE | PROGRESS

Our Culture

An environment where our passion for sports meets the love of learning.

Where success is not quantified by just the end result, but rather by the calibre of the pursuit.