



# United States Sports Academy

## International Sports Diploma in Sports Management



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# INTERNATIONAL SPORTS DIPLOMA IN SPORTS MANAGEMENT

## DESCRIPTION

The International Sports Diploma in Sports Management is designed for Administrators, Professionals and Practitioners who are already working in sports related industries as well as those who plan to embark in the career in the industry. The program will equip participants with important knowledge and skills in the areas of facilities, event and personal management, administration, marketing, public relation, as well as essential knowledge of activities in the sports related industry.

## 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

# INTERNATIONAL SPORTS DIPLOMA IN SPORTS MANAGEMENT

## COURSE DURATION

The delivery for the International Sports Diploma in Sports Management is 6 months, full time, and 12 months, part-time.

Course Title: <b>(FULL-TIME)</b>	International Sports Diploma in Sport Management
Total No. of Months:	6
Total No. of Days Per Week:	5
Total No. of Hours Per Day:	4
Course Title: <b>(PART-TIME)</b>	International Sports Diploma in Sport Management
Total No. of Months:	12
Total No. of Days Per Week:	2
Total No. of Hours Per Day:	3 - 6
<u>Total Contact Hours (FULL-TIME/PART TIME)</u>	400

### 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.



# INTERNATIONAL SPORTS DIPLOMA IN SPORTS MANAGEMENT

## ENTRY REQUIREMENTS

**Minimum Age** : 16

**Minimum Academic Qualification** : 3 GCE O Level Passes at C6 and above; or  
NITEC or Higher NITEC; or  
Relevant certification issued by the United States Sports Academy; or  
Australian Qualification Framework Certificate III

**English Language Proficiency** : GCE O Level Pass in English at C6 and above; or  
IELTS 5.0 and above.

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## COURSE STRUCTURE

The structure of this programme is as follows:

<b><u>Compulsory Core Modules</u></b>	
<b>Unit Number</b>	<b>Course Description</b>
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
<b><u>Compulsory Major Modules</u></b>	
CEM 367	Olympic Sports Culture
CEM 400	Leadership Principles of Sport
<b><u>Two (2) Elective Modules</u></b>	
CED 556	Sports and Fitness Nutrition
CEB 371	Sports Coaching Methodology
<b><u>Compulsory Mentorship – See below</u></b>	

For the duration of the full-time program, students will attend a full-day course, comprising 3.5 hours of classroom lectures and tutorials. For the part-time program, students will attend lessons twice a week comprising of 3 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 are to do an industrial project of 200 contact hours, before the Diploma is awarded.



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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 programs 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.

### **CEM 367 – Olympic Sports Culture**

This unit examines the history, culture and structure of Olympics and the Olympic movement as both a genesis and a product of the history of sport in the human condition.



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## **CEM 400 – Leadership Principles of Sports**

This unit is designed for sport managers who influence others to get things done. The concepts, principles, and skills of leadership will be examined in addition to the different styles of successful coaches and managers.

## **CEM 487 – Introduction to Sports Security Management**

This unit examines the concepts, principles and methods of organizing and administering security management and loss-prevention activities in industry, business, government and sport venues. Emphasis is on protection of assets, personnel and facilities.

## **CEM 488 – Contemporary Sports Security Management**

In this unit, students examine principles and issues in security management as well as the challenges, concepts, strategies and skills needed to manage security-related operations and activities. Focus is on leadership in management, personnel management, security planning and evaluation, communication and best practices.

## **CEM 489 – Introduction to Emergency Management for Sport Settings**

This unit examines theories, components, systems and strategies in contemporary disaster and emergency management. Students examine 1) the historical, administrative, institutional and organizational framework of disaster and emergency management in the United States; 2) The role of the federal, state, and local governments in disasters; 3) The role of nongovernmental organizations in emergency management; 4) the role of land use regulation, the media, crisis communication, insurance, and citizen participation; 5) the social and economic costs of disasters, and 6) The management of natural and man-made disasters.

## **CED 346 – Sports Medicine**

This unit is designed to give students a basic understanding of sport-related injuries and how to recognize and provide emergency treatment, along with ensuring proper follow-up medical care. It covers the basic principles of sports injuries and rehabilitation to allow students to manage medical problems in sports and thereby improving the compliance of athletes in the management of sports-related problems.

## **CED 556 – Sports and Fitness Nutrition**

This unit introduces students to the essentials of nutrition, food production and the workings of the alimentary system and looks at relation of these elements to exercise.



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## **CEB 371 – Sports Coaching Methodology**

This unit covers theories and their practical application in teaching sports and sports skills. It is designed to enable students in gaining competence in applying competitive tactics and strategies appropriate to the sport environment. Particular emphasis is placed on developing a coaching philosophy with an emphasis in coaching ethics, conducting effective and efficient practice sessions, utilizing game management strategies, and skill analysis.

## **CEB 368 – Sports Psychology**

This unit covers skills and application of psychological principles used in sports. It provides an insight into how psychological factors, such as anxiety, motivation, concentration, and confidence of coaches and trainees can affect performance in sports.

## **CEM 442 – Structure and Function of Sports**

This unit covers the analysis of professional and amateur sport organizations from a philosophical, historical and operational perspective.

## **Mentorship**

Upon completion of all 10 modules, all students are required to undertake 200 contact hours of mentorship programme with a mentor of their choice.

This mentorship is the practical part of the programme, involving 200 hours of lectures and practical sessions under the supervision and guidance of an approved trainer in the sports related industry. Students are also required to submit a 5000 words project report for assessment.





# INTERNATIONAL SPORTS DIPLOMA IN SPORTS MANAGEMENT

## 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.

# INTERNATIONAL SPORTS DIPLOMA 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	138.60
Medical Insurance Fee (if applicable)	96.30
<b>Course fee</b>	<b>5,400.00</b>
<b>Course material fee</b>	<b>230.00</b>
<b>Examination fee</b>	<b>1,300.00</b>
<b>TOTAL FEES PAYABLE</b>	<b>6,930.00</b>
<b>NO. OF INSTALMENTS</b>	<b>3</b>
<b>INSTALMENT AMOUNT</b>	<b>Approximately 2,310.00</b>

Total Fees payable (including application fee and fee protection fee): S\$7,259.10

# INTERNATIONAL SPORTS DIPLOMA 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	146.00
Medical Insurance Fee	96.30
<b>Course fee</b>	<b>5,770.00</b>
<b>Course material fee</b>	<b>230.00</b>
<b>Examination fee</b>	<b>1,300.00</b>
<b>TOTAL FEES PAYABLE</b>	<b>7,300.00</b>
<b>NO. OF INSTALMENTS</b>	<b>1</b>
<b>INSTALMENT AMOUNT</b>	<b>7,300.00</b>

Total Fees payable (including application fee and medical insurance fee): S\$7,887.80.

## INTERNATIONAL SPORTS DIPLOMA IN SPORTS MANAGEMENT

### MISCELLANEOUS FEE (APPLICABLE TO BOTH LOCAL AND INTERNATIONAL STUDENTS)

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

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.