

PROGRAMME INFORMATION



PROGRAMME CODE
JS2620-SIM

YEAR OF ENTRY
Year 3

MODE OF STUDY
Full Time

DURATION OF STUDY
2 Years

MEDIUM OF INSTRUCTION
English

FUND TYPE
Government Funded

CREDITS REQUIRED FOR GRADUATION
66

CAREER OPPORTUNITIES

SPORTS MARKETING AND SPONSORSHIP

Professionals in this field develop marketing strategies, manage sponsor relationships, and enhance brand exposure within the sports industry.

SPORTS MANAGEMENT AND ADMINISTRATION

Professionals handle budgeting, logistics, scheduling, and strategic planning to ensure the smooth running of sports-related activities.

SPORTS MEDIA AND BROADCASTING

Professionals in this field cover sports events, create content, and manage broadcasting platforms to deliver sports content to audiences in Hong Kong and beyond.

SPORTS EVENT MANAGEMENT

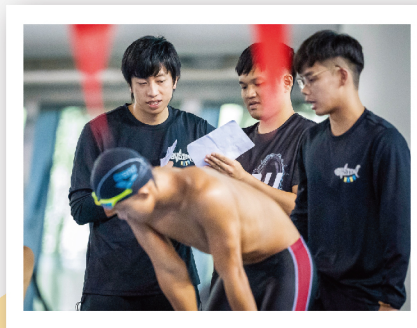
Event managers, coordinators, and logistics professionals play key roles in ensuring the success of sports events.

SPORTS RETAIL AND MERCHANDISING

Retail managers, merchandisers, and sales associates are key players in the sports retail sector.

SPORTS TECHNOLOGY AND ANALYTICS

Professionals in this field develop sports apps, analyze data, and implement technological solutions to drive growth in the sports industry.



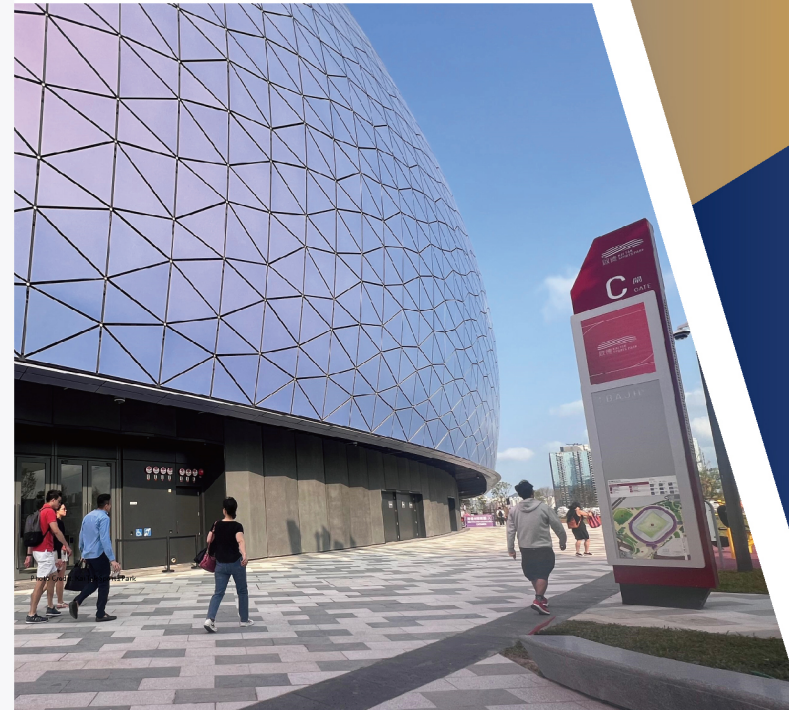
DEPARTMENT OF SPORTS AND HEALTH SCIENCES (SHS)
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BACHELOR OF ARTS (HONS) IN SPORTS INDUSTRY MANAGEMENT

FULL TIME
2 YEARS

DYNAMIC AND COMPREHENSIVE
EDUCATION IN SPORTS INDUSTRY

JS2620-SIM
SENIOR YEAR ADMISSION

PROGRAMME INTRODUCTION

The Sports Industry Management programme aims to equip students with the knowledge, skills, and experiences necessary to succeed in the dynamic sports industry, preparing them for prosperous careers and leadership roles within this field. Through the programme, students will:

- Develop a profound understanding of the sports industry system, including key stakeholders, emerging trends, and prevalent challenges,
- Acquire practical skills in various sports business disciplines,
- Enhance critical thinking and problem-solving abilities through the analysis of real-world case studies and projects within the sports industry,
- Gain valuable hands-on experience through internships and fieldwork with esteemed sports organisations and companies.



TARGET STUDENTS

The Sports Industry Management programme is designed to specifically target non-JUPAS sub-degree students and graduates from diverse educational backgrounds across Hong Kong. Our primary target groups include students currently enrolled in or who have graduated from various programs, such as **associate degrees** and **higher diplomas** in fields of sports, recreation and leisure, fitness, health sciences and business.

CURRICULUM STRUCTURE

Category	Units
Major Required Courses	24
Major Elective Courses	15
Honours Project	3
General Education Courses	3 - 18
Free Electives Courses	6 - 21
Total	66



COURSE AREAS



**SPORTS MARKETING
AND MEDIA**



**SPORTS MANAGEMENT
AND ADMINISTRATION**



**SPORTS FINANCE
AND ECONOMICS**

SPORTS MARKETING AND MEDIA

Students will learn about the principles and strategies of marketing within the sports industry, including digital marketing and media communication. These approaches aim to effectively promote sports organizations, events, and products, while also prioritizing interaction with fans and audiences.

SPORTS MANAGEMENT AND ADMINISTRATION

Students will learn the fundamental principles of managing sports organizations, including legal and ethical considerations, facilities and events management, and the leadership skills necessary for effective management in the sports domain.

SPORTS FINANCE AND ECONOMICS

Students will be provided with knowledge of financial management and economic principles for managing sports organizations. Topics such as revenue generation, budgeting, and financial analysis, which are crucial for sustaining and growing sports enterprises will be covered.

