

# Certification in Sports Management



The 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.



**Job Prospects**

- Competition Manager
- Program Developer
- Talent/Sport Development Manager
- Fundamental Movement Skills Kids Trainer
- Sports Administrator
- Public Relations/Facility Executive
- Sports Marketing Executive
- Sports/Events Management Executive

**Entry Requirements**

Age	Minimum 16 years old
Academic Qualification	<ul style="list-style-type: none"> <li>• 3 GCE 'O' Level Passes at C6 and above</li> </ul>
English Language Proficiency	<ul style="list-style-type: none"> <li>• GCE 'O' Level Pass in English at C6 and above; or</li> <li>• IELTS 5.0 and above</li> </ul>

**Intake**

Please contact IMSC for specific intake dates.

**Course Duration (Part-time)**

Academic Instruction	No. of days per week	4
(6 months)	No. of hours per day	4
The number of hours stated above are subject to change. Students will be eligible for the course as long as they fulfil the requisite number of hours, and successfully complete all the assessments as required of them.		

**Course Duration (Full-time)**

Academic Instruction	No. of days per week	11
(12 months)	No. of hours per day	3
The number of hours stated above are subject to change. Students will be eligible for the course as long as they fulfil the requisite number of hours, and successfully complete all the assessments as required of them.		

**Delivery Methods**

- Classroom
- Theory
- Practical

**Assessment Methods**

Assessments may take the form of one or more of the following:

- Question and Answer
- Written and/or Oral Examinations
- Panel of workplace presenters/personal trainers
- Simulations
- Practical Demonstrations and Assessments
- Third party report
- Role Plays
- Projects and/or Case Studies



## **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 IMSC.

## **Enrollment**

Contact IMSC at 6423 0668 or [info@imsc.edu.sg](mailto:info@imsc.edu.sg).

## **Course Outline**

Academic Instruction (6 or 12 months)	Total no. of modules	6 modules
	No. of contact hours per module	40 hours
	Total contact hours	6 modules x 40 hours = 240 hours

## **Compulsory Core Modules**

Module Code	Module Title
CEM 543	Sports Administration
CEM 583	Sports Facilities and Events Management
CEM 544	Sports Marketing
CEM 542	Sports Business and Personnel Management
CEM 551	Sport Public Relation
CEM 550	Sports Fundraising

## **Module Description**

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.

**CEB 367 –  
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.

**CEB 442 –  
Structure and Function  
of Sports**

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



## Fees

LOCAL STUDENTS		
Fees Breakdown		Amount including 7% GST (SGD)
<i>Academic Fees</i>		
1	Course Fees	3,200.00
2	Course Material Fees	180.00
3	Examination Fees	780.00
<b>Sub-Total:</b>		<b>4,160.00</b>
<i>Others</i>		
4	Application Fees (non-refundable)	190.50
<b>Grand Total:</b>		<b>4,350.50</b>
Note: <ul style="list-style-type: none"> <li>• Application Fees (\$190.50) have to be paid to begin the registration process.</li> <li>• Fee Protection Scheme is compulsory and payable before course commencement.</li> <li>• Instalment payment potentially available for local students.</li> <li>• Medical insurance is optional, depending on whether student has equivalent local insurance coverage.</li> </ul>		

INTERNATIONAL STUDENTS		
Fees Breakdown		Amount including 7% GST (SGD)
<i>Academic Fees</i>		
1	Course Fees	3,570.00
2	Course Material Fees	180.00
3	Examination Fees	780.00
<b>Sub-Total:</b>		<b>4,530.00</b>
<i>Others</i>		
4	Application Fees (non-refundable)	345.50
5	Medical Insurance (compulsory)	96.30
<b>Grand Total:</b>		<b>4,971.80</b>
Note: <ul style="list-style-type: none"> <li>• Application Fees (\$345.50) have to be paid to begin the registration process.</li> <li>• All items except 4 must be paid in a single instalment before course commencement.</li> </ul>		

MISCELLANEOUS FEES (payable only if applicable)		
Purpose of Fees		Amount including 7% GST (SGD)
1	Deferment Fees	235.40
2	Re-Assessment Fees (per assessment component of the module)	107.00
3	Re-Module Fees (per module)	428.00
4	Penalty for Late Payment (per week)	10.70
5	Printing cost (per sheet)	0.20
6	Replacement of Student ID	21.40
7	Medical Insurance (if applicable)	96.30
8	IMSC T-Shirt	30.00

## **About IMSC**

The International Management and Sports College (IMSC) was formed after a rebranding exercise undertaken by the International Sports Academy (ISA).

ISA was founded in 2003 to provide the much-needed knowledge and skills required to empower individuals with the right tools to achieve success in the burgeoning sporting industry. Together with our partners from the United States Sports Academy, the Australian Sports Academy, the National Strength and Conditioning Association, and the American Council on Exercise, we offer quality certifications and diplomas that are recognised internationally, to provide our students with an edge in the sports and fitness industry.

Over the years, the sports and fitness industry has evolved greatly and the local sports scene has seen an explosion of world class sports events like Formula One and the WTA Finals. There is now a demand for trained personnel not just in sports and fitness, but also in tourism, hospitality, events management, marketing, retail, and facilities management. Thus ISA was renamed International Management and Sports College (IMSC) to better reflect our increased course offerings in business, tourism and hospitality management to better serve the changing needs of the industry.

IMSC will continue to serve as Singapore's and the region's premier private education institution, in providing a holistic education that equips individuals with the skillsets and competencies required for the future economy. We offer a series of quality academic programmes, professional certifications and continuing education courses to cater to varied needs and schedules, in helping our students achieve their goals in lifelong learning.

## **Our Mission**

To provide a holistic education that equips individuals with the skillsets and competencies required for the industry.

## **Our Vision**

To develop industry-ready individuals for the future economy.

## **Our Values**

Passion | Progress | Purpose

## **Our Culture**

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

- Recognised as an Approved Centre by OTHM Qualifications, which are approved and regulated by Ofqual in the UK.
- Named Most Preferred Private Education Institute for Diploma/Advanced Diploma (Sports and Recreation) by JobsCentral Learning Survey.
- Provides early industry exposure and job placement assistance through extensive industry network.
- Endorsed by leading industry employers such as Virgin Active, True Fitness, the Pure Group, Triple Fit, among others.
- Appointed Education Partner and Approved Provider in Singapore by the American Council on Exercise (ACE).
- Offers continuing education courses for increasing skillsets.

