



UNIVERSITY OF  
PORTSMOUTH

This Degree programme is awarded by the University of Portsmouth.

# Bachelor of Science in Sport Management (Top-up)



SCAN ME

## WHY CHOOSE IMSC?



### High Employability

Prepare students to meet the needs of the future industry



### Industry Relevance

Industry experts to help keep our programmes relevant



### Industry Recognition

Received endorsements from industry-leading organisations



### International Partners

Established partnerships and worked with industry-leading education institutions

## COURSE OVERVIEW

The Bachelor of Science in Sport Management (Top-up) programme offered by the University of Portsmouth will help build students' understanding of sport and its role in society. Students will learn how sports development and sports management can give people the opportunity to take part in sport and physical activity, no matter their ability. Students will graduate with the knowledge, understanding and skill to excel in either the sports management or sports development sectors.

## JOB PROSPECTS

- Sports Administrator
- Sports/Events Management Executive
- National Sports Association Executive
- Sports Development Officer
- Sports and Recreation Event/Marketing Executive
- Sports Retail and Merchandising Executive



Cert No.: EDU-2-2149  
Validity: 11/04/2022 - 10/04/2026

RCB No. 200305869C | Exp: 13 July 2022 - 12 July 2026

 @ IMSC

 @ int.mgmt.and.sports.college

Visit us at : [www.imsc.edu.sg/bsc-sport-management-top-up](http://www.imsc.edu.sg/bsc-sport-management-top-up)

Contact us at : +65 6423 0668 or [info@imsc.edu.sg](mailto:info@imsc.edu.sg).



## Entry Requirements

- Age**
- Minimum 17 years old
- Academic Qualification**
- Diploma of Higher Education in Sport and Exercise Science from UoP; or
  - Diploma in Sports Management from Republic Polytechnic or Diploma in Sport & Wellness Management from Nanyang Polytechnic, with a minimum of GPA 2.5; or
  - Any other sport or business-related diploma qualifications awarded by other tertiary institutions in Singapore - i.e. Singapore Polytechnic, Ngee Ann Polytechnic, Republic Polytechnic, Temasek Polytechnic and Nanyang Polytechnic, with a minimum of GPA 3.0; or
  - Equivalent relevant Advanced/Higher Diploma qualifications awarded by other Singapore registered PEIs with a minimum GPA 3.0 or equivalent; or
  - Diploma graduate from recognized sports and exercise science, sport and wellness, health services and management-related programmes
- English Language Proficiency**
- GCE 'O' Level Pass in English at C6 and above; or
  - IELTS 6.0 and above, no sub-component below 5.5 or equivalent



## Intake

Intakes in May and September. Please contact IMSC for specific intake dates.

## Fees \*

|   |              |
|---|--------------|
| Local Students  | \$ 11,957.80 |
| <small>*Including application fees and Fee Protection Scheme fees; excluding medical insurance (optional) and miscellaneous fees (payable only if applicable)</small> |              |
| International Students  | \$ 13,252.10 |
| <small>*Including application fees, Fee Protection Scheme fees and medical insurance (compulsory); excluding miscellaneous fees (payable only if applicable)</small>  |              |

## Duration

Full - Time / Part - Time 8 Months

## Enrollment



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

### COMPULSORY CORE MODULES

| No. | Module Title                                   |
|-----|--|
| 1   | Professional Development                       |
| 2   | Strategic Management in Sport                  |
| 3   | Sales and Marketing in Sport                   |
| 4   | Sports Entrepreneurship and Business Venturing |
| 5   | Project  |



## Awarding Body

This Degree programme is awarded by the University of Portsmouth.

## Delivery Methods

- Classroom
- Theory
- Practical

## Aims

The global aim for this course is to provide students with a multidisciplinary approach as to how science can benefit sporting performance:

- Provide an intellectually stimulating environment that develops critical and reflective knowledge and understanding within sport management
- Enable students to benefit from a broad curriculum that embodies academic excellence informed by practice and research within sports management and sports development
- Encourage students to synthesise new and existing knowledge to generate ideas and develop creative solutions
- Enable students to locate, access and engage with information using current and emerging digital technologies
- Develop skills to become effective team players, able to provide leadership and support whilst communicating clearly and effectively
- To enhance students' career and employment prospects by providing opportunities for career-enhancing activities to strengthen their personal development
- To support the student experience through effective management and improvement of the learning and teaching resources

## Course Objectives

On successful completion of the course, students will also be able to:

- Describe in detail key concepts and principles underpinning the study of sport management
- Comprehensively describe the influence of the social, political, economic and cultural factors on the distribution, propagation and popularity of sport.
- Evaluate, understand and reflect upon the policy, planning, management and delivery factors that influence sporting opportunities.
- Critically deploy established techniques of analysis and enquiry in the field of sport management.
- Critically develop and sustain arguments addressing problems and issues in sport management.
- Demonstrate critical abilities in decision making in complex and unpredictable situations.
- Demonstrate and display the ability to select appropriate methods of enquiry to understand issues in sport management.
- Utilise leadership or collaborative working skills to support success
- Critically demonstrate the exercise of initiative and personal responsibility to complete set tasks and achieve objectives.
- Communicate complex information, ideas and solutions to problems clearly and effectively to range of specialist and non-specialist audiences.

## 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



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## MODULES DESCRIPTION

### PROFESSIONAL DEVELOPMENT

The module aims to develop the student's organisation and communication skills, to gain experience relevant to the student's future career, to encourage critical reflection on the learning experience and to facilitate the student's engagement with the Careers and Employability Service. The majority of student contact time occurs in the work placement setting and is overseen by the student's agreed mentor/independent learning project supervisor. All placements adhere to the Work Based and Placement Learning Code of Practice (2015).

### STRATEGIC MANAGEMENT IN SPORT

The aim of this module is to understand the principles of strategic management, critically examine its global context and the current challenges within the private, public and not-for-profit sectors when applied to the sports sector. Students will be supported with lectures, seminars, workshops, group work and webinars to develop ideas and explore theoretical concepts and academic scholarship through real-life case studies and collaborative learning and discussion. Formative assessment lecture sessions will be provided within the module curriculum directly linked to the assessments, periodically throughout the taught programme. This module allows students to develop a critical and reflective knowledge and understanding of their subject, think independently, analytically and creatively, and engage imaginatively with new areas of investigation within and across discipline boundaries within Sports Management.

### SALES AND MARKETING IN SPORT

This module will provide students with a grounding in the theory and practice related to sales, as contextualised within the sports sector of the economy. It will do this by focusing on two relevant areas of the sports industry, which are closely aligned - sales and marketing. In the first half of the programme, the module will focus on sales in the sports industry. In the second component of the programme, the module will analyse the key marketing strategies in the sports industry.

### SPORTS ENTREPRENEURSHIP AND BUSINESS WRITING

This module takes students on an experiential journey through entrepreneurship values and the venture creation process with a specific focus on the sports industry. Students will be working in teams to identify an opportunity, test the opportunity in the market and develop a business model. The module is designed to provide students with an opportunity to apply the knowledge and skills learned throughout previous study to a real-time business venture. It presents an experience that allows students to develop their entrepreneurial practice through action and critical reflection.

### PROJECT

University staff will advise students of the nature of the project which they are to undertake. The project will normally be group-based but in exceptional cases, individual projects may be undertaken. Students will be allowed to work together on the poster presentation in groups of no more than 2 people. It should be clearly understood that all students will submit individual reports.

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## Fees

| LOCAL STUDENTS   |   |                            |
|--|---|----------------------------|
| FEES BREAKDOWN   |   | AMOUNT INCLUDING GST (SGD) |
| <i>Academic Fees</i>   |   |                            |
| <b>1</b>   | Course Fees                                     | \$ 11,500.00               |
| <b>SUB - TOTAL :</b>   |   | <b>\$ 11,500.00</b>        |
| <i>Others</i>  |   |                            |
| <b>2</b>   | Application Fees - <i>non-refundable</i>        | \$ 196.20                  |
| <b>3</b>   | Fee Protection Scheme (FPS) - <i>compulsory</i> | \$ 261.60                  |
| <b>GRAND - TOTAL :</b>   |   | <b>\$12,064.28</b>         |
| <b>4</b>   | Medical Insurance - <i>optional</i>             | \$ 98.10                   |
|  |   | <b>\$ 12,055.90</b>        |
| <i>Note :</i>  |   |                            |
| <ul style="list-style-type: none"> <li>• Application Fees 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> |   |                            |

| MISCELLANEOUS FEES (PAYABLE ONLY IF APPLICABLE) |  |                            |
|---|--|----------------------------|
| PURPOSE OF FEES                                 |  | AMOUNT INCLUDING GST (SGD) |
| <b>1</b>  | Deferment Fees   | \$ 239.80                  |
| <b>2</b>  | Re-Assessment Fees ( <i>per unit</i> )   | \$ 163.50                  |
| <b>3</b>  | Re-Module Fees ( <i>per module</i> )   | \$ 436.00                  |
| <b>4</b>  | Penalty for Late Payment ( <i>per week</i> )                                     | \$ 10.90                   |
| <b>5</b>  | ICA Online Issuance Fee ( <i>for Student's Pass</i> )                            | \$ 60.00 - \$ 90.00        |
| <b>6</b>  | Medical Insurance ( <i>if applicable</i> )                                       | \$ 98.10                   |
| <b>7</b>  | IMSC T-Shirt   | \$ 32.70                   |
| <b>8</b>  | Exam Appeal Fee  | \$ 54.50                   |
| <b>9</b>  | Renewal of Student's Pass ( <i>including ICA processing &amp; issuance fee</i> ) | \$ 120.00                  |
| <b>10</b>                                       | Printing Cost ( <i>per sheet</i> )   | \$ 0.20 - \$ 0.40          |

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## Fees

| INTERNATIONAL STUDENTS   |   |                            |
|--|---|----------------------------|
| FEES BREAKDOWN   |   | AMOUNT INCLUDING GST (SGD) |
| <i>Academic Fees</i>   |   |                            |
| <b>1</b>   | Course Fees                                     | \$ 12,500.00               |
| <b>SUB - TOTAL :</b>   |   | <b>\$ 12,500.00</b>        |
| <i>Others</i>  |   |                            |
| <b>2</b>   | Application Fees - <i>non-refundable</i>        | \$ 392.40                  |
| <b>3</b>   | Fee Protection Scheme (FPS) - <i>compulsory</i> | \$ 261.60                  |
| <b>4</b>   | Medical Insurance - <i>compulsory</i>           | \$ 98.10                   |
| <b>GRAND - TOTAL :</b>   |   | <b>\$ 13,252.10</b>        |
| <i>Note :</i>  |   |                            |
| <ul style="list-style-type: none"> <li>• Application Fees have to be paid to begin the registration process.</li> <li>• All items except Application Fees must be paid in a single instalment before course commencement.</li> </ul> |   |                            |

| MISCELLANEOUS FEES (PAYABLE ONLY IF APPLICABLE) |  |                            |
|---|--|----------------------------|
| PURPOSE OF FEES                                 |  | AMOUNT INCLUDING GST (SGD) |
| <b>1</b>  | Deferment Fees   | \$ 239.80                  |
| <b>2</b>  | Re-Assessment Fees ( <i>per unit</i> )   | \$ 163.50                  |
| <b>3</b>  | Re-Module Fees ( <i>per module</i> )   | \$ 436.00                  |
| <b>4</b>  | Penalty for Late Payment ( <i>per week</i> )                                     | \$ 10.90                   |
| <b>5</b>  | ICA Online Issuance Fee ( <i>for Student's Pass</i> )                            | \$ 60.00 - \$ 90.00        |
| <b>6</b>  | Medical Insurance ( <i>if applicable</i> )                                       | \$ 98.10                   |
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## About UOP

The University of Portsmouth (UOP) is a public university in the city of Portsmouth, Hampshire, England. UOP is one of the only four universities in the South East region to receive the highest and most prestigious 'Gold' rating for Teaching Excellence Framework (TEF) in United Kingdom (UK) – a Government scheme that recognises quality teaching and high levels of student satisfaction in Higher Education Institutions. This has placed UOP among the top 20% of the 299 Higher Education Institutions that entered the TEF in 2017.

UOP is also ranked in the top 150 young universities in the world, in the Times Higher Education ranking of universities less than 50 years old. UOP has risen in its ranking in The Complete University Guide - an independent ranking of excellence across 129 UK universities, where it is currently ranked 51st in the UK, from 56th in 2018. This also means that UOP is now 8th in the South East region. According to The Times Good University Guide 2019, UOP is one of the top 30 universities in UK for teaching quality and student experience. The 2020 National Student Survey also placed UOP in the top 30 of UK universities for student satisfaction, ranking 28 th and 2 nd in the South East. The National Student Survey measures final year students' satisfaction in all the UK universities to give feedback on factors such as the quality of their teaching, assessment and feedback, academic support, organisation and management, learning resources and personal development.

Today, UOP's variety of programmes cater to the needs of popular career fields such as Sport, Health and Exercise Science. The School of Sport, Health and Exercise Science at UOP is a vibrant interdisciplinary school within the Faculty of Science and Health. Graduates of these programmes under the School of Sport, Health and Exercise Science are exposed to physiology, psychology and biomechanics of the human body during exercise and its application to sports performance and health, as well as development and management of sport and the role of sport in society. They examine the role of physical activity in health and disease, strategies for increasing participation in sport and physical activity, and approaches to optimising human performance.

## Why choose UOP?

- 'Gold' rating in the UK government's Teaching Excellence Framework (TEF)
- Endorsed by the British Association of Sports and Exercise Science (UK's leading sport science organization)

### Enrollment



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## 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 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 CULTURE

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

### OUR VALUES

Passion | Progress | Purpose

## Why choose IMSC?

- Conferred Edutrust (4-Year) Award by the Committee for Private Education for maintaining high standards in providing quality education services.
- Appointed Education Partner by University of Portsmouth for Sports Science and Sports Management programmes.
- 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, BFT, among others.
- Offers continuing education courses for increasing skillsets.

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