

COURSE DESCRIPTIONS 科目簡介

COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES

SCE3001 Introduction to Sport and Recreation Events (3 credits) (from 2022-23)

This course provides students an introduction of the area of sports, event and contemporary sports. To be a professional in sport and recreation industry, he/she should demonstrate the knowledge and interest in sports and recreation area. The course introduces students the concepts of leisure, recreation and sport. Different small scale sports events and mega sports events are introduced. Sports tourism is a hot topic nowadays, concept and knowledge of sport tourism will be covered. Students are also equipped with the basic knowledge of the common sports. The role of esports in sports is controversy, the course will also discuss the aspect relate to esports. Besides, the course provides students an overview of technology development and new trend in sports and event as well as ethical issues in sports.

SCE3002 Physical Activity Promotion and Smart City (3 credits) (from 2022-23)

This course is designed to inspire students to integrate the concept of Smart City with physical active lifestyle. Physical active lifestyle is important for health and well-being; the question is how to engage people in a physical active lifestyle. The course introduces students the concept of Smart City, the Smart City Blueprint for Hong Kong 2.0 and the role of new technology in promoting physical active lifestyle. The legal and ethical issues are also covered in the course. Upon completion the course, students are equipped with the knowledge to integrate the concepts of Smart City with physical active lifestyle.

SCE3003 Research Method in Sports Management and Coaching (3 credits) (from 2022-23)

The course aims to equip students with a basic understanding of research principle and knowledge to carry out junior research project in the aspects of sports management and coaching. Students will learn the process and procedures of conducting a quantitative and qualitative research. The course provides students with the concept and knowledge of research design, data collection, data analysis and research report writing. Upon completion the course, students are equipped with knowledge and skills to prepare a research proposal and conduct a junior research project in the area of sports management and coaching. The course also provides students the chances to review and discuss the examples of journals as well as some ethic issues in conducting a research.

SCE3004 Applied Sports Science (3 credits) (from 2022-23)

This course focuses on the knowledge and skills to applying principle of sports science to practice. Different aspects in sports and exercise science are covered which include anatomy, physiology, biomechanics and nutrition. The contents will focus on the application on real sporting situations such as on-field performance monitoring, analysis on coaching outcome, etc. Upon completion the course, students are equipped with the knowledge and skills to applying the concept of sports science in their coaching process to enhance the performance, improve health and reduce the chance of injury of the athletes. The course also provides students an overview of new trend and new technology to be used in the aspects of sports coaching.

SCE3005 Effective Management in Sport Events (3 credits) (from 2022-23)

This course equips students with the essential knowledge and practical management skills in sports event setting. It provides an overview of the critical factors that a sports event manager should consider when developing and managing a sports event. The knowledge and skills in leadership, team building, communication, interpersonal skills and supervisory thinking are also covered. Upon completion of the course, students are equipped with the essential knowledge and skills in managing and operating a sports event through the

teaching and interactive learning activities, such as class discussion, case studies, role play and workshop. The course also provides students an overview of technology development and new development in sports event.

SCE3006 Foundation of Sports Coaching (3 credits) (from 2022-23)

Coaches are extremely important for sports at all levels. To be a competent sports coach, he/she need to develop their knowledge and skills in coaching. This course equips students the basic principle and knowledge in sports coaching. The concept of coaching philosophy, coaching process, fundamental skills of a sports coach, approaches to coaching and coaching pedagogy are covered. This course also introduces students the code of ethics and conduct for sports coaches, and the sports coach's legal responsibilities.

SCE3007 Human Resources and Financing Management in Sports and Events (3 credits) (from 2022-23)

This course will focus specifically on decision making with respect to financial and human resources considerations, with real-world and hypothetical problems based within the sport and event industry. The principle of human resources and financing are covered. While this course is geared toward some unique aspects of the sport and event industry, the knowledge and skills acquired in the course will help students with making decisions in sport and event area.

SCE4001 Capstone Project (Internship) (3 credits) (from 2022-23)

This three-credit capstone project course enables students to integrate, articulate, advance, and present their learning in the programme. Students will take the course at Summer Term of Year 3 and the course will be completed at Year 4 Term 1. Students can choose to conduct an independent junior research project or an internship. For students choose to conduct an internship, they will be encouraged to integrate the knowledge and skills they have been learnt from the programme in their internship work. This course involves students work at selected organizations in the area related to sports with minimum 200 hours. Students will attend workshops before assignment to specific internship posts. During the internship period, they will perform tasks required by the partner organization, and learn about specific skills through on-the-job training.

SCE4002 Capstone Project (Junior Research Project) (3 credits) (from 2022-23)
(Prerequisite: SCE3003 Research Method in Sports Management and Coaching)

This three-credit capstone project course enables students to integrate, articulate, advance, and present their learning in the programme. Students will take the course at Summer Term of Year 3 and the course will be completed at Year 4 Term 1. Students can choose to conduct an independent junior research project or an internship. For the students to choose to conduct an independent junior research project, they will attend workshops and receive individual supervision from advisor. They will decide their research topic and work towards the production of an individual project which incorporates fundamental elements of their research project. These elements include (but are not limited to) a literature review, development of a theoretical framework, and the formulation of appropriate research questions, methods of data analysis etc. Students will write up a research proposal and conduct a pilot study. This work could be further developed to form part of a complete thesis.

SCE4003 Sports and Health for Aging and Special Population (3 credits)
(from 2022-23)

This course focuses on equipping students with essential knowledge in providing sport and recreation services for special population, including elders, people with disabilities, and other special population. Sport and recreation make an important contribution to the health and wellbeing of all people, including elders and people with special needs. However, the sports and recreation services provider should have special consideration when they provide

the services to that group of people. The course equips students with basic knowledge and guideline to organize sport and recreation program for elders and special population. It also provides students an overview of technology development and new trend of sport and recreation services for aging and special populations.

SCE4004 E-Marketing for Sports and Events (3 credits) (from 2022-23)

This course provides students concept and knowledge of e-marketing for sports and events. The basic principle of marketing will be introduced. Search Engine Optimization (SEO), Adwords and different e-marketing channel such as social media marketing and mobile marketing will be imparted to the students. In particular, the course focuses on how e-marketing can be used in sports industry. Upon completion the course, students are equipped with the knowledge and guideline to use e-marketing in sports industry. The course will also provide students an overview of new development in this area.

SCE4005 Facility Operation and Management (3 credits) (from 2022-23)

This course provides student with a comprehensive up-to-date introduction to each element of facility operation and management for sport events. It covers an overview of various sport facilities including indoor, outdoor and aquatic facilities. Students are equipped with essential knowledge and skills in developing, managing and operating the facilities for sport events through lectures, classroom discussions, case studies, video, workshops and on-site visit. The course will also provide students an overview of technology development and trend in sports facilities.

SCE4006 Foundation of Sports Psychology for Coach (3 credits) (from 2022-23)

Sports psychology can help to improve the performance of the athletes as well as their wellbeing. This course provides students an overview of the key topic of sports psychology and introduces psychological theories and concepts in sports psychology. The knowledge of personality, motivation, reinforcement, arousal, stress, anxiety, overtraining and burnout in sports aspects are covered. Upon completion the course, students will learn the approaches of motivation, principle of reinforcement, the connection of arousal and anxiety to performance, stress and anxiety reduction techniques, and symptoms of overtraining and burnout, and they will understand how personal and social factors influence performance and well-being of an athlete.

SCE4007 Practicing Sports Training Principle (3 credits) (from 2022-23)

(Prerequisite: SCE3006 Foundation of Sports Coaching)

This course focuses on the knowledge and skills to applying theory of sports coaching to practice. Students will learn the concept of periodization and the guideline to develop and organize annual training programme, they are equipped with the skill to prepare a teaching plan at different period in the whole season. The concepts of coaching team sport and individual sport are introduced, the practical knowledge and skills in teaching, instructing and leading sport activities and programmes are covered. Students will learn the basic skills, competition rules and regulations in sports through lecture, workshop and practical session. The ethical issues, technology development and new trend of sports training are also discussed.

SCE4008 Sports Governance (3 credits) (from 2022-23)

The effectiveness of governance in a sports organization can affect the performance of the organization. This course focuses on equipping students with the knowledge and concept of governance in sports. This course covers the area in foundations of governance and authority, framework for sports governance, and governance and authority in different sports industry sectors. This course also provides students an overview of legal and ethical issues in relevant area. Upon completion the course, students are equipped with the knowledge and concepts of the principle of good governance in a sports organization.