



Advanced Diploma in Recreation and Sports Management



THE UNIVERSITY OF HONG KONG
School of Professional and Continuing Education



Course	QF Level	QR Registration	QR Registration Validity Period	CEF Course Code
Diploma in Recreation and Sports Management	3	13/00627/13	1/11/2013 - on-going	43L127452
Advanced Diploma in Recreation and Sports Management	4	07/001904/4	5/5/2008 - on-going	43F127221

Introduction

The growth of Hong Kong's sports industry in the last decade has impacted upon both private and public sports sectors. Strong impetus has come from the HK athletes and teams who have successfully represented Hong Kong at the major sporting events such as the summer Olympic Games, Asian Championships and World Championships. This rapid sport sector development requires managers and executives in sport and recreation organizations with specialized training in sport and recreation management.

The Advanced Diploma in Recreation and Sport Management is a part-time continuing education programme delivered through the University of Hong Kong, School of Professional and Continuing Education. It is designed to meet the continuing professional development needs of people who will be or are currently delivering sport related programmes to the Hong Kong community in a variety of settings.

Programme Structure


This two year part time programme comprises 11 modules requiring 30 - 38 hours of lectures extended over 12 sessions, and 1 module requiring 20 hours of study, that normally take place on two evenings per week. On satisfactory completion of the 12 modules, students are eligible for the Advanced Diploma in Recreation and Sports Management awarded within the HKU system by HKU SPACE.

Year One:

1. Recreation and Sports Administration in Practice
2. Fundamentals of Marketing
3. Principles of Management
4. Effective Financial Management in Recreation and Sports
5. Operations Management
6. Programming and Promotion in Recreation and Sports
7. English for Academic and Professional Practice

Year Two:

1. Recreation and Sports Marketing 
2. Human Resources Management 
3. Management Skills in Recreation and Sport 
4. Special Event and Entertainment Management 
5. Recreation and Sport Project Development 

 *These modules have been included in the list of reimbursable programmes for CEF purposes. Student must complete a stipulated combination of modules in order to be eligible for fees reimbursement.*

Entry Requirements

Applicants shall:

1. have gained in the HKDSE Examination Level 3 in two subjects and Level 2 in three subjects (including English Language), or equivalent; or
2. have gained in the HKALE Grade E in two AL subjects and three passes at HKCEE Level (including English Language), or equivalent; or
3. be aged at least 21 years of age and have three years of relevant work experience and provide evidence of English proficiency, such as HKCEE English Language at Level 2; or HKCEE English Language (Syllabus B) at Grade E Grade C (Syllabus A); or equivalent.

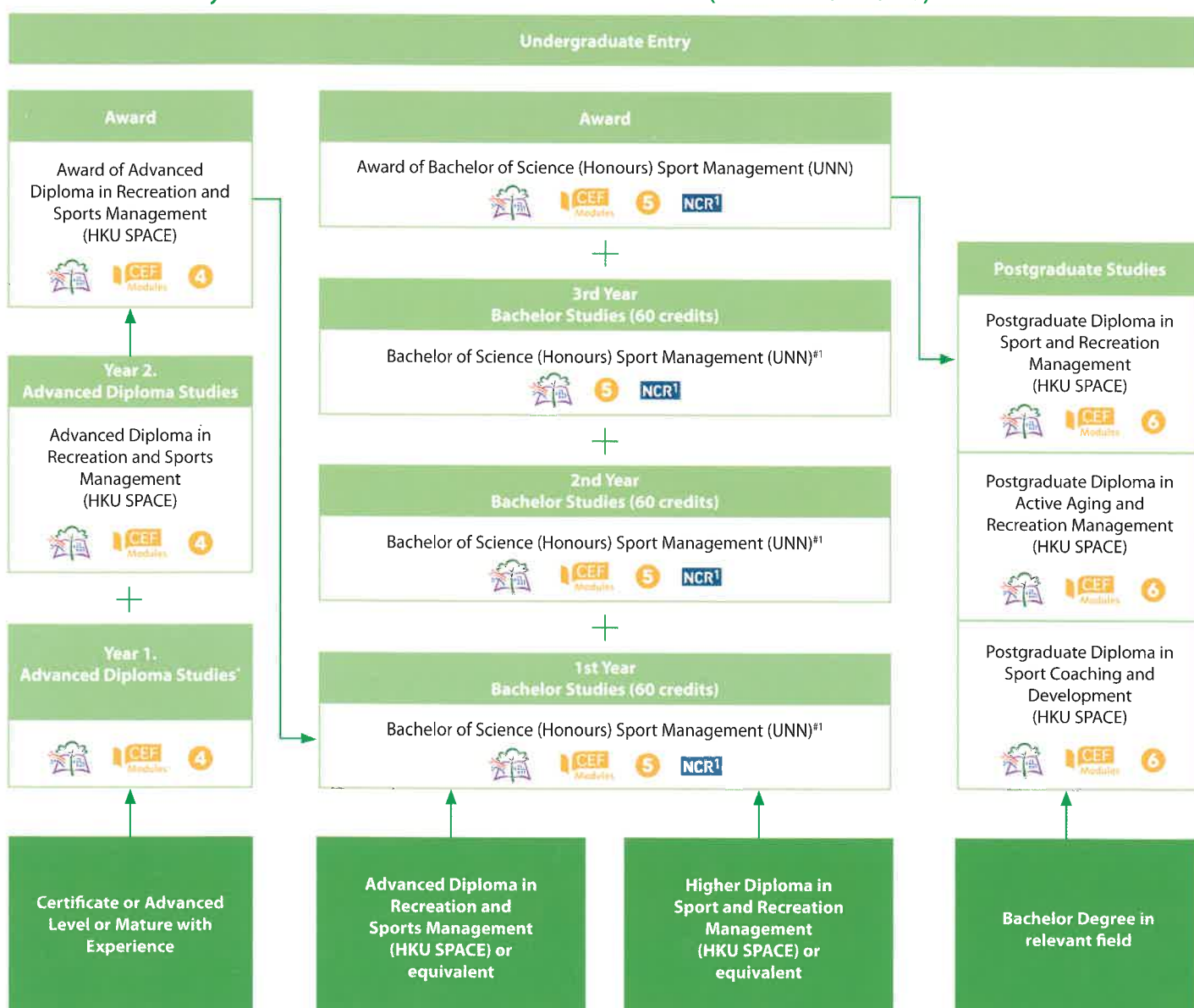
Applicants may be required to attend an interview.

Teaching And Assessment

Students accepted onto this programme of studies will generally be working professionals or will have an interest in the subject areas and are expected to bring their own experiences to the classroom and share them with fellow students. All classes will be conducted by qualified academic and professional staff with extensive teaching experience. Each taught module of the Advanced Diploma will be assessed on the basis of coursework and/or examination. Examinations will take place at the end of each module. The pass mark for all module is set at 50%.

The medium of instruction will be English.

Pathways To Undergraduate And Postgraduate Studies In Recreation And Sports Management Offered By HKU SPACE And Partner Institutions (Part Time Mode)¹



[#] University of Northumbria at Newcastle, UK (UNN) has recognized the Advanced Diploma in Recreation and Sports Management and Higher Diploma in Sport and Recreation Management awarded within the HKU system through HKU SPACE for a credit transfer of 180 credits. Students will need to require a further 180 credits to complete the entire programme.

^{*} This programme is also offered on a full-time basis for 18 months

^{*} Student who choose to exit after completing the year 1 modules of the programme will be awarded a Diploma in Recreation and Sports Management.

¹ Selected programmes are also offered on a full-time basis.

Financial Assistance And Loans

Please be advised of the following organizations and schemes that may be approached for assistance:

1. Extended Non-means Tested loan scheme
<http://www.wfsfaa.gov.hk/sfo/en/postsecondary/enls/overview.htm>
2. HKU SPACE Master Card
<https://hkuspace.hku.hk/study/admission/financial-assistance/hku-space-mastercard/>
3. CEF
<http://www.wfsfaa.gov.hk/cef/en/index.htm>

Application Procedure

Application may be made online via HKU SPACE website, or you may complete and return to HKU SPACE the attached application form for the Advanced Diploma in Recreation and Sports Management together with a cheque for HK\$150 application fee made payable to "HKU SPACE" payment for the programme fees. The application form can be obtained at HKU SPACE Learning Centers or the HKU SPACE website. The application deadlines are normally in August each year but prospective students are encouraged to apply early. Admission will be on a first-come-first-served basis for qualified applicants. Please refer to the HKU SPACE website for current programme fees.

Return to:

Mr. Benson Lai
c/o Sport, Exercise and Recreation Management
HKU School of Professional and Continuing Education
13/F, Fortress Tower,
250 King's Road, Fortress Hill,
Hong Kong

Advanced Diploma in Recreation and Sports Management
School of Professional and Continuing Education
The University of Hong Kong

Enquiries

Tel: 2587 3154 (Mr Benson Lai)
Fax: 2807 2054
Email: benson.lai@hkuspace.hku.hk
Website: [http://hkuspace.hku.hk/prog/
adv-dip-in-recreation-and-sports-management](http://hkuspace.hku.hk/prog/adv-dip-in-recreation-and-sports-management)