| 1. PROGRAMME PROFILE | |
|---|---|
| **Name of the Higher Education Institution (HEI)** | Bindura University of Science Education |
| **Mandate of the HEI** | Science Education |
| **Name of the School/Faculty/College** | Faculty of Science and Engineering |
| **Name of the Degree Programme** | Bachelor of Science Honours Degree in Sports Science and Management (HBSc.SSM) |
| **Duration:** | 4 years |
| **Minimum Credit Load:** | 480 |
| **MBKS Credit Load** | 408 |
| **Programme Credit Load** | 540 |
| **Maximum Credit Load** | 540 |
| **SADC-QF/ZQF Level:** | 9 |

## 1. PREAMBLE

.1 These regulations should be read in conjunction with the Bindura University of Science Education General Academic Regulations, hereinafter referred to as General Regulations, which have precedence over these regulations.

1.2 These regulations only apply to students registered under Bindura University of Science Education.

1.3 On successful completion of the programme a student shall be awarded a Bachelor of Science Degree in Sports Science and Management ((HBSc.SSM)).

## 2. RATIONALE

Bachelor of Science Honours Degree in Sports Science and Management has been developed to equip students with creative thinking and problem-solving skills and use enable them to use acquired skills and knowledge to bring about measurable change in professional practice and policies in the fields of sport and recreation. The program seeks to contribute to the development of the sports industry in Zimbabwe through the advancement of knowledge and skills in Sports Science and Sports Management and produce inventive and innovative graduates, equipped with high-level technical, research, community engagement and entrepreneurial skills for the benefit of the nation and the international community.

## 3. PROGRAMME AIMS

The revised curriculum for the Bachelor of Science Honours Degree in Sports Science and Management is designed to produce graduates who can effectively apply scientific principles to the process of identifying and nurturing sports talent and discharge management responsibilities in sports organizations operating in dynamic environments.

## 4. ENTRY REQUIREMENTS

**Normal Entry:**

A student must have passed at least five (5) subjects at Ordinary Level including English Language and Mathematics.

AND

At least two (2) subjects at Advanced Level including at least one of the following sport-related subjects; Physical Education Sport and Mass Displays, Sports Management and Sports Science and Technology, or their equivalent.

OR

At least two (2) subjects at Advanced Level in any of the following learning areas; Biology, Chemistry, Physics, Mathematics, Computer Science, Geography, Agriculture, Sociology, Psychology, Management of Business, Economics and Accounting, or their equivalent.

**Special Entry:**

The selection of candidates shall be done following the General Academic Regulations. In addition, the following specific requirements may apply:

A student must have passed at least five (5) subjects at Ordinary Level including English Language and Mathematics and obtained an Advanced Certificate or Diploma in Sport or Physical Education, or their equivalent from a recognized Academic Institution or Sports Federation or institution of similar status.

OR

A student must have passed in at least five (5) subjects at Ordinary Level including English Language and Mathematics and a record of elite sports participation of least two years.

**Mature Entry:**

The selection of candidates shall be done following the General Academic Regulations. In addition, the following specific requirements may apply:

A student must have passed at least five (5) subjects at Ordinary Level including English Language and Mathematics and should be above 25 years of age and have a traceable record of sports participation.

## 5. PROGRAMME CHARACTERISTICS

| | |
|---|---|
| **Areas of Study:** | Sports Science |
| | Sports Management |
| **Specialist Focus:** | **Sports Science:** Sports Biomechanics, Sports Psychology, Physiology of Exercise, Biochemistry of Physical Activity, Sports Nutrition and Metabolism, Testing and measurement in Sport, Sports Rehabilitation, Sports Medicine, Sports Training and Coaching Science, Talent Identification and Development in Sport, Sports Speciality Modules, Adapted Sport, Research Methods and Sports analytics.<br>**Sports Management:** Financial Management in Sport, Sports Entrepreneurship, Sports Economics, Sports Sociology Facilities and Event Management in Sport, Sports Law, Sports Ethics, Sports Marketing, Human Resources Management in Sport, Strategic Management in Sport, Corporate Governance in Sport, Risk Management in Sport, Sports Tourism and Recreation. |
| **Orientation:** | Technical, Practical, Theoretical |
| **Distinctive Features:** | Sports Science and Management-Honours Degree focusing on the scientific and managerial aspects of sport. |

**Programme Competences**

**Generic:**

- **Multidisciplinary:** Ability to draw the knowledge and skills needed to solve sports science and management problems from different disciplines**.**

**Quantitative and innovative reasoning:** Ability to apply quantitative techniques and generate creative solutions in the process of identifying and nurturing sports talent and managing sports entities**.**

- **Entrepreneurial skills:** Ability to generate new sports products and services as well as innovative managerial approaches based on acquired knowledge and skills.
- **Communication skills:** Ability to communicate effectively and to present ideas orally, in writing and visually and using ICT to both expert and non-expert audiences.

**Analysis and synthesis:** Ability to analyse data, facts and opinions and make appropriate

decisions out of it.

- **Ethical commitment:** ability to maintain professional integrity and uphold organizational values**.**

**Discipline-specific:**

- **Deep knowledge:** Ability to apply research knowledge, scientific principles, and conceptual skills in the process of identifying and developing sports talent and managing sports organizations.
- **Production skills:** ability to design and create new sports products and services.
- **Technology development skills:** Ability to use technology to identify and rectify errors and improve sports performance.
- **Problem-solving skills: the** ability to use gained knowledge and skills to identify, articulate and solve problems in sports performance and management.
- **Analytical and computational skills**: Ability to analyze and solve sports science and management problems using acquired ICT resources and creative thinking skills.

## 6. MARKET OPPORTUNITIES AND FURTHER EDUCATION

| | |
|---|---|
| **Further Studies:** | MSc Sports Science; MSc Sports Management, MSc Sports Psychology, MSc Sports Medicine, MED Physical Education. |
| **Employability:** | Exercise Physiologists; Academic, Researchers; Kinesiologists; Biomechanics Practitioners; Physiotherapists; Sport Psychologists; Fitness Trainers; Sports Nutritionists; Sports Managers; Sports Marketers; Sports Facilities Managers; Sports Entrepreneurs. |
| **Entrepreneurship Prospects:** | Sports entrepreneurial ventures. |

## 7. INTENDED LEARNING OUTCOMES

- Demonstrate in-depth knowledge and a firm understanding of Sports Science and Sports Management concepts and principles.
- Apply Sports Science principles in the identification and development of sports talent.
- Apply Sports Management principles in the management of sports entities.
- Use critical thinking, entrepreneurial and abstract reasoning skills in evaluating sports science and management issues to provide knowledge-based solutions to the problems affecting sports entities.
- Analyze and synthesize information relevant to sports science and management.
- Initiate sustainable sport-related entrepreneurial ventures.

| **8. PROGRAMME DELIVERY** | |
|---|---|
| **Teaching and Learning Methods:** | • Lecture sessions.<br>• Tutorials.<br>• Laboratory Practicals.<br>• Seminar presentations.<br>• Field excursions. |
| **Assessment and Evaluation Methods:** | Assignments, in-class tests, practical assessments, assessed presentations, and written examinations. |

**9. DURATION AND STRUCTURE OF THE PROGRAMME**

9.1.1 The Bachelor of Science Honours Degree in Sports Science and Management Programme shall extend for four years; each year of study comprising two Semesters.

9.1.2 The Degree Programme shall be as follows:

Part I Semester 1 Semester 2
Part 2 Semester 1 Semester 2
Part 3 Industrial Attachment
Part 4 Semester 1 Semester 2

9.2.3 Theoretical and practical courses shall be taught during Part 1, Part 2 and Part 4 of the Programme.

9.2.3 In Part 3 students will be on Industrial Attachment.

9.2.4 For block release students, Industrial Attachment shall be taken concurrently with Semester 1 and Semester 2 of Part 4.

9.2.5 For Elective Courses, the Departmental board shall determine the number of courses to be offered in a particular semester taking into consideration the availability of expertise.

**10. ASSESSMENT**

10.1 Each taught course shall normally be assessed through a three-hour final examination and coursework

| | |
|---|---|
| 10.1.1 Coursework: | 40%: Test (13%), Practicals (14%), Assignments (13%) |
| 10.1.2 Written Examinations: | 60%: |

10.2 Research Project

10.2.1 Research Project is assessed based on a research project (75%), Oral presentation (15%) and student conduct in the laboratory (10%).

10.2.2 The Research Project assessment shall be based on a dissertation submitted on a specified date set by the Departmental Board.

10.2.3 The dissertation shall be assessed by two internal examiners, excluding the supervisors.

10.3 Industrial Attachment

10.3.1 Industrial Attachment is assessed based on the Industrial Attachment report (30%), assessment by work supervisor (50%), and assessment by Academic supervisor (20%).

10.3.2 Students shall be attached to a relevant organization/institution for at least eight (8) months following the provisions of the Department's Industrial Attachment Guidelines.

10.3.2 Students shall produce a report at the end of their attachment.

10.3.3 The student report shall follow the format set by the Department.

10.3.4 University lecturers shall normally visit students twice in the year for assessment.

10.3.5 There shall be line supervisors at places of attachment who shall assess each student's progress.

## 11. ELIGIBILITY FOR A CANDIDATE TO WRITE EXAMINATIONS

To be eligible to sit for an examination in a particular course a candidate must: be a registered student, and attain a minimum coursework mark of 40 % in that course.

## 12. DETERMINATION OF RESULTS

Results shall be determined by Senate on recommendations from the Faculty Board of Examiners and Departmental Board of Examiners.

12.1 For each course and student, the Departmental Panel of Examiners shall determine a final and whether a student has passed that course.

12.2 A determination shall be made as to whether the student has completed a Part and shall proceed or repeat a course.

12.3 The Departmental Panel shall submit, for each course under its control and each student, enrolled in that course, the final mark and the result to the Faculty Board of Examiners.

## 13 AWARDING OF A DEGREE AND CLASSIFICATION OF THAT DEGREE.

### 13.1 Awarding of a Degree

13.1.1 To be eligible for the award of a Bachelor of Science Honours Degree in Sports Science and Management a student must have:

13.1.1.1. passed all core courses,

13.1.1.2 accumulated a minimum of 480 Notional Credits.

13.1.2 The Degree shall be classified using the results of the **ten** best courses including all core courses in Part 1, **ten** best courses including all core courses in Part 2, the Industrial Attachment mark for Part 3 and **ten** best courses including all core courses at Part 4.

**13.2 Degree Classification**

The following grading shall be adopted for all courses:

| Class | Mark (%) |
|---|---|
| 1: | 75-100 |
| 2.1: | 65-74 |
| 2.2: | 60-64 |
| Pass: | 50-59 |
| Fail: | Less than 50 |

**13.3 Degree weighting**

Each degree shall be classified using the results of all parts and the weighting shall be as follows:

| | |
|---|---|
| Part 1 | 10% |
| Part 2 | 30% |
| Part 3 | 20% |
| Part 4 | 40% |

**14. PUBLICATION OF RESULTS**

Results shall be published following the provisions of the General Regulations.

| Course/Module Description | Core Course | Notional Credits |
|---|---|---|
| **Part I Semester I** | | |
| SSM 112 Motor Skills Acquisition and Development | Y | 12 |
| SSM 114 Human Anatomy and Physiology | Y | 12 |
| SSM 115 Physical Activity and Wellness Promotion | Y | 12 |
| SSM 116 Fundamentals of Exercise Science and Management | | 12 |
| CS 101 Introduction to Computer Science | Y | 12 |
| HS 102 Health Education | Y | 12 |
| **Part I Semester II** | | |
| SSM 121 Facilities and Event Management in Sport | Y | 12 |
| SSM 122 Financial Management in Sport | Y | 12 |
| SSM 123 Biochemistry of Physical Activity | Y | 12 |
| SSM 125 Sport Sociology | | 12 |
| PC103 Communication skills | Y | 12 |
| PC108 Citizenship Education and Conflict Transformation | Y | 12 |
| | | |
| **Part II Semester I** | | |
| SSM 212 Nutrition and Metabolism in Sport | Y | 12 |
| SSM 214 Sports Law and Ethics | Y | 12 |
| SSM 215 Testing, Measurement and Evaluation in Sport | Y | 12 |
| SSM 216 Athletics | | 12 |
| SSM 217 Biomechanics in Sport | Y | 12 |
| SSM 218 Adapted Physical Activity | | 12 |
| | | |

| **15 COURSES** | | |
|---|---|---|
| **Course/Module Description** | **Core Course** | **Notional Credits** |
| **Part II Semester II** | | |
| SSM 221 Public and Media Relations in Sport | | 12 |
| SSM 222 Research Methods and Sports Analytics | Y | 12 |
| SSM 223 Sports Marketing | Y | 12 |
| SSM 224 Sports Psychology | Y | 12 |
| SSM 2212 Sports Training and Coaching Science | Y | 12 |
| **Students to select one Sports Speciality Module from:** | | |
| SSM 226 Aquatic Sports | | 12 |
| SSM 227 Court Sports | | 12 |
| SSM 228 Field Sports | | 12 |
| SSM 229 Indoor Sports | | 12 |
| SSM 2210 Combat Sports | | 12 |
| **Part III** | | |
| SSM 300 Industrial Attachment | Y | 120 |
| **Part IV Semester I** | | |
| SSM 412 Physiology of Exercise | Y | 12 |
| SSM 413 Corporate Governance in Sport | Y | 12 |
| SSM 414 Strategic Management in Sport | Y | 12 |
| SSM 415 Sports Medicine | Y | 12 |
| SSM 416 Risk Management in Sport | | 12 |
| SSM 418 Managing Athletes, Sport Teams and Organizations | | 12 |
| | | |
| **Part IV Semester II** | | |
| SSM 400 Research Project | Y | 36 |
| SSM 421 Human Resources Management in Sport | Y | 12 |
| SSM 422 Talent Identification and Development | Y | 12 |
| SSM 423 Sports Entrepreneurship | Y | 12 |
| SSM 425 Sports Tourism and Recreation | | 12 |
| **Total MBKS Credits** | | **408** |
| **Total Credits** | | 540 |

**15.2 Basis for Allocating Credits**

**15.2.1 Taught Modules**

| ACTIVITY | TIME IN NOTIONAL STUDY HOURS | NOTIONAL CREDITS |
|---|---|---|
| **CONTACT TIME** | | |
| Lecturers | 32 | |
| Tutorials | 6 | |
| Field visits | 10 | |
| Practical Work | 20 | |
| | **68** | **6.8** |
| **SCHEDULED ASSESSMENT TIME** | | |
| Final written Exam | 3 | |
| In-class tests | 2 | |
| Oral Presentations | 3 | |
| Practical Skills | 4 | |
| | **12** | **1.2** |
| **INDEPENDENT STUDY TIME** | | |
| Preparation for scheduled sessions | 10 | |
| Reading | 15 | |
| Written assignments | 7 | |
| Revision Work | 8 | |
| | **40** | **4** |
| **Total Number of Notional Hours and Credits per Taught Course** | **120** | **12** |

**15.2.2 Dissertation**

| ACTIVITY | TIME IN NOTIONAL STUDY HOURS | NOTIONAL CREDITS |
|---|---|---|
| Problem Formulation | 10 | |
| Project Supervision | 20 | |
| Proposal Writing | 30 | |
| Literature Review | 100 | |
| Instrument Design and Piloting | 20 | |
| Data Collection | 50 | |
| Data Analysis | 30 | |
| Report Writing | 100 | |
| **Total Number of Notional Hours and Credits for the Dissertation** | **360** | **36** |

**15.2.3 Industrial Attachment**

| ACTIVITY | TIME IN NOTIONAL STUDY HOURS | NOTIONAL CREDITS |
|---|---|---|
| Preparation for scheduled sessions | 30 | |
| Work Related Learning Tasks | 1050 | |
| Supervision | 20 | |
| Report Writing | 100 | |
| **Total Number of Notional Study Hours and Credits for Industrial Attachment** | **1200** | **120** |

**15.2.5 Consolidated Summary**

| ACTIVITY | TIME IN NOTIONAL STUDY HOURS | NOTIONAL CREDITS |
|---|---|---|
| Taught Courses | 3820 | 382 |
| Dissertation | 360 | 36 |
| Industrial Attachment | 1200 | 120 |
| **Total Number of Notional Study Hours and Credits for the Programme** | **5380** | **538** |
| **Minimum Number of Notional Study Hours and Credits Required for a Student to Graduate** | **4800** | **580** |

## 15.3 MODULE SYNOPSES

### PART 1: SEMESTER 1

**SSM 112 Motor Skills Acquisition and Development (Core, 12 Credits)**
This module introduces students to motor learning theories and concepts, assessment, and development of motor skills in various settings. Topics to be covered include: Perspectives in Motor Behavior; Classification of Motor Skills; Stages of Skill Acquisition; Development of Fundamental Motor Skills; Structural and Functional Constraints to Motor Development; Interaction of Exercise Task and Structural Constraints.

**SSM 114 Human Anatomy and Physiology (Core, 12 Credits)**
This module is designed to introduce students to the fundaments of functional anatomy and physiology, particularly the skeletal, neural, muscular, metabolic, respiratory and cardiovascular systems. The focus will be on the understanding of the biomechanics of movement and the physiological adjustments in response to the demands of sport and exercise. The relationships between the structure and function of each system and the roles of homeostasis in physiological adaptation in the maintenance of health are also examined.

**SSM 115 Physical Activity and Wellness Promotion (Core, 12 Credits)**
This module covers the interplay between physical activity and health using a multi-disciplinary approach. It explores the biophysical, environmental and socio-cultural antecedents of physical activity. Case studies on the influence physical activity has on the health of various sections of the population will be explored alongside an understanding of various approaches designed to change physical activity behaviour

**SSM 116 Fundamentals Exercise Science and Management**: **(Elective, 12 Credits)**

The module explores the application of the four basic functions of management (planning, leading, organizing and controlling) to the management of sports enterprises. The module also provides foundational knowledge on the key scientific concepts and principles across such sports science disciplines as physiology, psychology, biomechanics and coaching.

**CS 101 Introduction to Computers (Core Course, 12 Credits)**
**HS 10 Health Education (Core Course, 12 Credits)**

### PART 1: SEMESTER 2

**SSM 121 Facilities and Event Management in Sport (Elective Course, 12 Credits)**
This module involves the study of guidelines for constructing and managing sports fitness facilities. It also covers the bidding, planning and implementing of sports events and the social economic and cultural legacies they leave to the local and national communities, the Application of Digital Technology in Facilities and Events Management.

**SSM 122 Financial Management in Sport (Core, 12 Credits)**

This module provided students with a clear understanding of the principles of finance and accounting. The module covers such financial management topics as; Accounting Concepts and Principles, budgeting and the preparation and analysis of financial statements for planning administering reporting and evaluating the financial performance of sport-related entities, Investment appraisal methods, financial management policy formulation and significance in sport, the financial structure of professional sports entities, financial fair play regulations in sport, athlete bankruptcy after retirement, financial literacy programmes for athletes. It involves being able to review financial information, effectively manage funds, implement sound financial practices and understand the organization's financial position and obligation.

**SSM 123 Biochemistry of Physical Activity (Core, 12 Credits)**

This module focuses on the biochemistry of sport and exercise. Topics covered include: Characteristics of Organic Compounds; Enzymes and Kinetics; Cell Metabolism; Changes in human metabolism such as chemical structures, enzyme regulation and chemical reactions in response to physical activity.

**SSM 125 Sport Sociology (Elective, 12 Credits)**

This module is intended to help students develop a better understanding of how sport is related to broader sociological processes in society. Topics to be covered include: History and meaning of Sociology of Sport; Social Values and Sport; Sports and the Life Cycle: -From Playground to Schools and Colleges Sport focusing on how it Contributes to Education; Deviance and Sports, Violence and Sport; Sport and Social Class; Gender and Sports; Race and Ethnicity and Sports; Sport and the mass media; Economics and Sport; Politics and Sport; Religion and Sport; the benefits of sport participation.

**PC103 Communication skills (Core Course, 12 Credits)**

**PC108 Citizenship Education and Conflict Transformation (Core Course, 12 Credits)**.

**PART 2: SEMESTER 1**

**SSM 212 Nutrition and Metabolism in Sport (Core, 12 Credits)**

This module examines important concepts of sports nutrition, including an overview of the Biochemical pathways used in human metabolism and the role they play in the exercise. Topics to be covered include the nutritional requirements during training and competition; the role of nutrients before, during and after exercise; nutritional analysis software, and nutritional supplements ethics, effectiveness, and safety.

**SSM 214 Sports Law and Ethics (Core, 12 Credits)**

This module provides an overview of legal principles and ethical issues in sport. The module gives an overview of what law is and covers key legal topics like sources of law, classification of law, the legal system in Zimbabwe, introduction to the arms of government and their powers, stages of

law making in parliament, the hierarchy of courts in Zimbabwe, composition and jurisdiction of Zimbabwean courts. The module also introduces the different fields of law and legal issues, as they relate to sport; contractual relations in sports, the role of the agent in professional sports, disciplinary proceedings, the functioning of the Court of Arbitration in Sport, legal aspects of sports injuries, legal aspects of sports sponsorship and constitutional issues in sports. In addition, this module examines morality and ethical issues in sport. Topics to be covered include; doping and anti-doping in sport, fair play, sportsmanship, Olympism, fan behaviour, deviant behaviour in athletics, and issues related to cheating in youth and student sport, the ethics of competition, fraud, bribery, betting and gambling, racial and gender equity in sport.

**SSM 215 Testing, Measurement and Evaluation in Sport (Core, 12 Credits)**
This module focuses on human body composition, the importance of body composition measurement, Body Composition Models, and Methods of body composition assessment. The module covers the application of physiological principles and the development of practical skills for fitness evaluation and exercises prescription. The module emphasizes pre-test screening and assessment and prescription fundamentals for cardiovascular fitness, muscular fitness, body composition, and flexibility. Issues related to special populations and peak performance will also be covered.

**SSM 216 Athletics (Elective Course, 12 Credits)**

This course aims to provide students with the basic sports science knowledge and skills of running, jumping and throwing to execute and appreciate Track and Field events. Based on a systematic and hands-on approach to this course, the students will have an enjoyable time learning how to execute events such as long jump, hurdles, sprints, high jump, javelin and discus throw. This course includes the principles of training and five core bio-motor abilities to equip the students with the fundamental skills and knowledge to design his/her training program. The application of principles of biomechanics, learning progressions, error detection/correction methods, and safety considerations in teaching track and field activities

**SSM 217 Biomechanics in Sport (Core, 12 Credits)**
This module aims to provide students with the opportunity to understand the major aspects of kinematics, kinetics and other biomechanical techniques such as electromyography. The module covers the mechanics of movement, reviewing basic kinematics of motion, and their application to sport and exercise. Topics will include fundamental muscular-skeletal biomechanics, advanced biomechanical analysis, biomechanics of sports and biomechanics of injury.

**SSM 218 Adapted Physical Activity (Elective, 12 Credits)**
This module is designed to provide basic knowledge of adapted sport. It covers laws about the sport of individuals with disabilities and the role of federations responsible for managing sport for people with disabilities. The modification of sports rules, training procedures, facilities and equipment to suit the various needs of people with disabilities. Case studies of global best practices in adapted sport management, use of digital technology in adapted physical activity.

**PART 2: SEMESTER 2**

**SSM 221 Public and Media Relations in Sport (Elective Course, 12 Credits)**

This course is an overview of the role of public and media relations in the management of sports. This course covers skill sets and roles a media relations specialist must demonstrate to be successful. Emphasis will be on writing, communication, planning, and organizational skills. The course also exposes students to the role of public relations in sport, including public relations theories, tools and the role of branding as a public relations strategy, managing and optimizing social media communication.

**SSM 222 Research Methods and Sports Analytics (Core, 12 Credits)**

In this module students will learn to develop research ideas and problems by formulating research questions and hypotheses and conducting extensive literature searches using a wide range of resources. Students will learn the different types of research designs, sampling procedures, data collection procedures, data analysis and presentation procedures (quantitative and qualitative). Students will learn to collect, analyze and present sports performance-related data to understand how performance analysis can be utilized in sports. Students will also learn the roles and responsibilities of the performance analyst topics to be covered include Scope of Sports Performance Analysis Research, Biomechanical Analysis, Technique Analysis, Tactical Analysis, Psychological Analysis, Physiological Analysis, Manual Notation System, Global Positioning System (GPS) Trekking, Video Analysis System, Statistical methods in kinanthropometry.

**SSM 223 Sports Marketing (Core, 12 Credits)**

The module introduces students to basic marketing principles, functions and concepts as applied to sport-related enterprises. Topics to be covered include; the dimensions of sports marketing, segmentation of the sports customer, the nature and characteristics of the sports product, the role of pricing, promotion, place (distribution), packaging, people and physical evidence strategies in the management of sport, sports consumer behaviour, marketing strategy, brand management in sport organizations. This module also covers the role of media and public relations in the field of sport. This module introduces the principles of sports sponsorship focusing on sponsorship objectives, implementation, evaluation procedures, and sponsorship risks like ambush marketing. The module also covers topics include as, corporate social responsibility, merchandising, endorsement, naming rights and franchising, and Digital Marketing in sport.

**SSM 224 Sports Psychology (Core, 12 Credits)**

This module is a study of the psychological and sociological aspects of Sports. Emphasis will be given to the application of knowledge to the counselling of athletes coping with sports injuries and to the development of motivational strategies for rehabilitation and return to physical activity. It also examines the psychological factors that are most critical to elite sports performances (communication, group and team dynamics, leadership, anxiety and stress management, etc.). Special emphasis is focused on the physical, mental and emotional variables related to optimal performance.

**SSM 2212 Sports Training and Coaching Science (Core, 12 Credits)**

This module presents a theoretical base for the teaching of sport and sports skills accompanied by practical applications. Topics to be covered include: Coaching philosophies, styles, Systems and behaviours and Individual athlete variation focusing on their impact on athletic performance,

The coach-athlete communication, feedback and demonstration processes; Motivation and goal setting; Differing approaches to skill-learning; Technical and tactical skill acquisition; Preparation of training schedule, The periodization theory; Principles of sports training, Concept of warming up and warming down; resistance training, aerobic/anaerobic conditioning and other contemporary techniques that are used to prepare high performance athletes Physical fitness and its components (speed training, strength training, endurance training, flexibility training), Concept of training load, adaptation and recovery, Digital Technology as a Sports Coaching Tool, Digital Technology as a Sports Performance Analysis Tool, Challenges facing the modern coach such as ethical dilemmas, managerial aspects of athlete and team behaviour and public and media relations, drugs and ergogenic aids and application of technology in coaching.

**Speciality Modules (Elective Course, 12 Credits)**
Students will elect one from any one of the following:

**SSM 226 Aquatic Sports (Elective, 12 Credits)**

This course aims to provide students with basic sports science knowledge and skills in Aquatic sports events. Based on a systematic and hands-on approach to this course, the students will have an enjoyable time learning how to execute events such as Rowing, Swimming and Water Polo. Each component will include the history, rules, safety, fundamental skill acquisition, drills and mini-games and strategies for play.

**SSM 227 Court Sports (Elective Course, 12 Credits)**
This course aims to provide students with basic sports science knowledge and skills in Court Sports events. Based on a systematic and hands-on approach to this course, the students will have an enjoyable time learning how to execute events such as Basketball, Handball, Netball, Tennis, and Volleyball. For each unit, the content will include the history, rules, safety, fundamental skill acquisition, drills and mini-games, strategies for play, and officiating.

**SSM 228 Field Sports (Elective Course, 12 Credits)**

This course aims to provide students with basic sports science knowledge and skills in field Sports events. Based on a systematic and hands-on approach to this course, the students will have an enjoyable time learning how to execute events such as Cricket, Football, Hockey and Rugby. For each unit, the content will include the following: history, rules, safety, fundamental skill acquisition, drills and mini-games, strategies for play, gameplay and officiating

**SSM 229 Indoor Sports (Elective Course, 12 Credits)**

This course aims to provide students with basic sports science knowledge and skills in Indoor Sports events. Based on a systematic and hands-on approach to this course, the students will have an enjoyable time learning how to execute Chess and Table Tennis events with the course content focusing on: history, rules, safety, fundamental skill acquisition, drills and mini-games, strategies for play, gameplay and officiating.

**SSM 2210 Combat Sports (Elective, 12 Credits)**

This course aims to provide students with basic sports science knowledge and skills in Combat Sports events. Based on a systematic and hands-on approach to this course, the students will have an enjoyable time learning how to execute events such as Boxing, Judo and karate. Each component will include the history, rules, safety, fundamental skill acquisition, drills and mini-games and strategies for play.

**PART 3: SEMESTER 1 & 2**

**SSM 300 Industrial Attachment (Core, 120 Credits)**
This work-related module is designed to give students sport-related working experiences. The attachment period shall be at least eight months. During this period the student will be working under the supervision of academic and work placement supervisors.

**PART 4: SEMESTER I**

**SSM 412 Physiology of Exercise (Core Course, 12 Credits)**
The module examines the factors that limit performance in physical exercise, concentrating on the respiratory, cardiovascular and cellular mechanisms. Topics to be covered include possible mechanisms that lead to fatigue including peripheral and central factors and the reported actions of ergogenic aids in enhancing performance.

**SSM 413 Corporate Governance in Sport (Core Course, 12 Credits)**
The module explores the application of corporate governance principles to the management of sports enterprises. The module covers such topics as; the role and nature of corporate governance, corporate governance mechanisms, corporate governance models, corporatization of sport, principles of good governance in sport, governance and ownership structures and the role of governance boards and stakeholder management in sport, regulation in sport, comparison of key governance factors between a business corporation and sports organizations. This module allows students to study high-profile cases, statutes and policies which inform the legal regulation of sport in an international context including models of sports business regulation contracts, freedom of movement, corporate governance and corruption.

**SSM 414 Strategic Management in Sport (Core Course, 12 Credits)**
This module covers the main concepts, methods and tools used in formulating and implementing strategies in sports organizations. The module covers such areas as; strategic management models, strategic analysis in sports organizations, strategy formulation, strategy implementation, monitoring and evaluation, current trends and new challenges in strategic management.

**SSM 415 Sports Medicine (Core, 12 Credits)**
This module is a guide to preventing responding and managing sports injuries. It is designed to enhance the student's assessment techniques in the evaluation of athletics injuries and illnesses. This module considers the connections between structure and function with anatomy being the structure upon which biomechanical and physiological function is based. Particular emphasis is

placed upon the development of a sound systematic and methodical evaluation technique to assess abnormal biomechanics (pathomechanics) and abnormal physiology (pathology). Such a technique is critical for making decisions on how to best manage and rehabilitate the injured or ill athlete. First aid, the process of evaluation of the injured in case of emergencies, basics of emergency procedures in case of sports injuries, skin and internal organs traumatic injuries.

**SSM 416 Risk Management in Sport (Elective, 12 Credits)**
This module provides an in-depth study of factors essential to the safe delivery of exercise programs and sports activities and events. It covers a range of safety issues including; occupational health and safety standards, crowd control, transportation, lightning, heat illness, aquatics, playground safety, drug testing, medical emergency action plans, application of risk management concepts and principles in sports-specific settings and the role of insurance and loss control in sport. Students will be introduced to the types of legal obligations and liability exposure inherent in sports and the tools used to minimize risks.

**SSM 418 Managing Athletes, Sport Teams and Organizations (Elective Course, 12 Credits)**

The course covers issues relating to the role of sports agents in the management and branding of individual athletes. It also exposes students to different governance and regulation requirements of sports organizations, in particular focusing on the structure of local and international sports federations-including the organization of Olympic sport. This course compares and contrasts how sports are perceived, organized, and played in many countries. It examines the social, political, and economic aspects of sports in other countries. Students will learn about major international sporting events.

**PART 4: SEMESTER 2**

**SSM 400 Research Project (Core, 36 Credits)**
The module provides students with an opportunity to complete a research project through a supervised process. The research project is a consolidation of the theoretical knowledge gained in the taught modules and the practical experience gained from Industrial Attachment. Students will work with a designated academic supervisor who will mentor them throughout the research process. Each candidate is required to submit a Research Project written according to Departmental guidelines and participate in an oral examination process.

**SSM 421 Human Resources Management in Sport (Core, 12 Credits)**
The module covers the management of human resources in sports organizations. Topics to be covered include; human resources planning, recruitment, selection, induction, reward systems, performance appraisal, training and development, labour relations, labour laws, the athlete-labour market, athlete transfers including statutes governing transfers and landmark developments like the Bosman Ruling, Webster Ruling, the role of athlete agents and athlete transfers, athlete labour unions and collective bargaining, talent identification and development in sport as a human resources management function and managing sports volunteers.

**SSM 422 Talent identification and Development (Core, 12 Credits)**

The module is designed to introduce students to the processes of identifying and developing sports talent. Topics to be covered include Talent Detection, Talent Identification, Talent Selection and Talent Development procedures and models including the Long-term Athlete Development Model (LTAD). It also explores the factors affecting the success rate of Talent Identification and Development programmes and the Key Success Factors in High-Performance Sports management.

**SSM 423 Sports Entrepreneurship (Core, 12 Credits)**
The module introduces students to the process of innovation and enterprise development in sport. The module covers such topics as the nature and significance of entrepreneurship in economic development, factors affecting the development of sports entrepreneurship, the entrepreneurial process and business life cycle models, business plan development in sport, sources of start-up finance in sport, change management in sport, Innovation and Invention in sport, Intellectual property rights in sport, commercialization of sports products and services/sports enterprise development (athlete entrepreneurship, sports licensing/franchise, sports agency, small sports business etc.).

**SSM 425 Sports Tourism and Recreation (Elective, 12 Credits)**
This module introduces students to the key elements of sports tourism. Topics to be covered include: the domains of sport and tourism; the confluence of sport and tourism; sport as a tourist attraction; sports tourism models and theories; factors affecting the growth and development of sports tourism; sports tourism marketing; the benefits of sports tourism; Recreational sports terminology; different recreational sport settings; the role of different recreational sport service providers, the administrative and operational function of recreation, the benefits of recreation.