

new **BACHELOR IN SPORTS MANAGEMENT
(HONOURS)**



new

BACHELOR IN SPORTS MANAGEMENT (HONOURS)

The Sports Management programme is ideal for those passionate about sports and eager to turn that passion into a behind-the-scenes career. Whether you are an athlete, a sports enthusiast, or someone interested in the business side of the industry, this programme provides the foundation and practical skills needed to succeed in various roles. Graduates will be prepared for positions such as sports event coordinator, team or club manager, sports marketing executive, operations manager, or talent scout. The degree also opens pathways to postgraduate study or entrepreneurship in the sports, fitness, and recreation industries.

Highlights

- Industry-relevant curriculum covering core areas such as sports marketing, event management, sponsorship, sports law, facility operations, and athlete management.
- Taught by experienced faculty with strong academic credentials and real-world expertise in sports and event management.
- Exposure to the use of data, analytics, and digital platforms in modern sports management.

Career opportunities

Sports Event Manager, Sports Club or Team Manager, Sports Marketing Executive, Athlete Manager/Agent, Facility or Venue Manager

Offered at

INTI International University
(N/0414/6/0393)(07/30)(MQA/PA18352)

Intake (s)

JAN, MAY & SEPT

Duration

3 Years

Programme structure

Year 1

- Sports Management
- Sports Financial Management
- Sports Economy
- Sports Public Relations
- Sports Analytics
- Sports Sociology
- Sports Entrepreneurship
- Human Resource Management in Sports
- Organisational Behaviour Management in Sports
- Sports Marketing, Promotion, and Sponsorship

Year 2

- E-Sport
- Operations Management in Sports
- Sports High Performance Management
- Sports Policy and Governance
- Sports Facility Management
- Sports Tourism
- Sports Risk Management
- Athlete and Team Management
- Sports Law
- Sports Psychology
- Ethics in Sports Management

Year 3

- Sports Event Management
- Research Methods in Sports
- Sports Leadership
- Sports Industry Development
- Future Trends and Issues in Sports
- Research Project in Sports Management
- Industrial Training

MPU Subjects

- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Philosophy and Current Issues
- Integrity and Anti-Corruption
- Community Service
- Bahasa Kebangsaan A*
- MPU Elective**

** Choose one from the following:

- CSR Excellence: Building Responsible Enterprises
- Social Entrepreneurship
- Design Thinking

*for Malaysian students who do not have a credit in SPM BM

ENTRY REQUIREMENTS

STPM - Pass STPM with at least Grade C (GP 2.0) in any TWO subjects.

STAM - Pass STAM with at least Grade Jayyid* and a pass in Mathematics and English at SPM level or equivalent qualifications.

MATRICULATION/FOUNDATION - Matriculation or Foundation with at least CGPA of 2.00.

DIPLOMA - A Diploma (Level 4, MQF) with at least CGPA of 2.00.

OTHERS - Equivalent qualifications recognised by the Malaysian Government. Please refer to INTI International University.

ENGLISH LANGUAGE REQUIREMENTS - Band 3 in MUET or equivalent to CEFR Low B1.

*Notes: - Pass in Mathematics and English at SPM or equivalent level can be exempted should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement. - Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from the requirement of a pass in English. - Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to pass special enhancement course(s).

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