

Hong Kong's only Culinary Arts Related Degree Programme

Bachelor of Arts  
(Honours) in Culinary Arts  
and Management  
廚藝及管理(榮譽)文學士

YEAR 1 ENTRY  
SSSDP JUPAS CATALOGUE NO. JSSV04

YEAR 3 ENTRY  
SELF-FINANCED MH125106

### PROGRAMME HIGHLIGHTS

- Integrate culinary arts with professional management elements
- Instill knowledge and skills in food culture, recipe and menu development, catering and dining experience management to develop all-round professionals
- Acquire up-to-date culinary arts and management skills through professional training facilities and extensive internships

### Programme Overview

This Programme aims to develop students into a new generation of catering management professionals to serve the manpower demands of the hospitality and catering industry locally and globally. The Programme integrates culinary arts with professional management knowledge and skills. It encourages creativity and curiosity to develop intellectual critical thinking and problem-solving abilities. Students immerse in Western and Chinese culinary practices interspersed with food science and culinary-related design underpinned by a business management framework. This Programme is included in the Government's Study Subsidy Scheme for Designated Professions/Sectors in the 2022/23 academic year to fulfill industry's demand for culinary professionals.

### Career Prospects

Graduates start their careers as management trainees in hospitality and catering operations, where they can excel their culinary knowledge and skills. After gaining further experience, they could advance to senior management or entrepreneurial positions, such as chef de parties, chefs de cuisine, food consultants and quality assurance professionals, culinary research and development chefs.

### Professional Recognition

This Programme has been accredited by the Institute of Hospitality (UK), and received the Recognition of Quality Culinary Education Professional Certification by the World Association of Chefs' Societies.





### Industry Endorsement

“Having a relevant bachelor’s degree has become an important requirement for the F&B industry. This Programme is a unique program to nurture culinary talents and leaders in the hospitality industry. Apart from a balance of theory and practical components, the students also engage with project-based learning in developing recipes and business plans, as well as conducting food-related research. We feel honoured to be one of the Work-integrated Learning partners to offer practical work

experience to CAM students. We look forward to hiring work-capable graduates in the near future.”

### Uwe OPOCENSKY

Executive Chef  
Island Shangri-La, Hong Kong



### Industry Endorsement

“A degree in Culinary Arts puts the graduates in an advantageous position when it comes to career progression. It will provide you with a strong foundation of knowledge to build upon in the future; applying theory into practical application in a 5-star property with multiple outlets. Get first-hand experience in the intricacies of Michelin starred cuisine, to cooking high volume high quality banquet events, to producing and serving up to 700 guests in an all-day dining buffet, to à la carte western semi-fine dining concept, and much more. You will learn how a multimillion-dollar operation runs smoothly, efficiently and consistently on a daily basis with great teamwork while engaging the guests to help build great memories.”

### Paul MCLOUGHLIN

Culinary Director  
Cordis, Hong Kong



### Graduate Endorsement

“Because of my passion for cooking, I took up the Programme. Luckily, I could pursue my internship at EL Celler de Can Roca in Spain in 2017 summer, which is an eye-opening experience to me.”

### CHAN Man Yee, Natalie

Sous Chef (2019 Graduate)



### Graduate Endorsement

“I have always been interested in cooking since secondary school. After completing the Higher Diploma, I progressed to the programme. This programme allows me to advance my culinary innovation and catering management skills.”

### HE Jiahui, Fight

Head Chef (2021 Graduate)

## PROGRAMME STRUCTURE

### YEAR 1

#### General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

#### Industry/Profession Specific Module

- Science Fundamentals for Catering
- Business Management Fundamentals
- Food Cost Control & Yield Management
- Food Nutrition
- Cuisine Culture
- Western Culinary Fundamentals
- Chinese Culinary Fundamentals

### YEAR 2

#### General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1
- General Education Elective 2

#### Industry/Profession Specific Module

- Regional Chinese Culinary Arts
- Western Culinary Arts
- Accounting for Management
- Marketing Management
- Human Resources Management
- Food Production Operations
- Wine, Spirits & Food Affinities
- Food Hygiene & Sanitation

### YEAR 3

#### General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes

#### Industry/Profession Specific Module

- Kitchen Operations Management
- Catering Events Management
- Gastronomy
- Menu Development & Food Styling
- Food Hygiene & Sanitation
- Dining Experience & the Senses
- Entrepreneurship
- Research Methods & Data Analysis
- Work-integrated Learning
- Recipe Development

### YEAR 4

#### General Education Module

- General Education Elective 3
- General Education Elective 4

#### Industry/Profession Specific Module

- Final Year Project (Part 1)
- Final Year Project (Part 2)
- Food Supply Chain Management
- Trends & Innovations in Culinary Arts
- Quality Evaluation of Foods & Beverages
- Business Ethics & Law
- Mass Catering Food Production
- Programme Elective 1
- Programme Elective 2

## PROGRAMME ELECTIVES\*

- Guangdong Dim Sum Culinary Skills & Culture
- Chinese Feasts Operation & Management
- Crisis Management for the Restaurant Industry
- Bar & Beverage Management
- Departmental Budgeting & Control

- eBusiness for Hotels
- Branding for Dining
- Staff Training & Development
- Advanced Baking and Pastry

- International Business Environment
- Organisational Behaviour & Leadership
- Restaurant Environmental Management
- Strategic Management







Bachelor of Arts (Honours)  
in Hotel Operations  
Management  
酒店營運管理(榮譽)文學士

YEAR **1** ENTRY  
SELF-FINANCED MH125104

YEAR **3** ENTRY  
SELF-FINANCED MH125104

## PROGRAMME HIGHLIGHTS

- Provide balanced training in hotel operations and professional management
- Cover key areas, including food and beverage management, front office operations, housekeeping, finance, human resources, marketing and e-business, to prepare for careers in the hospitality industry
- Adopt a work-integrated learning approach through internships and industry projects

### Programme Overview

This programme aims to nurture a new generation of professionals for the rapidly developing hotel sector in Hong Kong as well as in the region. In order to equip students with strong theory and practical knowledge and skills in hotel operations management, a broad range of hotel topics including food & beverage management, front office and housekeeping management, hotel revenue management, and staff development and training will be covered in the programme. Via internship opportunities, this programme will also help students to identify and strengthen their career aspirations by integrating classroom knowledge with the practice of work within actual hotel settings.

### Career Prospects

After obtaining relevant operational experience in the hotel/hospitality industry, graduates will be capable of assuming managerial positions such as restaurant manager, catering manager, front office manager, housekeeping manager, or revenue manager in local, regional or global hotel/hospitality companies (e.g., hotel and resort companies, conference and exhibition centres, private and country clubs, and theme parks).

### Professional Recognition

This programme has been accredited by the Institute of Hospitality (UK), and received the Recognition of Quality Culinary Education Programme Certification by the World Association of Chefs' Societies. This programme also achieved Observer of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).



### Industry Endorsement

"The BA (Hons) in Hotel Operations Management programme can equip the students with the foundation to embrace the challenges in the hospitality industry. Look forward to welcoming and working closely with the future talents."

#### Perdita FUNG

Area Director of Human Resources - Hong Kong, Macau & Taiwan  
Grand Hyatt Hong Kong



### Graduate Endorsement

"THEi provides various opportunities for students in developing the passion and skills required by the hotel industry. Apart from frequent hotel visits and part-time opportunities, the 3-month internship program brought me a lot of industrial exposure and hence prepared me for future career."

The academic exchange programme in Germany also enhanced my interpersonal skills and cultivated me with international insight."

#### LEUNG Sin Yi, Kelly

2020 Graduate

Guest Service Officer, Tin Lung Heen - The Ritz-Carlton Hong Kong  
Exchange Student to the Trier University of Applied Science, Germany

## PROGRAMME STRUCTURE

### YEAR 1

#### General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

#### Industry/Profession Specific Module

- Hotel Operations Fundamentals
- Food & Beverage Operations
- Business Management Fundamentals
- Wine, Spirits & Food Affinities
- Hotel Industry in Context
- Food & Beverage Practices
- Food Hygiene & Safety
- Tourism Studies

### YEAR 2

#### General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1

#### Industry/Profession Specific Module

- Food & Beverage Planning & Simulations
- Marketing Management
- Accounting for Management
- eBusiness for Hotels
- Housekeeping Management
- Front Office Management
- Human Resources Management

### YEAR 3

#### General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 2

#### Industry/Profession Specific Module

- Programme Elective 1
- Programme Elective 2
- Entrepreneurship
- Hotel Revenue Management
- Staff Training & Development
- Hospitality Property & Facilities Management
- Research Methods & Data Analysis
- Work-integrated Learning

### YEAR 4

#### General Education Module

- General Education Elective 3
- General Education Elective 4

#### Industry/Profession Specific Module

- Programme Elective 3
- Programme Elective 4
- Programme Elective 5
- Final Year Project (Part 1)
- Final Year Project (Part 2)
- Contemporary Issues in Hotels
- Customer Service Management
- Catering Events Management
- Business Ethics & Law

## WORK-INTEGRATED LEARNING EXPERIENCE



• Hong Kong Ocean Park Marriott Hotel



• Hong Kong Disneyland Hotel



• St Regis Hong Kong







Bachelor of Arts (Honours)  
in Professional Accounting  
專業會計(榮譽)文學士

YEAR **3** ENTRY  
SELF-FINANCED MH125103

## PROGRAMME HIGHLIGHTS

- Provide comprehensive curriculum covering financial accounting, management accounting, finance, auditing, tax and information management, paving the way for a professional career.
- Accredited by the Hong Kong Institute of Certified Public Accountants (HKICPA) and CPA Australia. Graduates will be granted partial exemptions from the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).
- Enhance learning outcomes and professional edge through Work-integrated Learning.

## Programme Overview

This programme aims to equip students with a solid foundation of knowledge and skills in professional accounting that will prepare them to become competent accountants shortly after graduation, and to ultimately be able to assume managerial roles in professional accounting and related practices.

Students will be trained in the areas of accounting, finance, and corporate governance in a local, national and global context. The programme also develops students' sensitivity and creativity in accounting and management of corporate financial resources to meet the needs and development of the business environment in Hong Kong and Mainland China.

## Career Prospects

Graduates are expected to take up entry-level positions in professional accounting firms and in business or government organisations such as audit, taxation or management trainees and accounting officers. They shall be able to perform with short learning curves in the workplace and understand the strategic roles of business with managerial perspectives. After gaining sufficient work experience, they shall be ready for further progression and managerial roles in their fields as professional accountants or department managers.

## Professional Recognition

**Accredited accountancy degree programme by:**

- The Hong Kong Institute of Certified Public Accountants (HKICPA): under the Qualification Programme (QP); and
- CPA Australia: under the CPA Programme.

**Accredited exemptions from:**

- The Association of Chartered Certified Accountants (ACCA) for Papers F1 to F9; and
- The Chartered Institute of Management Accountants (CIMA).



### Industry Endorsement

"The Professional Accounting Programme at THEi equips students with practical knowledge and hands-on experience in accounting-related areas. Through their work-integrated learning module, students have the opportunities to integrate academic knowledge with real life workplace experience. Their graduates are work-ready and well received by employers."

#### Roy LO

Managing Partner  
SHINEWING (HK) CPA Limited



### Student Endorsement

"I joined the Bachelor of Arts (Hons) in Professional Accounting Programme of THEi and found the curriculum to be all-rounded and practical. It helps me to build up a strong foundation for my career and I treasure the opportunity to work as an intern in the office of my current full-time employer. Overall speaking, my studies at THEi have been both enriching and rewarding."

#### Matthew LEUNG

2021 Graduate

## PROGRAMME STRUCTURE

### YEAR 1

#### General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

#### Industry/Profession Specific Module

- Principles of Management
- Business Statistics
- Microeconomics
- Macroeconomics
- Business Law
- Business Ethics
- Principles of Marketing
- International Business Environment

### YEAR 2

#### General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1
- General Education Elective 2

#### Industry/Profession Specific Module

- Cost Accounting
- Information Systems for Business
- Company Law
- Principles of Accounting
- Financial Management
- Intermediate Financial Accounting 1
- Programme Elective 1
- Work-integrated Learning

### YEAR 3

#### General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 3

#### Industry/Profession Specific Module

- Hong Kong Taxation
- Management Accounting
- Intermediate Financial Accounting 2
- Accounting Information Systems
- Advanced Financial Management
- Programme Elective 2
- Programme Elective 3
- Programme Elective 4
- Work-integrated Learning

### YEAR 4

#### General Education Module

- General Education Elective 4

#### Industry/Profession Specific Module

- Final Year Project – Part 1
- Final Year Project – Part 2
- Auditing
- Advanced Financial Accounting
- Strategic Management
- Operations Management
- Sustainability & Corporate Social Responsibility
- Programme Elective 5
- Programme Elective 6

## PROGRAMME ELECTIVES\*

- Accounting Analytics
- Advanced Management Accounting
- Advanced Auditing
- Advanced Taxation
- China Taxation
- Financial Statement Analysis
- Management of Financial Institutions

- Insurance & Risk Management
- Security Analysis & Portfolio Management
- Investment
- Financial Planning
- Derivative Securities
- Human Resources Management
- Entrepreneurship

- Hotel Revenue Management
- Staff Training & Development
- Public Relations Theory & Practice
- Negotiation & Lobbying
- Business Law<sup>^</sup>
- Company Law<sup>^</sup>
- Intermediate Financial Accounting 1<sup>^</sup>





Bachelor of Arts (Honours) in  
Public Relations and  
International Events Management  
公共關係及國際項目管理  
(榮譽)文學士

YEAR 3  
ENTRY  
SELF-FINANCED MH125108

## PROGRAMME HIGHLIGHTS

- The only degree programme specialising in both public relations and international events management in Hong Kong
- Offers a unique programme tailored to the development of public relations specialists with a solid foundation in public relations, marketing, management and international events management
- Equips graduates with industry experience through internship, industry projects and international study
- 90% of graduates are employed or pursuing further education six months after graduation (AY2019/2020)
- Students are required to complete 90-120 hours of Work-integrated Learning which provides powerful learning experiences in the fields of public relations, corporate communications, event management, and digital marketing

### Programme Overview

The programme aims to enable students to develop into public relations specialists with a solid foundation in public relations abilities, supplemented by competence in marketing, international events management and management skills, to serve the workforce needs of the local and regional public relations industry.

### Career Prospects

Graduates can pursue their careers in public relations, advertising, corporate communications, marketing, events management for profit and non-profit organisations.

### Professional Recognition

Hong Kong Public Relations Professionals' Association Limited (PRPA), Hong Kong Institute of Marketing (HKIM), The Hong Kong Advertisers Association (HK2A) and Hong Kong Association of Interactive Marketing (HKAIM) accept our students as student members. The programme is a member of the Hong Kong Public Relations Professionals' Association Limited (PRPA) and Hong Kong Exhibition & Convention Industry Association (HKECIA).



### Industry Endorsement

"I look forward to seeing work-ready graduates from this unique programme covering both public relations and management topics committed to the public relations industry."

#### Ruby WAN

Founder and Director  
Wasabi Creation PR C consultancy



### Industry Endorsement

"At HKAIM, we strive to enable the continuity of professional development in the industry. We are pleased to collaborate with THEi to equip young talents with the latest digital and interactive marketing applications. I have no doubt that the graduates will be well-received by the industry."

#### Ralph SZETO

Chairman  
Hong Kong Association of Interactive Marketing



### Graduate Endorsement

"Nominated as the student representatives for "On-call 25", a mentorship programme by HK Public Relations Professional Association, we were not only able to strengthen the individual adaptability in this field, but also enrich with the knowledge about Public Relations practice instructed by the industry experts and broaden our horizon in this professional field.

The mentorship programme always invites industry experts to share the latest trend and their valuable experiences with us during discipline-specific seminars and workshops. For example, they introduced the digital and technological trends integration in Public Relations and International Events Management developed in the new-normal era. By participating in this programme, we have discovered our passion in this industry and grown to become a work-ready graduand with relevant knowledge."

#### Kiki LEUNG, Faith TANG

2021 Graduates

## PROGRAMME STRUCTURE

### YEAR 1

#### General Education Module

- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society
- General Education Elective 1

#### Industry / Profession Specific Module

- Public Relations Theory & Practice
- Business Management Fundamentals
- Digital Storytelling for Public Relations
- Consumer Behaviour & Communication
- Negotiation & Lobbying
- Public Speaking
- Programme Elective 1

### YEAR 2

#### General Education Module

- Entrepreneurial Mindset
- Technology, Society & Work
- General Education Elective 2
- General Education Elective 3

#### Industry / Profession Specific Module

- Services Marketing
- Organisation Behaviour & Communication
- Events Planning & Management
- Marketing Research for Communication Professionals
- Business Ethics & Law
- Brand Management
- Programme Elective 2

### YEAR 3

#### General Education Module

- English for Academic Studies 2
- Chinese 2

#### Industry / Profession Specific Module

- Writing for Public Relations
- Social Media Advertising
- MICE Business & Operations Management
- Customer Relationship Management
- Integrated Marketing Communication
- Crisis Management
- Sports Media, Communication & Public Relations
- Marketing Management
- Programme Elective 3
- Work-integrated Learning

### YEAR 4

#### General Education Module

- English for Professional Purposes
- General Education Elective 4

#### Industry / Profession Specific Module

- Career Development Project
- Strategic Communication Theory & Practice
- Reputation Management
- Public Relations & Media Campaign Planning Management
- Contemporary Issues in Public Relations & International Events Management
- Exhibition & Convention Production Events Management
- International Events Impacts & Sustainable Development
- Social Marketing & Public Opinion Management
- Programme Elective 4

## PROGRAMME ELECTIVES\*

### Public Relations Electives

- Financial Public Relations & Marketing
- Discourse Analysis for Public Relations
- Food Photography & Communication
- Translation for Public Relations
- Public Relations Photography & Digital Communication

### Events Management Electives

- Catering Events Management
- Tourism Studies
- Global Hospitality Issues

### Languages Electives

- Spanish for Professional Purposes (Oral Communication)
- Spanish for Professional Purposes (Written Communication)
- Japanese for Professional Purposes (Oral Communication)
- Japanese for Professional Purposes (Written Communication)

### Management and Marketing Electives

- Accounting for Management
- Departmental Budgeting & Control
- Digital Marketing
- Entrepreneurship
- International Business Environment
- Media Morality
- Staff Training & Development
- Strategic Management

\* Additional modules will be offered and modules offerings are subject to changes. Students may be required to attend additional training and industrial attachments, for which separate fees will be charged. Additional core module(s) may be required prior to commencement or during Year 3 study for Year 3 entry.



First and the only local Sports Degree programme with Sports Therapy  
Specialisation in Hong Kong since 2012



Bachelor of Social Sciences  
(Honours) in Sports and  
Recreation Management  
運動及康樂管理 (榮譽) 社會科學學士

YEAR 1

ENTRY  
SSSDP JUPAS CATALOGUE NO. JSSV09

YEAR 3

ENTRY  
SELF-FINANCED MH125101 (FT) MH525101 (PT)

## PROGRAMME HIGHLIGHTS

- Covers a broad range of areas in sports skills training, sports therapy and rehabilitation, sports and recreation management, fitness coaching and management
- Students can specialise in areas of sports coaching, sports therapy and sports management

### Programme Overview

The programme aims to provide students who wish to pursue or further advance their careers in the areas of sports coaching, sports therapy, or sports management, with a rigorous and intellectual programme of study. Through high-quality education and training which emphasises theoretical and practical knowledge, professional skills, and Work-Integrated Learning, graduates will be professionally and/or clinically competent in their disciplines

For skills training, practical training and tutorials are embedded into modules to develop presentation skills, management skills, and critical reasoning. Students will be given ample opportunities to practise these skills in their study.

Additionally, they are required to choose one of the three programme specialisations (Sports Coaching, Sports Therapy, and Sports Management) in Year 3 and Year 4 to equip them with specific professional knowledge and skills.

### Career Prospects

#### Sports Coaching Specialisation

Graduates from this specialisation can become sports coaches, strength and conditioning coaches, fitness coaches or sports scientists. Potential employers include National Sports Associations, The Hong Kong Sports Institute Limited, the Leisure and Cultural Services Department, fitness centres, and sports clubs.

#### Sports Therapy Specialisation

Graduates from this specialisation are eligible to register at The Society of Sports Therapists, UK as Sports Therapists and become full members. Potential employers include sports therapy and rehabilitation clinics, National Sports Associations, The Hong Kong Sports Institute Limited, and sports clubs/teams.

#### Sports Management Specialisation

Graduates from this specialisation can work at the Leisure and Cultural Services Department, private or residential clubhouses, event management companies, sports marketing companies, theme parks, National Sports Associations, and The Hong Kong Sports Institute Limited.

### Professional Recognition

The Sports Therapy specialisation of this programme is accredited by The Society of Sports Therapists, UK.

The Sports Coaching specialisation of this programme is accepted by the National Strength and Conditioning Association (NSCA) Education Recognition Program (ERP).

This programme is eligible for Qualification Validation of the Coach Accreditation Programme Level 3 Sports-General Theory Coach by the Hong Kong Coaching Committee.

## INDUSTRY ENDORSEMENT



"I have been involved in this degree programme from its initial accreditation to the implementation. The programme provides both theoretical knowledge and hands-on practical experience, which makes it very unique from other degree programmes. In Hong Kong, we need more coaches with relevant degree training. Likewise, there has been a huge demand in the sports management area. The sports therapy specialisation in this degree programme is the very first in Hong Kong. Sports Therapists will be able to provide on-field service to athletes for injury treatments and fitness training. I fully support this degree programme and foresee its positive impact to Hong Kong."

### Amy LC Chan, JP

Executive Manager, Racing Development Board/Headmistress, Apprentice Jockeys' School  
The Hong Kong Jockey Club



"The SRM degree at THEi, is a forward thinking programme, which provides students with opportunities to practically apply theoretical concepts in real world settings. Sports Coaching students help deliver our sports science testing and strength and conditioning training. Sports Therapy students deliver injury prevention and rehabilitative programmes. Whereas, Sports Management students have helped conduct mock press conferences and media training. We are excited to continue growing and developing our mutually beneficial collaboration with SRM."

### Trent Johnston

Head Coach  
Cricket Hong Kong

## GRADUATE ENDORSEMENT



"THEi provides students with a variety of work-integrated learning and internship opportunities, such as working for the Hong Kong Rugby Sevens. During the programme, I worked at the YMCA for my Sports Therapist placement, which was part of the 250-hour

"Work-integrated Learning" module. It was great to have been given the opportunity to apply knowledge learned in class to real-life situations."

### Leonardo LEE

(2017 Graduate)  
Employed as an Scientific Conditioning Coach  
Hong Kong Sports Institute



"THEi provides students with a good balance of both practical and work-related assignments, which effectively diversify our learning experience. I am really pleased to have had the opportunity of joining the SRM programme as it has equipped me with the tools needed to seek employment in the sport industry."

### Yandy NG

(2019 Graduate)  
Employed as a Sports Officer  
Hong Kong Amateur Swimming Association



"The SRM programme allowed me to gain extensive knowledge in sport and recreation, as well as form a larger understanding of the variety of internships and work-integrated learning activities available. My four-year SRM experience really helped in the development of my career."

### Avak CHUNG

(2016 Graduate)  
Employed as an Assistant Leisure Services Manager II  
Leisure and Cultural Services Department

## PROGRAMME STRUCTURE

### YEAR 1

#### General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

#### Industry/Profession Specific Module

- Sports Skills Development - Individual Sports
- Introduction to Functional Anatomy & Exercise Physiology
- Philosophy & Sociology in Sports & Recreation
- Business Management Fundamentals
- Sports Skills Development - Team Sports
- Sports Massage & Stretching
- Law & Ethics in Sports & Recreation
- Motor Learning & Control for Human Performance

### YEAR 2

#### General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1

#### Industry/Profession Specific Module

- Sports Skills Development - Aqua Sports
- Management of Sports Injuries
- Nutrition for Health & Performance
- Facilities Management in Sports & Recreation
- Adventure-based Recreation
- Active & Healthy Lifestyle Promotion
- Marketing Management
- Sports & Recreation for Selected Populations

### YEAR 3

#### General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 2

#### Industry/Profession Specific Module

- Fitness Coaching & Management
- Research Methods & Statistics
- Programme Elective 1\*
- Programme Elective 2\*
- Work-integrated Learning

#### Specialisation: Sports Coaching

- Advanced Functional Anatomy & Exercise Physiology
- Sports Coaching – Individual Sports
- Strength & Conditioning for Sports Performance
- Exercise Principles & Programming

#### Specialisation: Sports Therapy

- Advanced Functional Anatomy & Exercise Physiology
- Recognition & Evaluation of Sports Injuries
- Rehabilitation of Sports Injuries
- Strength & Conditioning for Sports Performance

#### Specialisation: Sports Management

- Sports Media, Communication & Public Relations
- Sports Events Planning & Management
- Operation & Management in Clubhouse & Spa
- Contemporary Issues in Volunteering Management

### YEAR 4

#### General Education Module

- General Education Elective 3
- General Education Elective 4

#### Industry/Profession Specific Module

- Honours Project 1
- Honours Project 2

#### Specialisation: Sports Coaching

- Performance Measurement & Analyses
- Outdoor Sports Skills & Coaching
- Sports Biomechanics
- Sports Psychology
- Sports Coaching – Team Sports
- Talent Identification & Long-Term Development

#### Specialisation: Sports Therapy

- Exercise Testing & Training for Sports Injuries Prevention
- Vertebral Manual Therapy
- Peripheral Manual Therapy
- Pitchside Emergency & Trauma Management

#### Specialisation: Sports Management

- Rehabilitation of Special Populations
- Professional Practice & Clinical Leadership in Sports Therapy
- Sports & Globalisation
- Accounting for Management
- Strategic Management
- Park, Pool & Horticulture Management
- Customer Service Management in Sports & Recreation
- Specialisation Elective Module 1

Find out more about the SRM programme



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