



香港教育大學

The Education University
of Hong Kong

Master of Social Sciences in Sports Coaching and Management [MSocSc(SCM)] 運動教練及管理社會科學碩士

1-year Full-time / 2-year Part-time

一年全日制 / 兩年兼讀制

A1M097 / C2M029



Programme Handbook

2024 Cohort



Department of
Health and
Physical Education

PROGRAMME HANDBOOK

**Master of Social Sciences in
Sports Coaching and Management
[MSocSc(SCM)]**

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Every effort has been made to ensure that information contained in this handbook is correct. Changes to any aspects of the programmes may be made from time to time due to unforeseeable circumstances beyond our control and the University reserves the right to make amendments to any information contained in this handbook without prior notice. The University accepts no liability for any loss or damage arising from any use or misuse of or reliance on any information contained in this handbook

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Master of Social Sciences in Sports Coaching and Management
(1-year Full-time / 2-year Part-time)

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2024/25

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1. Basic Programme Information

Programme Title

Master of Social Sciences in Sports Coaching and Management

Programme Code

A1M097 / C2M029

Abbreviated Programme Title

MSocSc(SCM)

Mode of Attendance & Programme Duration

1-year Full-time / 2-year Part-time

Medium of Instruction

The medium of instruction and assessment of this programme is English.

Contact Hours

The number of credit points assigned to a course is indicative of the number of hours of student effort, which include both contact hours and study time. In terms of contact hours, one credit point should normally be equivalent to one hour of teaching per week each for 13 teaching weeks in a semester. In terms of study time, students are normally expected to engage in no less than 2 hours of independent learning for each contact hour. For example, a 3-credit point course will normally have 39 hours of classroom work with a further 78 hours of study time.

Period of Studies

The length of a programme is stipulated in the curriculum. To complete the curriculum, students are required to complete satisfactorily all the specified course requirements including coursework, school attachment, block practice, internship or similar programme required activities, as applicable. [[GAR for TPg Section 7.1](#)]

Normally, there are two semesters in each academic year for academic activities, such as coursework, field experience, overseas immersion, internship and summer institute. [[GAR for TPg Section 7.2](#)]

Timetable Arrangements

To fully utilize the University's resources, classes for all programmes will be scheduled between 8:30 am and 9:20 pm on weekdays, 8:30 am to 6:20 pm on Saturdays with possible scheduling of combined classes for programmes / courses of different modes of study (including full-time and part-time).

Participants are required to check their personal timetable in The Portal (<https://portal.eduhk.hk>) from time to time for the most recent version.

Course Enrolment

Students must ensure the completion of course registration before the course starts. Students who have not registered for any course in a semester (for full-time students) / two consecutive semesters (for part-time students) (excluding the summer semester) will be considered to have withdrawn from their programme at the University (as stipulated in 14.1) unless deferment of studies has been approved by the relevant Programme Leader/Coordinator. [[GAR for TPg Section 4.1](#)]

Students can add or drop a course during the add-drop period or before the third class meeting. Students are permitted to drop a course after the add-drop period but before the examination period or the deadline for submission of final assignments or presentation, whichever applicable, only for strong personal reasons, such as serious illnesses; the grade W (Withdrawn) will be recorded on the students' transcript. [[GAR for TPg Section 4.4](#)]

Student Portal, Emails, Intranet Messages and Notices

It is advisable that you read all the information and make reference to it from time to time. For any new policies/regulations or any amendments/updates, please refer to the announcements made via [The Portal](#), emails, notices, circulars, or letters. So, do check email and intranet message regularly to keep track of such changes. [[Student Handbook 2024/25](#)]

❖ Programme Webpage



❖ Student Corner



2. Programme Aims and Objectives

The programme aims to:

- (a) promote a comprehensive understanding of sports coaching and management;
- (b) enhance competence in coaching and management through various elements ranging from sports performance analysis to marketing strategies in sports industry; and
- (c) develop leadership in sports coaching and/or management industry.

On completion of the programme, successful students should be able to:

PILO1 demonstrate the mastery and application of coaching and management ability in sports industry;

PILO2 synergize scientific and evidence-based strategies for sports coaching and management;

PILO3 develop leadership in planning and implementing coaching programme and/or policy in sports industry.

3. Programme Structure and Curriculum

The MSocSc(SCM) will provide the necessary conceptual and pedagogical underpinnings and practices in Sports Coaching and Management from broad perspectives to equip students with solid knowledge and practical skills to perform diverse coaching and management duties in the sports industry.

Students are required to take **four core courses** (3 cps each) and **four electives** (3 cps each) **OR one elective** (3 cps) **plus the Master thesis** (9 cps), adding up to 24 cps for the graduation. The programme structure is shown as below:

➤ One-year Full-time Study Mode

Year	Semester	Core and Elective Courses (24 cps) <i>(Take one of the two paths)</i>		cps
		With Thesis	Without Thesis	
Year 1	Sem 1	<ul style="list-style-type: none"> • 3 Core Courses (9 cps) • 1 Elective Course (3 cps) • 1 Language Enhancement Course* • [Master's Thesis] 		12
	Sem 2	<ul style="list-style-type: none"> • 1 Core Course (3 cps) • Master's Thesis (9 cps) 	<ul style="list-style-type: none"> • 1 Core Course (3 cps) • 3 Elective Courses (9 cps) 	12

*Eligible students only

➤ Two-year Part-time Study Mode

Year	Semester	Core and Elective Courses (24 cps) <i>(Take one of the two paths)</i>		cps
		With Thesis	Without Thesis	
Year 1	Sem 1	<ul style="list-style-type: none"> • 2 Core Courses (6cps) 		12
	Sem 2	<ul style="list-style-type: none"> • 2 Elective Course (6 cps) 		
Year 2	Sem 1	<ul style="list-style-type: none"> • 1 Core Course (3 cps) • Master's Thesis (9 cps) 	<ul style="list-style-type: none"> • 1 Core Course (3 cps) • 1 Elective Course (3 cps) 	12
	Sem 2		<ul style="list-style-type: none"> • 1 Core Course (3 cps) • 1 Elective Course (3 cps) 	

3.1 Core

The Core is composed of 12 credit points. The 4 core courses provide students with knowledge and skills related to sports coaching and management. The applied stage of the programme requires students to complete an experiential learning course with attachment programme in a relevant organization or company with Sports Coaching and Management orientation, where they are expected to develop personal, professional and managerial leadership skills that can be transferable to a variety of sports coaching and management environment. This experience will allow students to simulate enterprise capacities through hands-on experience in company operation.

Course Title	Credits
Core Courses	
PES6250 Administration and Management Leadership in Sports	3
PES6251 Research Methodology in Sports Coaching and Management	3
PES6252 Theory and Practice of Sports Coaching	3
PES6253 Experiential Learning in Sports Industry	3

3.2 Electives

To strengthen students' knowledge in different domains, a pool of 6 electives are provided for students to select for completing the programme.

Course Title	Credits
Elective Courses	
PES6254 Conditioning and Injury Prevention	3
PES6255 Current Issues and Trends in Sports Coaching and Management	3
PES6256 Mental Preparation and Performance in Sports	3
PES6257 Physiology and Nutrition for High Performance	3
PES6258 Sports Marketing and Business Management	3
PES6259 Sports Policy and Development	3

3.3 Thesis

The Master's Thesis is a 9-credit point research project. It encourages students to integrate the areas covered in the taught courses within the programme. Under the guidance of a supervisor, students will write up a piece research thesis relevant to their area of practice and interests in sports coaching and management.

Course Title	Credits
Thesis	
PES6260 Master's Thesis	9

3.4 Language Enhancement Course

Regional/National elite athlete students who do not meet the English Language Requirements of the University are required to successfully complete the additional English enhancement course offered by the Centre for Language in Education (CLE) of the University during the study period on a self-financing basis in order to meet the graduation requirements. The credits earned from the English enhancement course will NOT be counted towards the total credit units of the programme.

3.5 Language Support

The Centre for Language in Education (CLE) provides support outside the classroom in the form of individual and small group support and informal language exchange in the Arthur Samy Language Learning Centre (ASLLC).

Arthur Samy Language Learning Centre (ASLLC) provides a wide range of self-access language learning software, workshops and consultations (for Chinese, English and Putonghua).

For detailed information about CLE and ASLLC, you may visit:

CLE

Location: B2-G/F-03

Website: <http://www.eduhk.hk/cle/>

ASLLC

Location: B3-G/F-05

Website: [http://www.eduhk.hk/cle/en/asllc/Welcome to the new ASLLC/](http://www.eduhk.hk/cle/en/asllc/Welcome%20to%20the%20new%20ASLLC/).

3.6 Curriculum Structure

Sem	Full-time		Part-time	
	With Thesis	Without Thesis	With Thesis	Without Thesis
I	<u>3 Core Courses (9 cps)</u> <ul style="list-style-type: none"> • PES6250 Administration and Management Leadership in Sports • PES6251 Research Methodology in Sports Coaching and Management • PES6252 Theory and Practice of Sports Coaching 		Year 1	
	<u>1 Elective Course (3 cps)</u> <ul style="list-style-type: none"> • PES6255 Current Issues and Trends in Sports Coaching and Management • PES6256 Mental Preparation and Performance in Sports 		<u>2 Core Courses (6 cps)</u> <ul style="list-style-type: none"> • PES6250 Administration and Management Leadership in Sports • PES6251 Research Methodology in Sports Coaching and Management 	
	<u>PES6260 Master's Thesis</u>		Year 2	
			<u>1 Core Course (3 cps)</u> <ul style="list-style-type: none"> • PES6252 Theory and Practice of Sports Coaching 	
			<u>PES6260 Master's Thesis</u>	<u>1 Elective Course (3 cps)</u> <ul style="list-style-type: none"> • PES6255 Current Issues and Trends in Sports Coaching and Management • PES6256 Mental Preparation and Performance in Sports
II	<u>1 Core Course (3 cps)</u> <ul style="list-style-type: none"> • PES6253 Experiential Learning in Sports Industry 		Year 1	
	<u>PES6260 Master's Thesis (9 cps)</u>		<u>1 Elective Course (3 cps)</u>	<u>2 Elective Courses (6 cps)</u>
	<u>3 Elective Courses (9 cps)</u> <ul style="list-style-type: none"> • PES6254 Conditioning and Injury Prevention • PES6257 Physiology and Nutrition for High Performance • PES6258 Sports Marketing and Business Management • PES6259 Sports Policy and Development 		<ul style="list-style-type: none"> • PES6254 Conditioning and Injury Prevention • PES6257 Physiology and Nutrition for High Performance • PES6258 Sports Marketing and Business Management • PES6259 Sports Policy and Development 	
			Year 2	
			<u>1 Core Course (3 cps)</u> <ul style="list-style-type: none"> • PES6253 Experiential Learning in Sports Industry 	
		<u>PES6260 Master's Thesis (9 cps)</u>	<u>1 Elective Course (3 cps)</u> <ul style="list-style-type: none"> • PES6254 Conditioning and Injury Prevention • PES6257 Physiology and Nutrition for High Performance • PES6258 Sports Marketing and Business Management • PES6259 Sports Policy and Development 	

3.7 Course List

Course Code	Course Title	CPs	Sem*
Core			
PES6250	Administration and Management Leadership in Sports	3	1
PES6251	Research Methodology in Sports Coaching and Management	3	1
PES6252	Theory and Practice of Sports Coaching	3	1
PES6253	Experiential Learning in Sports Industry	3	2
Elective			
PES6254	Conditioning and Injury Prevention	3	2
PES6255	Current Issues and Trends in Sports Coaching and Management	3	1
PES6256	Mental Preparation and Performance in Sports	3	1
PES6257	Physiology and Nutrition for High Performance	3	2
PES6258	Sports Marketing and Business Management	3	2
PES6259	Sports Policy and Development	3	2
Thesis			
PES6260	Master's Thesis	9	1 & 2
Language Enhancement			
CLE5245	Supplementary English Enhancement for Postgraduates	-	1

**Offering semester is subject to change, if necessary*

Any aspect of the course and course offerings (including, without limitation, the content of the Course and the manner in which the Course is taught) may be subject to change at any time at the sole discretion of the University. Without limiting the right of the University to amend the course and its course offerings, it is envisaged that changes may be required due to factors such as staffing, enrolment levels, logistical arrangements and curriculum changes.

3.8 Course Synopses

[*For the course outlines, please visit:

<https://www.eduhk.hk/hpe/en/Others/Student-Login/Master-Of-Social-Sciences-In-Sports-Coaching-And-Management.html>]

➤ Major

PES6250 Administration and Management Leadership in Sports

Professional sports, while instantly recognised as competitive physical activities or games by many, are ultimately organisational businesses. Standard corporate skillsets combined with specialised knowledge in the sports business are essential to a sports organisation's success both on and off the field. This course provides students with fundamental knowledge and leadership skills centred on management, finance, marketing, human resources and law to the organisations in the sports industry. Students will be guided through the literature of administration and management including different administration theories and management models. Students are expected to critically discuss those theories and models in the context of applied sports business environment.

PES6251 Research Methodology in Sports Coaching and Management

This course is designed to familiarise students with major research methods applicable to sports coaching and management from quantitative and qualitative research design, data collection, data analysis to report writing. Students will be guided through implementation of a small research project and learn how to construct an investigation from an initial idea, to the point of completing and presenting the study. Relevant examples of research designs and publications in sports industry will be provided for students' critical review, discussion, debate and reflection. Students will also be exposed to ethical issues in the implementation of commercial research.

PES6252 Theory and Practice of Sports Coaching

This course introduces students to the theoretical and practical aspects of sports coaching, examining principles and techniques that underlie effective sports coaching and focusing on their application to the coaching of athletes and sporting teams. Topics covered include coaching, training and management principles, coaching pedagogy, planning, skill learning and sports psychology. Students will be taught through lectures for theories and applied practical workshops for practicing the sports coaching technique. In this context, the leadership skill in planning and implementing programme will be fostered.

PES6253 Experiential Learning in Sports Industry

This course offers students opportunity to learn by doing and engaging in the real-life workplace environment in the sport industry, including non-governmental organizations (NGOs) and/or private companies. Participation in the Experiential Learning will enable

students to apply the theory and academic content to real-world experience which helps them better prepare for a future career.

➤ **Elective**

PES6254 Conditioning and Injury Prevention

Sports conditioning is a year-round activity for many professional athletes in which it aims to prepare athletes for their upcoming season with off-season training programs and maintain their fitness level and prevent injury with in-season training. Through this course students will be introduced to vary sports conditioning techniques and programs, and the factors to developing and modifying a sports conditioning program in order to effectively serve the athletes in training. Students will also be introduced to the fundamental principles of pathology, diagnosis, management and rehabilitation of injuries commonly sustained during sporting activities. The contents regarding how to protect athletes from mental, physical and sexual abuse will also be introduced.

PES6255 Current Issues and Trends in Sports Coaching and Management

This course aims to bring students to the light of real-world situation of sports coaching and management. By analysing and evaluating the current issues of sports coaching, critically reviewing the key issues involved in the creation, development and management of the coaching environment and studying the current trends in the field around the globe, students will have the opportunity to integrate knowledge learnt from taught courses and reflect on the future development of sports coaching and management.

PES6256 Mental Preparation and Performance in Sports

This course touches upon the arena of sports and performance psychology, introducing students to theoretical base and psychological skills of mental preparation, and how they could affect athletes' capabilities and optimal performance. Practical sessions will be included for helping students to design and implement psychological skills interventions in a sports setting.

PES6257 Physiology and Nutrition for High Performance

Performance in competitive sports often requires a multitude of factors including physical, technical, decision-making and psychological skills that can impact competition, which is associated with a substantial physical strain. This course aims to present the inherent relationship that exists between competitive physical activity and physiology and nutrition, identifying the critical physical components and key nutrients that can help maximising athletes' development and interaction to enable high performance.

PES6258 Sports Marketing and Business Management

Sport is now a multi-billion dollar global industry and the content of this course aims to reflect the global context in which sports organisations operate. Students will have the

opportunity to learn core sports management disciplines of finance, enterprise, and global sports business strategy, while specialising in the area of sports marketing. A range of international case studies will be used to engage students to apply theoretical concepts to the field in real-world.

PES6259 Sports Policy and Development

This course sheds light on the development of sports policy in the past and reviews the role of government policy in shaping sports. Sports' contribution to government social policy concerns such as health improvement, education attainment will be critically assessed, alongside with its role in conflict resolution and gender empowerment for example in different parts of the world.

➤ **Thesis**

PES6260 Master's Thesis

In the master's thesis, students will integrate the areas covered in the taught courses within the programme. Students will be required to propose a research project, submit ethics, undertake and write up a piece of academic empirically based research relevant to their area of practice and interests in sports coaching. Students, who choose to take the "Master's Theses", must reach the minimum English proficiency requirement of the Programme

➤ **Language Enhancement Course**

CLE5245 Supplementary English Enhancement for Postgraduates

This course targets the English language skills of students whose English proficiency test results have not attained the standards for admission. To maximize learning outcomes, the course covers a variety of in-class and out-of-class teacher input and student assignments. Upon completion of the course, students will take an examination modelled upon IELTS in terms of format and standard. While the course targets general language skills, there will be more in-class hours and teacher-student consultative hours on productive skills (writing and speaking). Receptive skills such as reading will be strengthened through structured out-of-class or online learning activities.

❖ **Course Outlines (Login required)**



4. **General Academic Regulations (GAR) for Taught Postgraduate Degrees Programmes**

Please check regularly on the website:

https://www.eduhk.hk/re/eduhk_calendar/Regulations/General-Academic-Regulations-For-Taught-Postgraduate-Degrees.html for the most up-to-date University's general academic regulations (GAR). Other regulations are available from the Student Handbook: https://www.eduhk.hk/re/student_handbook/ of relevant years.

❖ GAR for Taught Postgraduate Degrees Programmes



❖ Student Handbook 2024/25



5. **Policy on Academic Honesty, Responsibility and Integrity**

The [*Policy on Academic Honesty, Responsibility and Integrity*](https://www.eduhk.hk/re/Current-Students/Assessment/Student-Conduct-And-Academic-Honesty.html) states the University's core values and its commitment to academic integrity, gives a clear definition of what constitutes academic dishonesty, and outlines student responsibilities and support mechanisms in relation to the avoidance of academic dishonesty/ misconduct. You may refer to this website (<https://www.eduhk.hk/re/Current-Students/Assessment/Student-Conduct-And-Academic-Honesty.html>) for details.