

ACE@RP is the continuing education and training arm of RP. We promote lifelong learning amongst working adults so that they can remain valuable participants in a knowledge-based economy. ACE@RP offers various academic and executive programmes for aspiring professionals.

Academic Programme

Specialist Diploma in Sports Event Management

Course Commencement Date : October Intake

Course Duration : 240 hours

Course Venue : Republic Polytechnic Campus

Fees Payable Inclusive of GST (after subsidy if applicable)	Post-Diploma Certificate Fee	Total Course Fee
Singapore Citizen (WTS scheme)*	\$90	\$180
Singapore Citizen (SME sponsored)**	\$185	\$370
Singapore Citizen ⁺	\$280	\$560
Singapore Permanent Resident ⁺	\$740	\$1480
Foreigner / Full Fees	\$1840	\$3680

* Workfare Training Support (WTS) scheme eligible applicants enjoy 95% course fee subsidy.

** Singaporeans who are SME-sponsored are entitled to a 90% course fee subsidy.

+ Singapore Citizens (SC) pursuing their first Specialist/Advanced Diploma are entitled to 85% funding, while PRs will enjoy 60% MOE funding. SC pursuing their subsequent Specialist/Advanced Diploma can enjoy 70% MOE funding provided that 5 years or more have lapsed since they completed and graduated from their previous Advanced / Specialist Diploma programmes.

COURSE SYNOPSIS

The Specialist Diploma in Sports Event Management (SDSEM) provides participants with an opportunity to gain the necessary skills and relevant background knowledge to meet the demand of the fast growing sports event industry in Singapore. Participants will enhance their knowledge of innovative and current industry practices, and raise their professionalism to higher standards.

ENTRY REQUIREMENTS

Relevant local polytechnic Diplomas or relevant Degree from disciplines that offer any one of the module(s) in the areas of Management, Marketing, Economics, Events management, Hospitality/Tourism, Law/Political Science, Operations/Project Management, Business Statistics/Finance/Accounting, Research Method, Sociology, Education/PE, Public Administration/Public Policy, etc. Ideally, applicants should also have at least 2 years of relevant working experience.

TARGET AUDIENCE

Individuals looking to establish a career in the sports event industry, or individuals who wish to further their knowledge and skills in sports event management.

CERTIFICATION

Participants will be awarded the Post-Diploma Certificate (PDC) upon successful completion of each certificate programme. The Specialist Diploma in Sports Event Management will be issued by Republic Polytechnic upon meeting 50% of attendance requirement (by module) and successful completion of both PDCs.

MODULE SYNOPSES

1. Post-Diploma Certificate in Sports Event Management (Business): 120 hours

Sports Financing (30 hours)

The module explores the various approaches in financing a sports enterprise or sports events in Singapore. Based on the business model of a sports enterprise, and the scale and nature of different sports events, it identifies the key revenue streams. Key topics include: sponsorship, ticketing, licensing and rights management, retail and merchandising.

Sports Marketing and Media Management (30 hours)

This module will introduce students to the various aspects of marketing, with emphasis on sponsorship and media management. Topics covered will include market research, consumer behaviors, marketing mix elements, sponsorship and media management. This module will also provide students with an understanding of the marketing planning theoretical process and equip them with concepts and techniques that are required for developing effective marketing strategies and leveraging on media management for sports events.

Sports Law (30 hours)

This module delves into the components of Contract Law and relevant legislations, with emphasis on issues related to the sports and events industry. It aims to prepare students to be aware of the legal requirements and implications of organizing an event or managing a sports organisation. Examples include contracts and the extent to which the terms and conditions of the contract are binding, the issues of liabilities arising from torts law, relevant labor law, IP rights etc.

Strategic Sports Development (30 hours)

This module explores the sports ecosystem involving actors in the public, private and peoples' sector. Students will gain insights into the development, implementation and evaluation of strategic sports initiatives and policies. It will also address key functions of national governing bodies, including governance, elite sports, sports for all, and major sports events. Finally, it will also address commercial opportunities in the sports industry.

2. Post-Diploma Certificate in Sports Event Management (Operations): 120 hours

Event Operations (45 hours)

This module will help students understand the principles and practices relating to planning, managing and staging of events, with the emphasis on event-related operations. Students will learn to appreciate the impact of time frames, pre-event preparation, on-site management and post-event requirements in relation to the different scales and intended target groups of events. Topics include developing event framework and proposal, formulating the event branding and sponsorship programme, pre-event planning and logistical arrangements, managing onsite operations, post-event evaluations, usage of IT applications in events and engaging in environmental planning.

Event Quality Management (30 hours)

Excellent service quality is crucial to the success of sports event business today. Excellence as opposed to mediocrity is what gives an organization the edge over its competitors and to build profitable customer relationships. This module is designed to inculcate students with the quality service mind set as well as to acquaint them with the theoretical and practical concepts on service quality, adapted from a service excellence framework, based on leadership, strategy, people, process and measurement. This module will equip students with useful skills and knowledge in their jobs that require them to provide excellent service to their customers. Topics covered include service culture, service recovery, measuring service quality and service empowerment, and value creation process.

Major Games Hosting and Risk Assessment Management System (RAMS) (45 hours)

Major Games hosting is a specialised field within events management. In this domain, a sport manager has to manage several sports events concurrently, each having its own unique specifications and requirements. The complexity and utilisation of resources is vast, and careful planning and scheduling are essential to ensure objectives are met. Successful Major Games hosting is a showcase of the nation's ability on the international platform. It is an integrated effort involving multi-government agencies and private organisations. Parts of this module will cover management concepts and strategies for the various functional areas that support the successful running of major games, contemporary issues and challenges. There will also be analyses and reference made to case studies from international examples.

Risk management is increasingly identified as a priority in major sports events. Effective risk management requires a thorough and thoughtful procedure that examines and analyzes each possibility, than take necessary steps and allocates resources to mitigate them. Although risk cannot be eliminated from the environment, but with careful planning, it can be minimized. In order to mitigate potential incidents, a sound knowledge of risk management practices is essential. Parts of this module will cover risk management concepts and strategies, as well as in-depth analyses of case studies learned from international examples.

ENQUIRIES AND APPLICATION

Academy for Continuing Education @RP

Office Hours : Mondays to Fridays, except Public Holidays
8:30am - 6:00pm

Phone : 6697 1699

Fax : 6415 1310

Email : ACE@rp.edu.sg

Website : www.rp.edu.sg/ace