



# Bachelor of Management (Honours) Majoring in Sports Management

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**Bank Rakyat School of  
Business, Innovation, Technology  
& Entrepreneurship**  
UNIRAZAK

BRSBITE was formed with the view that entrepreneurial activity is one of the pillars of a strong and vibrant economy. This unique founding school is dedicated to provide quality education in entrepreneurial leadership in Malaysia. Although big business is extremely vital for economic health and prosperity, strong cadre of SMLs and SMEs is also essential to ensure a diverse economy and to provide the required support to large enterprises and the community. BRSBITE recognises the fact that most of wealth accumulation is by starting one's own business, and that great products and services begin with a single idea. Many aspiring entrepreneurs lack the knowledge and skills to convert their

ideas into working solutions and practical businesses. UNIRAZAK's collaborations with its various partners grant its graduates exemptions for various professional certifications. Students are exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of entrepreneurship, business and management-related fields.

# Bachelor of Management (Honours) Majoring In Sports Management

*(R2-DL/345/6/0098) 02/22 (A7782)*

If you adore sports, either as a fan or a competitor, and love being challenged, you have the traits for a successful career in sports management.

Our Bachelor of Management majoring in Sports Management is designed to prepare you for a career in sports management, sports marketing and event management. With a basic knowledge of business and specialization in sports administration, you will be exposed to the business that goes on behind the scenes. With the increasing importance of sport on the national and international stage, or even as a hobby for social interaction, fitness and health, the sports industry provides numerous career paths for those with relevant qualifications in business and sports administration.

Once you earn a Bachelor of Management majoring in Sports Management, you will have a wide range of skills and knowledge for a number of careers in various organisations in the private and public sectors. You can join a professional sports team as a Manager, work in a college athletics or sports department, be employed in Sports Media, Sports Marketing, Merchandising, Event Management, Leisure and Recreational Services, as well as have many more rewarding opportunities in this emerging global industry.



## Career Opportunities

- Sports Public Relations Manager
- Sports Agent
- Sports Event Consultant
- Sports Education Counselor
- Sports Management Consultant
- Fitness Centre Manager
- Sports Marketing Specialist



# Courses Offered

## MPU COURSES

- Tamadun Islam Tamadun Asia (TITAS) (Local)
- Hubungan Etnik (Local)
- Malaysian Studies (International)
- Bahasa Melayu Komunikasi 2 (International)
- Thinking Skills/Bahasa Kebangsaan A
- Introduction to the Malaysian Constitution
- Co-Curriculum (Professional Event Management/ Community Engagement & Volunteering)

## SPECIALISATION COURSES

- Sports and Recreation Management
- Sports in Society
- Law and Ethics in Sport Management
- Sports and Recreation Facility Management
- Sports Marketing
- Sports Finance
- Risk Management in Sport and Recreation
- Sports Tourism
- Sports Event Management
- Financial Management and Sports Industry

## INTERNSHIP

- Industrial Training

## CORE COURSES

- Public Speaking 1
- Public Speaking 2
- Volunteerism and Service Learning
- Entrepreneurship and Innovation
- Corporate Social Policy
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organisational Behaviour
- Principles of Accounting
- Management Information Systems
- Financial Management
- Business Mathematics
- Project Management
- Human Resource Management
- Business Law
- Strategic Management
- Business Statistics

## ELECTIVES Choose any Four 12 Credits)

- Sports Economics
- Service Operations Management
- Problem Solving & Decision Making
- Leadership, Innovation and Change
- Organizational Design
- Quality Management Systems and Auditing
- Contemporary Issues in Business
- Negotiation and Conflict Resolution
- Organizational Development
- Production and Operations Management
- Quality Management

*\*Subject to change*



# Admission Requirements

## STPM

A pass with a minimum Grade C (GP 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification; OR

## MATRICULATION/FOUNDATION

Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.

## STAM

A pass with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR

## DIPLOMA/ADVANCED DIPLOMA

Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR

## INTERNATIONAL

- A minimum score of Band 5.5 in the International English Language Testing System (IELTS)\*; OR
- A minimum score of 46 for an Internet Based Total (iBFT) for the Test of English as a Foreign Language (TOEFL)\*; OR
- A minimum score of 160 in Linguaskill Test; OR
- A minimum score of 51 in Pearson Test of English (PTE); OR
- A minimum score of 160 in Cambridge English Qualifications and Tests; OR
- Band 3 in Malaysian University English Test (MUET); OR
- Successful attainment of B2 (160) in CEFR aligned exams by Cambridge English Qualification conducted by the Centre for Continuing Education (CCE) within 24 months from the date of entry with conditional offer letter

### *Note:*

The requirement to pass Mathematics and English subjects at SPM level for candidate in category (i) and (ii) can be waived should the qualifications contain Mathematics and English subjects with equivalent/ higher achievement.

# Study at an Award-winning University

*in the heart of a global city*



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