

## Subject Description Form

<b>Subject Code</b>	BME5369
<b>Subject Title</b>	<b>Study Tour in Sports</b>
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<p>This subject is designed to provide students with an immersive learning experience through local and non-local tour of sports-related events or organizations. This subject aims to enable students to:</p> <ol style="list-style-type: none"> <li>1. learn practical applications of sports technology and operation strategies in real-world settings;</li> <li>2. gain hands-on experience through direct interaction with sports professionals, including business organizers, team management, athletes, and coaches; and</li> <li>3. understand the opportunities and challenges faced by the global sports industry.</li> </ol>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Appreciate the operational functions and strategic approaches of leading sports organizations and institutes.</li> <li>b. Comprehend the practical aspects of sports technology implementation, event management, and athlete support through first-hand observation and interaction.</li> <li>c. Demonstrate an understanding of the contemporary issues, challenges, and opportunities in the global sports industry.</li> </ol>
<b>Contribution to Programme Outcomes (Refer to Part I Section 2)</b>	<p>Program Learning Outcome (a) Acquire and apply advanced levels of knowledge and skills in the sports technology and management discipline. (Teach, Practice, Measure)</p> <p>Program Learning Outcome (b) Apply critical analysis and problem-solving skills for evidence-based practice in the sports technology and management discipline. (Teach, Practice, Measure)</p> <p>Programme Learning Outcome (c) Demonstrate a higher level of professional competence to cope with the rapid changes in practice in the sports technology and management discipline. (Teach)</p> <p>Programme Learning Outcome (d) Develop research skills that will help incorporate evidence-based practice in the delivery of sports services and industry. (Teach, Practice)</p> <p>Programme Learning Outcome (e) Demonstrate abilities to continuously develop in professional practice. (Teach, Practice, Measure)</p>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>This study tour will allow students to visit local, mainland, and/or foreign sports-related facilities/organizations and meet with their representatives. The targeted organizations will center around (1) elite/professional athlete training, (2) sports event organization and management, and/or (3) sports product research and development.</p> <p><b><u>Pre-Trip Preparation</u></b></p> <ul style="list-style-type: none"> <li>• <b><i>Orientation Session:</i></b> Introduction to objectives and itinerary Overview of the targeted organizations Cultural, logistical, and academic expectations.</li> <li>• <b><i>Pre-Trip Assignments:</i></b> Preparatory readings on sports trends and technologies.</li> </ul> <p><b><u>During the Trip</u></b></p> <ul style="list-style-type: none"> <li>• <b><i>Site Visits:</i></b> Visit the targeted organizations and explore facilities. Attendance at presentations on the latest sports technologies.</li> </ul>

	<ul style="list-style-type: none"><li>• <b>Workshops and Seminars:</b> Talks with representatives from the targeted organizations. Participation in workshops conducted by industry experts. Seminars on sports technology and management advancements.</li><li>• <b>Field Activities:</b> Meetings with athlete representatives. Observational studies and note-taking during visits. Group discussions and daily debriefing sessions.</li></ul> <p><b>Post-Trip Activities</b></p> <ul style="list-style-type: none"><li>• <b>Reflection and Analysis:</b> Individual reflection papers on key learnings.</li><li>• <b>Final Presentation:</b> Group presentations summarizing findings and experiences.</li></ul> <p>Key topics of the presentation include but not limited to:</p> <ul style="list-style-type: none"><li>• Introduction to Sports Technology and Management</li><li>• Operational Strategies of Sports Organizations</li><li>• Sports Technology Implementation</li><li>• Event Management and Marketing</li><li>• Sports Product Research and Development, Sales, and Marketing</li><li>• Global Sports Industry Challenges and Opportunities</li></ul>							
Teaching/Learning Methodology	Teaching/ learning methodology		Intended subject learning outcomes					
		a	b	c				
	1. Seminars	✓	✓	✓				
	2. Workshops	✓	✓					
	3. Group discussions	✓	✓	✓				
	4. Site visits	✓	✓	✓				
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed					
			a	b	c			
	1. Assignment	20%	✓					
	2. Attendance	10%		✓	✓			
	3. Reflection report	40%	✓	✓	✓			
	4. Group presentation	30%	✓	✓	✓			
	Total	100 %						
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: <b>Assignments</b> will be used to assess the readiness of the students on a knowledge basis for the upcoming study trip. <b>Reflection reports</b> will assess the students’ ability to critically reflect on their experiences during the study tour. It evaluates their capacity to internalize and articulate the insights gained, connect theoretical knowledge with practical observations, and demonstrate personal and professional growth. <b>Group presentations</b> will test students’ ability to work collaboratively, apply knowledge gained during the trip, and present their findings in a clear and professional manner.								
Student Study Effort Expected	Class contact:							
	▪ Site Visits						21 Hrs.	
	▪ Seminar						6 Hrs.	

	▪ Workshop	6 Hrs.
	▪ Group discussion	6 Hrs.
	Other student study effort:	
	▪ Self-study	48 Hrs.
	▪ Assignments and presentation preparation	30 Hrs.
	Total student study effort	117 Hrs.
<b>Reading List and References</b>	<ul style="list-style-type: none"> <li>• Andersen, S., Ronglan, L., &amp; Houlihan, B. (2015). <i>Managing Elite Sport Systems – Research and Practice</i>. Routledge.</li> <li>• Beech, J., &amp; Chadwick, S. (2007). <i>The Marketing of Sport</i>. Pearson Education.</li> <li>• Foster, G., O'Reilly, N., &amp; Davila, A. (2020). <i>Sports Business Management – Decision Making around the Globe</i>. Routledge.</li> <li>• Masterman, G. (2014). <i>Strategic Sports Event Management</i> (3rd ed.). Routledge.</li> <li>• McDonald, M., &amp; Milne, G. (1999). <i>Cases in Sport Marketing</i>. Jones &amp; Bartlett Learning.</li> <li>• Westerbeek, H., &amp; Smith, A. (2003). <i>Sport Business in the Global Marketplace</i>. Palgrave Macmillan.</li> </ul>	
<b>Date of Last Major Revision</b>	20 August 2025	
<b>Date of Last Minor Revision</b>	20 August 2025	