

Republic Polytechnic (RP) provides a conducive learning environment for students and adult learners. The Continuing Education and Training arm of RP, the Centre for Professional Development offers various specialised skills and executive courses for aspiring professionals.

Academic Programmes

Specialist Diploma in Events, Sports and Leisure Management



Course Date	: 29 October 2011 to 29 September 2012
Course Duration	: 270 hours, Every Saturday, 9am - 4pm
Course Venue	: Republic Polytechnic Campus
Closing Date for Application	: 19 September 2011
Course Preview	: 16 September 2011 (Fri), 7pm - 8:30pm <i>*Please contact Enquiry_CPD@rp.edu.sg to register.</i>
Nett Fee Payable after MOE subsidy* (excl GST)	: Singapore Citizens - S\$470.00 Singapore PR - S\$1,250.00 International Students - S\$3,124.00

*** Funding Incentives:**

With effect from 1 April 2011, Singapore Citizens and Singapore Permanent Residents will pay 15% and 40% of the course fees respectively (subject to revision). Singapore Citizens who pursue subsequent Advanced or Specialist Diploma course will pay 30% of the course fees, provided that five years or more have lapsed since they completed and graduated from their previous Advanced or Specialist Diploma programmes.

COURSE SYNOPSIS

The Specialist Diploma in Events, Sports and Leisure Management (SDESLM) provides participants with an opportunity to gain the necessary skills and relevant background knowledge to prepare them for a career in some of the fastest growing industries in Singapore. Participants will enhance their knowledge of innovative and current industry practices, and raise their professionalism to higher standards.

The SDESLM programme is a part-time course, comprising 8 academic modules, each spanning a total of 30 hours (10 lessons of 3 hours each). Additionally, students will fulfil an industry practicum module which offers them an opportunity to gain hands-on practical experience in an event, sports or leisure management setting. During the practicum, students will tackle real issues and problems faced by the organisation and they will provide a solution for the particular issue of interest. Students will be supervised by a staff from Republic Polytechnic's School of Sports, Health and Leisure or the School of Hospitality for their practicum.

Upon completion of the programme, graduates will have specialised knowledge that meets the demands in both the public and private sectors of the events industry (e.g. conference & exhibition organizers, events management companies, hotels & resorts, restaurants & entertainment spots and attractions).

ENTRY REQUIREMENTS

Admission to the SDESLM is competitive and is based on merit. Applications for admission into the SDESLM are invited from the following:

- Individuals who hold at least a diploma from any of the local polytechnics and wish to further their knowledge in the Events and/or Sports and Leisure industry.

COURSE OUTLINE

Hospitality and Tourism Management

This module allows the participants to acquire a broad overview of the structure and concepts related to the various segments within the hospitality and tourism industry as well as the industry trends and practices. Participants will explore the structure of tourism industry, and understand tourism trends, impact of globalisation on the industry, and strategies employed in the management of hospitality enterprises.

Customer Relationship Management and Service Quality in Events & Sports

This module merges knowledge from that of Customer Relationship Management (CRM) and Service Quality (SerQ) to provide students insights into how these two components are critical to a company's profitability and long term success.

Events, Logistics and Facilities Management

This module will help students to understand the principles and practices relating to planning, managing and staging of events (with particular emphasis on sporting events) with the emphasis on event-related operations and facilities management. It will increase students' appreciation on the art of event planning and create that game-plan for operations, logistics, and people management that is the foundation behind a successful event.

Finance Management

Through the efficient use of accounting and financial information, this module will provide students with an opportunity to make informed business decisions that will allow them to be better equipped in their organisation's management and control functions. Students will learn how to evaluate the financial viability of a project, review the financial success of a project or company, costing and budgeting, and design financial models with the use of spreadsheets.

Sports Administration

This module seeks to address issues pertaining to the administration of National Sports Associations (NSAs) established to promote and develop sports in Singapore. Students will develop a basic understanding of managing a National Sports Association in Singapore with emphasis on the vision to create Team Singapore.

Legal Considerations in Events and Sports

By delving into the components of Contract Law and Legislation, this module aims to prepare students to be aware of the legal requirements and implications of entering into contracts and the extent to which the terms and conditions of the contract are binding. Students will learn to address the legal issues related to the organization of events.

Events and Sports Marketing

In this module, students will develop clear understanding of the role of events to the different stakeholders within the business framework, and equip them with concepts and techniques employed in the marketing of such events. Students will learn the various complexities, from pre-event research to the development and evaluation of a marketing plan, timeline and budget.

Meetings, Incentives, Conventions & Exhibitions

(Events Track)

This module provides participants with an integrated learning approach focused on the whole spectrum of organizing and managing meetings, incentive travel, conventions and exhibitions within the context of Singapore's MICE industry. Participants will delve into the conceptualization, planning and preparation, marketing and promotions as well as operations and execution of all four segments respectively.

Strategic Sports Development

(Sports Track)

This module will address key concerns in developing strategic sports initiatives, alternative strategies and the implementation of strategic decisions in sports. Students will gain an insight into sports and leisure developments in Singapore, and explore the development of, and challenges faced by the amateur and professional sports industry globally. The role and strategies of key sports industry partners such as the media and sporting companies will also be examined.

Industry Practicum

(Events Track or Sports Track)

This practicum serves as a training ground as well as provides an opportunity for participants to network with outdoor and adventure learning organisations. Participants will apply their newly acquired knowledge and skills in conceptualizing and carrying out a simple project for client organisations, culminating in a final report.

ASSESSMENT SCHEME

Participants will be awarded the Specialist Diploma in Events, Sports and Leisure Management issued by Republic Polytechnic upon meeting 80% of attendance requirement and passing all required assessment and coursework.

ACCREDITATION

Graduates of SDESLM can further their education in a Bachelor degree through credit exemptions at Monash University, Deakin University, Manchester Metropolitan University, Northumbria University and Sheffield Hallam University. The credit exemptions granted will be based on individual Grade Point Average (GPA) obtained and relevant work experience.

ENQUIRIES AND APPLICATION

Centre for Professional Development

Republic Polytechnic, 9 Woodlands Avenue 9
Singapore 738964

Office Hours : Monday to Fridays, except Public Holidays
9am - 5pm

Phone : 3100 1699

Fax : 6415 1310

Email : Enquiry_CPD@rp.edu.sg

Website : www.rp.edu.sg/cpd

Facebook : www.facebook.com/rpcpd