



## Bachelor of Social Sciences (Honours) in Sports Coaching

運動教練 (榮譽) 社會科學學士

YEAR **3** ENTRY  
SSSDP (FULL-TIME)  
MH145111

YEAR **1** ENTRY  
SSSDP JUPAS  
CATALOGUE NO.  
JSSV13

### PROGRAMME HIGHLIGHTS

- Covers a wide range of disciplines in sports skills training, fitness coaching and management
- Focuses on practical experience and professional skill development through industry placements

#### Programme Overview

The Programme aims to inculcate students with a rigorous and intellectual programme of study. Particularly, for those who wish to pursue or further advance their careers in the core areas of sports coaching.

Through high-quality education and training, this Programme emphasises both theoretical and practical knowledge, as well as develops students' professional skills through gaining working experience in the industry. Upon graduation, students are expected to be professionally competent in their discipline (i.e. sports coaching).

Through offering this Programme, a steady supply of professionals in the afore-mentioned field have been, and will continue to be nurtured to support the rapid development of the industry in both the public and private sectors, and to improve the quality of life in the communities.

#### Career Prospects

Graduates from this programme can become sports coaches, strength and conditioning coaches, fitness coaches or sports scientists. Potential employers include National Sports Associations, the Hong Kong Sports Institute Limited, the Leisure and Cultural Services Department, fitness centres, and sports clubs.

#### Professional Recognition



This programme is officially affiliated with the British Weight Lifting.

應用科學  
創建未來

APPLYING SCIENCE  
EMPOWERING THE FUTURE

Thei



### Amy LC Chan, JP

Executive Manager, Racing Development  
Board/Headmistress, Apprentice Jockeys' School  
The Hong Kong Jockey Club

### Industry Endorsement

"I have been involved in this degree programme from its initial accreditation to the implementation. The programme provides both theoretical knowledge and hands-on practical experience, which makes it very unique from other degree programmes. In Hong Kong, we need more coaches with relevant degree training. Likewise, there has been a huge demand in the sports management area. The sports therapy specialisation in this degree programme is the very first in Hong Kong. Sports Therapists will be able to provide on-field service to athletes for injury treatments and fitness training. I fully support this degree programme and foresee its positive impact to Hong Kong."



### Simon Willis

Men's Head Coach  
Cricket Hong Kong, China

### Industry Endorsement

"THEi sports programme has been a key part of Cricket Hong Kong High Performance Team providing strength and conditioning and sports therapy service to help our national men's and women's teams to perform on international stage."



### Louis Sze

(2019 Graduate)  
Campus Exercise Coordinator @ The University of Hong Kong

### Graduate Endorsement

"The THEi SRM programme can help me utilize knowledge and experience to develop and implement tailored exercise programs, ensuring the adoption of safe and effective exercise techniques while fostering a sense of community through teamwork. By effectively integrating the principles of sport coaching into my work, a culture of regular exercise can be nurtured, leading to improved health outcomes."



### Anson Lee

(2022 Graduate)  
Analyst @ Hong Kong, China Football Representatives Youth Team

### Graduate Endorsement

"The SRM programme provided me with professional knowledge and practical experience during my undergraduate studies. It not only helped improve my understanding of sports coaching but also offered practical opportunities to apply and refine theoretical knowledge. This experience helped me develop a personal philosophy that is easy to adapt in the workplace."



### Dolores Man

(2023 Graduate)  
Strength and Conditioning Coach @ The Leaper Sports Lab

### Graduate Endorsement

"THEi has played a crucial role in enabling me to work with the national cricket team, national futsal team, and national basketball team. These experiences have been truly priceless, leaving a lasting mark on my heart as I've had the chance to support these athletes in achieving their dreams. With THEi's guidance, I've been able to contribute to the teams' success and individual growth. It's been an incredible journey witnessing their passion and determination, and I'm proud to be part of their progress. I'm deeply thankful for THEi's support in helping me positively influence my careers. Without the help of THEi, I wouldn't have been able to understand how to work effectively as a strength and conditioning coach. They provided me with the opportunity to use cutting-edge equipment like the force plate, LongoMatch, and timing gate. This hands-on experience allowed me to develop a deep understanding of using real data to teach and guide athletes, offering accurate feedback and analysis. THEi has shaped me into a true professional, equipping me with the skills to enhance athlete performance and help them reach their full potential. Their support has been essential to my growth in this field."

## PROGRAMME STRUCTURE

### YEAR 1

#### General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

#### Industry/Profession Specific Module

- Sports Skills Development - Individual Sports
- Introduction to Functional Anatomy & Exercise Physiology
- Philosophy & Sociology in Sports & Recreation
- Business Management Fundamentals
- Sports Skills Development - Team Sports
- Sports Massage & Stretching
- Law & Ethics in Sports & Recreation
- Motor Learning & Control for Human Performance

### YEAR 2

#### General Education Module

- A.I. and Blockchain in Society & Work
- Entrepreneurial Mindset
- General Education Elective 1

#### Industry/Profession Specific Module

- Sports Skills Development - Aqua Sports
- Management of Sports Injuries
- Nutrition for Health & Performance
- Facilities Management in Sports & Recreation
- Adventure-based Recreation
- Active & Healthy Lifestyle Promotion
- Marketing Management
- Sports & Recreation for Selected Populations

### YEAR 3

#### General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 2

#### Industry/Profession Specific Module

- Fitness Coaching & Management
- Research Methods & Statistics
- Work-integrated Learning
- Advanced Functional Anatomy & Exercise Physiology
- Sports Coaching – Individual Sports
- Strength & Conditioning for Sports Performance
- Exercise Principles & Programming

### YEAR 4

#### General Education Module

- General Education Elective 3
- General Education Elective 4

#### Industry/Profession Specific Module

- Honours Project 1
- Honours Project 2
- Performance Measurement & Analyses
- Outdoor Sports Skills & Coaching
- Sports Biomechanics
- Programme Elective 1
- Sports Psychology
- Sports Coaching – Team Sports
- Talent Identification & Long-Term Development