

Undergraduate Curriculums of Sport Management Department

(Executive Master Program)

(Applicable to Newly-Admitted Students from 107 Academic Year)

1 · Required Courses (6 credits)

Course Number	Course Title	Credits	Hours	First year		Second		Remarks
				1	2	1	2	
2SM00016	Advanced Research Methodology	2	2	2				
2SM00017	Advanced Applied Statistics	2	2	2				
2SM00002 2SM00003	Seminar in Sport Industry	2	4	1	1			
Total		6	8	5	1	0	0	

2 · Core Courses (10 credits)

Course Number	Course Title	Credits	Hours	First year		Second		Remarks
				1	2	1	2	
2SM00046	Special Topics in Sport Management	2	2	2				
2SM00022	Special Topics in Human Resources of Sport	2	2	2				
2SM00034	Special Topics in Sport Industry	2	2	2				
2SM00024	Special Topics in Sport Marketing	2	2		2			
2SM00042	Special Topics in Sport Information Management	2	2		2			
	Thesis	0	2				0	
Total		10	12	6	4	0	0	

3 · Elective Courses(16-26 credits)

Course Number	Course Title	Credits	Hours	First year		Second		Remarks
				1	2	1	2	
2SM00036	Special Topics in Facilities Management	2	2					
2SM00038	Special Topics in Sports Communication	2	2					
2SM00027	Special Topics in Sport Law	2	2					
2SM00013	Special Topics in Service Quality	2	2					
2SM00028	Special Topics in Sport Sociology	2	2					
2SM00031	Special Topics in Sport Consumer Behavior	2	2					
2SM00045	Critical Review in Sport Management	2	2					
2SM00012	Multivariate Statistical Analysis	2	2					
2SM00035	Special Topics in Sport Leadership	2	2					
2SM00054	Special Topics in Sport Tourism	2	2					
2SM00047	Internship in Sport Management	2	2					
2SM00053	Special Topics in Sport Sponsorship	2	2					
2SM00033	Special Topics in Sport Finance	2	2					
2SM00009	Special Topics in Themed Park Management	2	2					
2SM00029	Special Topics in Sport Policy	2	2					
2SM00051	Special Topics in Sport Event Management	2	2					

2SM00018	Special Topics in Fitness Club Management	2	2		
2SM00056	Special Topics in Professional Sport	2	2		
2SM00041	Special Topics in Sport Economics	2	2		
2SM00049	Special Topics in Sport Internet Marketing	2	2		
2SM00037	Special Topics in Sport Media	2	2		
2SM00014	Case Study	2	2		
2SM00002	Special Topics in Festival Tourism	2	2		
2SM00003	Special Topics in Bicycle Industry Management	2	2		
2SM00032	Special Topics in Sport Training Management	2	2		
2SM00020	Special Topics in Cloud E-commerce	2	2		
2SM00019	Special Topics in Creative Presentation and Proposal	2	2		
2SM00035	Special Topics in Sport Industry Internet Technology Applied	2	2		
	Others	2	2		