

Undergraduate Curriculums of Sport Information and Communication Department
Effective for students admitted for Academic Year 2018

1. Required Courses (4 credits)

Course Name	Credits	Hours	First year		Second		Third		Fourth	
			1	2	1	2	1	2	1	2
Swimming (I)	1	2		1						
Track and Field (I)	1	2	1							
Introduction of Sports Industry	2	2	2							
Total	4	6	3	1						

2. Core Courses (48 credits)

Course Name	Credits	Hours	First year		Second		Third		Fourth	
			1	2	1	2	1	2	1	2
Appreciation of Sports I	1	2	1							
Principles of Radio-Television	2	2	2							
Basic Photography	2	2	2							
Image Editing	2	2	2							
Statistics	2	2	2							
Appreciation of Sports II	1	2		1						
Principles of Journalism & Writing	3	3		3						
Video Editing Principles	2	2		2						
Administration of Physical Education and Sport Programs	2	2			2					
Communications Theory	2	2			2					
Copyright & Media Law	2	2			2					
Comments on Professional sport	2	2			2					
Website Design	3	3			3					
Data Processing & Query	2	2			2					
Sport Management	2	2				2				
Sports Communication	2	2				2				
International Sports Events & Analysis	2	2				2				
Sport Event Management	2	3					2			
Sports Referee	2	2					2			
Senior Graduation Project I	1	2					1			
Sports Sociology	2	2						2		
Advertising Principles	2	2						2		
Senior Graduation Project II	1	2						1		
Internship	2	2							2	
Senior Graduation Project III	1	2							1	
Senior Graduation Project IV	1	2								1
Total	48	55	9	6	13	6	5	5	3	1

3. 【Communication Proficiencies】 Elective Courses(28credits)

Course Name	Credits	Hours	First year		Second		Third		Fourth	
			1	2	1	2	1	2	1	2
Sports Photography	2	2		2						
Electronic Media Writing & Reporting	2	2		2						
Storyboarding	2	2			2					
Sports Marketing and Communication	2	2						2		

Sports Psychology	2	2					2		
Oral Communication & Oral Presentation	2	2	2						
Sports News Writing	2	2	2						
Practise of Radio / TV Interviews	2	2		2					
English News	2	2				2			
Sports Documentary & Reporting	2	2				2			
Journalism Social Media	2	2						2	
Program Planning & Production	2	2	2						
Theory & Practicum of Audio Recording	2	2	2						
Electronic News Gathering	2	2	2						
Television Directing	2	2		2					
Radio Program Production	2	2				2			
Television Directing	2	2				2			
Television Program Production	2	2				2			
Sports Advertising & Creativity	2	2				2			
Web Newscast	2	2						2	
Sports Program & Planning Seminar	2	2							2

【 Information Proficiencies 】 Elective Subject Courses(28credits)

Course Name	Credits	Hours	First year		Second		Third		Fourth	
			1	2	1	2	1	2	1	2
Advanced Programming	2	2		2						
Database Management	2	2			2					
Server Establishment and Management	2	2			2					
System Analysis and Design in Sports	2	2				2				
Web Pages Programming	2	2				2				
Creative Design and Planning for Digital Game	2	2					2			
Sports Marketing and Information	2	2					2			
Introduction to Digital Game	2	2					2			
Sports Game Design	2	2						2		
Game Industry Analysis and Market Development	2	2								2
Introduction to Information Network	2	2					2			
Sports Web Page Design	2	2					2			
Management of Sport Facilities							2			
Sports & Information Management	2	2						2		
Mobile Application Programming for Sports Information	2	2						2		
Information System Project for Sport Events	2	2							2	
Sport Data Visualization	2	2							2	
Sports Data Analysis and Data Mining	2	2								2
Sport Lottery and Game Simulation	2	2								2

4. Elective Courses of Physical Training (4 credits)

Course Name	Credits	Hours	First year		Second		Third		Fourth	
			1	2	1	2	1	2	1	2
Physical Fitness	1	2								
Dance										
Gymnastics										
Rock Climbing										
Weight Training										
Golf	1	2								
Basketball										
Volleyball										
Soccer										
Softball										
Baseball										
Wood ball										
Croquet										
Badminton										
Table Tennis										
Tennis										
Billiards										
Petanque										
Bowling										
Rowing										
Canoe										
Water Life Saving										
Fishing										
Chinese Martial Art	1	2								
Taekwondo										
Karate										
Judo										
Self –Defence										
Taichi										
Chi										
Boxing										

5. Other Elective Courses (20credits)

Course Name	Credits	Hours	First year		Second		Third		Fourth	
			1	2	1	2	1	2	1	2
News Writing & Reporting	2	2								
Sports News English	2	2								
Media Management & Project Management	2	2								
Market Research & Analysis	2	2								
Advertising and Public Relations	2	2								

Sport Communiation Practical Training I	1	2
Sport Communiation Practical Training II	1	2
Basic Programming	2	2
Introduction to Animation	2	2
Animation and Special Effects Production	2	2
Sport Information & Multimedia Seminar	2	2
Interactive media Design	2	2
Sport Information Practical Training I	1	2
Sport Information Practical Training II	1	2
Sport Ethic	2	2
Sports English	2	2
Sport Celebrity	2	2
Sport Policy Seminar	2	2
Introduction to Health and Physical Education	2	2
Introduction to Sports Science	2	2
Sport History	2	2
Case Analysis of Sport Marketing	2	2
Integrated Marketing	2	2
Sports Law	2	2
Sport Instruction	2	2
Sport Globalization	2	2
Other	2	2