



**THE UNIVERSITY OF THE WEST INDIES**

**FACULTY OF SPORT**  
**GRADUATE PROSPECTUS**

ACADEMIC YEAR 2018-2019

## Table of Contents

Disclaimer.....	1
<b>Part I – Introduction to the Faculty</b>	
Message from the Dean .....	2
Faculty Development.....	3
Faculty Office Personnel .....	4
Academy Personnel .....	4
<b>Part II – Programme of Study Requirements</b>	
Cave Hill Academy of Sport .....	5
Mona Academy of Sport .....	12
Open Campus Academy of Sport .....	35
St. Augustine Academy of Sport .....	36
<b>Part III – Appendix</b>	
General Regulations for the Graduate Degree Programmes .....	37

## **DISCLAIMER**

The Faculty of Sport postgraduate handbook is provided for the convenience of current and prospective students and staff alike. It sets out the Faculty's regulations governing the programmes offered; policies and guidelines; description of programmes and courses offered on the Mona Campus (M), the Cave Hill Campus (CH), the St. Augustine Campus (SA) and the Open Campus (OC).

The current edition was finalized June 2018. A concerted effort was made to eliminate all errors but students must check the Faculty's website and their Academy at the start of the semester and during the course of the academic year for updates as well as corrections of any errors or omissions that have come to light subsequent to the finalization of the handbook. Students should always check with the latest Faculty Handbook when considering programme alternatives and for course offerings.

## MESSAGE FROM THE DEAN



Welcome to the Newest Faculty at the University of the West Indies!

Sport has come of age at The UWI with the establishment of an entire faculty, the first in 40 years! Sporting activities have been at the heart of the University since its inception, as we participated in competitions within the institution and in competitions around the region and the world. Athletes and researchers have been displaying their talent in all aspects of sport. But now the focus is on having programmes that will be directed at sports, for those who compete or those who have an interest in sport. Indeed The UWI is the place for those who play sports or play *at* sports!

Sport is a massive industry for athletes, coaches, academics, businesses and people from all walks of society. Every aspect of sport has specialists, focusing on improving their area of expertise to enable an athlete to run faster, hit harder or jump higher or farther. They have used cutting edge knowledge to improve equipment or market a sporting product. Competitions are productions with all aspects of commerce, art, science and enterprise.

The Faculty of Sport through its graduate programmes is allowing its students to be part of that cutting edge revolution. Be it improving a design or coming up with a novel concept in sport, our programmes are designed to build on knowledge from undergraduate degrees to produce experts in your field of choice. Research in sport is the driver of innovation. We will therefore be developing MPhil and PhD programmes to set the base for research locally and in collaboration with like-minded experts worldwide to ensure that the region keeps pace with the fast moving world of sport.

Our sporting activities allow you to participate as an athlete, support staff or researcher at all levels. Our community outreach activities, intercollegiate competitions and participation in the highest of international events give you access to be part of sport wherever you may desire. We strive to produce graduates who will continue to make their mark around the world. When it comes to the West Indies, the world knows us for our sport and our University.

Welcome to the Faculty of Sport at the University of the West Indies.

**Dr. Akshai Mansingh**

## **FACULTY DEVELOPMENT**

The Faculty of Sport was officially launched July 26, 2017 at The UWI Regional Headquarters in Jamaica with operationalization beginning August 1 of the 2017/2018 academic year.

The Faculty of Sport reaches across all the Campuses of the University of the West Indies, through Academies of Sport established on the Cave Hill, Mona, Open and St. Augustine campuses. These Academies (previously known as Departments) are responsible for academic activities, sports at all levels, as well as outreach to communities through Sports.

The Faculty of Sport integrates teaching and research, professional development, community partnerships, and co- and extra-curricular student sport through three main units:

- Professional Programmes, Outreach & Projects Unit
- Co-curricular & Intramural-Activity Unit
- Academic Programme & Activity Unit

The Faculty of Sport, aims to provide persons with an interest in Sport, the opportunity to pursue their passion. The mission of the Faculty is to provide high quality education in sports with emphasis on application via research, and development of sports and athletes of the region to maintain their prominence on the world scene. This will be done through cross campus and international collaboration with partners across the world, to ensure that the top sporting minds are involved.

The Faculty offers graduate programmes in Sports Medicine, Sports Management and Sports Science. Sports Medicine is the field of medicine concerned with injuries sustained in athletic endeavors, including their prevention, diagnosis, and treatment. Sports Management is broadly aimed at providing participants with the requisite educational background necessary for executive management and leadership positions in a variety of sport and recreational fields. Sport Sciences exposes students to an interdisciplinary appreciation of the knowledge field of sports, combining sports science with sport and recreational management, physiology, psychology, nutrition and biomechanics.

## FACULTY OFFICE PERSONNEL

Tel: (876) 970-6921 | Ext. 7463 | Ext. 7465 | Fax:  
Emails: fos@uwimona.edu.jm | Website: [http:// www.uwi.edu/sport](http://www.uwi.edu/sport)

### OPENING HOURS

Monday to Friday: 8:30am – 4:30pm

<b>Dean</b>	Dr. Akshai Mansingh <i>JP, MBBS (UWI), FACS, MSpMed (UNSW), DM (Ortho)</i> deanfoss@uwimona.edu.jm
<b>Administrative Officer</b>	Miss Asenath Sharpe asenath.sharpe@uwimona.edu.jm
<b>Administrative Secretary</b>	Ms. Patrene Curtis fos@uwimona.edu.jm
<b>Projects Officer</b>	Mr. Daren Ganga daren.ganga@sta.uwi.edu

## ACADEMY PERSONNEL

### Cave Hill Academy of Sport

Tel: (246) 417-4545 | Fax: (246) 438-9169 | Email: [sports@cavehill.uwi.edu](mailto:sports@cavehill.uwi.edu)

<b>Head of Academy</b>	Mrs. Amanda Reifer <i>BSc Management Hons, MSc International Management</i> amanda.reifer@cavehill.uwi.edu
<b>Administrative Assistant</b>	Mr. Jermaine Bourne jermaine.bourne@cavehill.uwi.edu

### Open Campus Academy of Sport

Tel: (876) 927-2488 | Fax: (876) 977-0154 | Email: [ocas@dec.uwi.edu](mailto:ocas@dec.uwi.edu)

<b>Head of Academy</b>	Mr. Lincoln Williams BA Hons., MA lincoln.williams@open.uwi.edu
<b>Senior Secretary</b>	Mrs. Donette Reynolds McPherson donnette.reynolds-mcpherson@open.uwi.edu

### Mona Academy of Sport

Tel: (876) 970-6921 | Email: [sports@uwimona.edu.jm](mailto:sports@uwimona.edu.jm)

<b>Head of Academy</b>	Dr. Sharmella Roopchand-Martin <i>DPT, MSc. Rehabilitation Science, MSc. Biomedical Ethics</i> sharmella.roopchandmartin@uwimona.edu.jm
------------------------	---

### St. Augustine Academy of Sport

Tel: (868) 662-2002 ext. 82307 | Fax: (868) 645-9239 | Email: [specinfo@sta.uwi.edu](mailto:specinfo@sta.uwi.edu)

<b>Head of Academy (Acting)</b>	Ms. Grace Jackson grace.jackson@sta.uwi.edu
<b>Senior Administrative Assistant</b>	Mrs Lystra Francis lystra.francis@sta.uwi.edu

## CAVE HILL ACADEMY OF SPORT

### Message from the Head of Academy



The Cave Hill Academy of Sport is delighted to welcome students to the Academy. The MSc Sports Science programme is a double degree between The UWI and the University of New Brunswick, Canada. Students graduate with two degrees from both institutions. The programme provides students with the opportunity to further their studies in a field that is burgeoning. Students benefit from invaluable interactions with qualified lecturers in the field of sport science and are exposed to cutting edge developments in the industry. The Cave Hill Academy of Sport also boasts of a vibrant and highly successful sports programme. The UWI Blackbirds sports teams compete in several disciplines in national and regional competitions. In addition, there are also opportunities for recreational athletes to participate in the many sporting competitions organized on the Campus.

Our Motto ***"One Flies ...All Soar"***

**Mrs. Amanda Reifer**

## ACADEMY INFORMATION AND GUIDELINES

The Cave Hill Academy of Sport offers the following graduate degrees:

- Master of Science in Sport Sciences
- Diploma in Sport Sciences

### MSc Sport Sciences

This master's degree is a double degree run by the Cave Hill Campus and the University of New Brunswick, Canada. It is designed to provide students with a broad understanding of a range of sport sciences subject areas. It utilises best practices to ensure that students exit the degree programme capable of entering the professional field related to their area of study.

#### Objectives

The objectives of the programme are to:

- Expose students to an interdisciplinary appreciation of the knowledge field of sports, combining sports science with sport and recreational management, physiology, psychology, nutrition and biomechanics.
- Provide students with the research and analytical skills to assist with the administration, design, monitoring and implementation of a Sports programme.
- Expose students to best practice in sports science and sports management.
- Provide opportunities for practical experience across the sub-fields of sport.

#### Entry Requirements

As the MSc is a double degree with the University of New Brunswick, Canada, candidates must be accepted to both institutions. Note that all applications to the programme are to be submitted to the Cave Hill Campus and will be considered jointly by both institutions.

For entry to the MSc. Sport Sciences programmes, applicants should have a first degree from an approved educational institution, at minimum of a second class honours.

Candidates with pass degrees who have other relevant qualifications with at least 3 years' experience in a sporting institution or organization that offers sport as a curriculum activity (e.g. schools, colleges or universities), which must be at the level of manager or senior supervisor will be considered for entry on a case-by case basis.

Applicants for entry into the programme may have to undergo an interview before final selection.

#### Duration

The MSc. Sport Sciences degree programme will be offered over 12 months for full-time students and 18-24 months for part-time students.



## **Programme Structure**

Students are required to gain 39 credits through successful completion of 10 courses (3 credits each), and a practicum (9 credits) or a research paper (9 credits).

The MSc programme also includes two important non-credit workshops in the areas of Mathematics and Biology. Students will be advised individually if they are required to take these workshops.

## **List of Courses**

### ***MSc***

SPSC 6000 - Biomechanics and Sport Analysis

SPSC 6001 - Exercise Physiology

SPSC 6002 - Strength and Conditioning

SPSC 6003 - Sport Management & Marketing

SPSC 6004 - Ethics and Sport

SPSC 6005 - Sociology of Sport

SPSC 6006 - Sport Nutrition

SPSC 6007 - Sport Psychology

SPSC 6009 - Leadership & Human Resource Management

SPSC 6902 - Research Methods

SPSC 6910 - Research Paper (9 credits) OR

SPSC 6990 - Practicum (9 credits)

## **Diploma Sport Sciences**

For entry to the Post Graduate Diploma applicants should have a first degree from an approved educational institution, at minimum of a second class honours.

Candidates with pass degrees who have other relevant qualifications with at least 3 years' experience in a sporting institution or organization that offers sport as a curriculum activity (e.g. schools, colleges or universities), which must be at the level of manager or senior supervisor will be considered for entry on a case-by case basis.

Applicants for entry into the programme may have to undergo an interview before final selection.

Postgraduate Diploma students, on successful completion of the program, may be considered for entry into the MSc. Sport Sciences programme.

### **Duration**

The postgraduate Sport Sciences Diploma programme can be completed in 8 months.

### **Programme Structure**

Students are required to gain 20 credits through successful completion of 5 courses (3 credits each), and an applied project (5 credits)

### **List of Courses**

- SPSC 6001 - Exercise Physiology
- SPSC 6004 - Ethics and Sport
- SPSC 6005 - Sociology of Sport
- SPSC 6006 - Sport Nutrition
- SPSC 6007 - Sport Psychology
- SPSC 6900 - Applied Project (5 credits)

## **COURSE DESCRIPTION – DIPLOMA AND MSc. SPORT SCIENCES**

### **SPSC6000 - Biomechanics and Sport Analysis**

This course will include the development of biomechanical principles as they apply to sport performance analysis, training and rehabilitation; working with some of the available technologies/techniques in exercise and sports application; and familiarizing students with laboratory practice and data handling in sports biomechanics.

It is critical for sport scientists to be able to incorporate technology in the assessment of performance in order to teach skill development and to advance high performance sport. This course will introduce students to techniques to capture sport performance and assess the kinematic and kinetic components of successful and unsuccessful performance.

### **SPSC6001 - Exercise Physiology**

This is a course in applied human physiology that focuses on developing a conceptual model to explain how the nervous, muscular, metabolic and cardio respiratory systems function together to allow human movement. In this course you will examine the cellular and systemic changes that take place within the body during the performance of physical work in a variety of modalities, intensities and durations. Upon completion of this course, students will have an understanding and hands on experience with exercise physiology systemic assessment, which will allow for the determination of system strength and weaknesses.

Knowledge of how the physiological systems integration, respond to acute and chronic stimulus and respond to basic motion is critical to the application of exercise as a means of improved sport performance. This course will tie all of the systems together to allow for a clearer understanding of the Sport Sciences.

This course will act as a foundation course to the Strength and Conditioning course. The knowledge gained in this course will be the assessment component which will ultimately drive the development of sport specific training programs. Throughout this course, the student will be provided the opportunity to apply their knowledge and gain the skills of testing the physiological systems to determine strength and weaknesses within the systems.

### **SPSC6002 - Strength and Conditioning**

This course is designed to integrate the sport sciences into a cohesive unit that will provide a foundation for sport specific strength and conditioning. Throughout this course, the sciences of motor control, anatomy, biomechanics, acute and chronic exercise physiology, bioenergetics and nutrition will be utilized to develop scientifically driven training programmes designed to be utilized in high performance sport. Upon completion of this course, the student will be prepared to challenge the National Strength and Conditioning Associations, Certified Strength and Conditioning Specialist (CSCS) certification exam.

The integration of the sport sciences is critical to the application of sport sciences to high performance athletics. This course will provide the background to allow the student to understand how to design training programs in a periodized fashion to improve athletic performance and reduce the risk of sport related injury. The understanding and manipulation of training variables (i.e. volume, frequency, mode, and duration) are imperative to successful application of the sport sciences to high performance athletics.

This course will act as a capstone to the sport sciences areas of exercise physiology, nutrition and sport biomechanics & analysis. This course will draw on information from each of the

previous courses to help students apply their knowledge to help improve athletic performance.

### **SPSC6003 - Sport Management and Marketing**

This course deals with the application of management and marketing concepts and strategy to sport organizations and services in the private, commercial, voluntary and public sectors. Management concepts such as managing sport organizations in a changing environment, managing through mission and goals in sport, governance and management in sport organizations, power and politics in sport organizations, and decision making in sport organizations. Marketing policies, strategies and tactics in terms of product, price, and sport marketing topics such as sponsorship, Olympic marketing, and ambush marketing will also be explored.

### **SPSC6004 - Ethics and Sport**

This course is an introduction to the fundamental principles of ethics, and their application to selected ethical issues in various dimensions of kinesiology, including sport, recreation, leisure and health. Through intensive reading and writing, open dialogue, and critical reflection, students will be challenged to develop their philosophic ability, knowledge and skills in evaluating prospective and retrospective activities from an ethical dimension. Reading and writing, as well as group discussion, are all significant components of this course.

### **SPSC6005 - Sociology of Sport**

This course evaluates sports and physical activity as dynamics of society that influence and are influenced by social relationships. Students will examine themes in sport that affect and reflect society and social change. Students will critically evaluate the sociological and cultural constructs that affect the organisation and development of sport in society. Research produced on sport, will be analysed so that students are constantly engaged in the examination of knowledge produced about sport in its specific and relational context.

This course is designed for students who will likely advance careers in the sports industry and/or engage research in the academy. It provides them with the necessary tools for competently analysing sports and society, and producing new knowledge about sport.

### **SPSC6006 - Sport Nutrition**

The aim of this course is to provide the students with a comprehensive knowledge of all technical aspects, design, operations and applications of nutrition in sports. The course deals with the concept of sports nutrition, through an applied approach, and the basic design of nutrition goals and dietary strategies. It provides an opportunity to gain an in depth understanding of the nutritional and metabolic demands of exercise and of how nutrition can influence sports performance. It is designed to provide graduates with training in sport and exercise nutrition which will equip them for future careers in research, teaching in higher education, in industry, or in applied sports nutrition support; it is not a substitute for a dietetic qualification.

### **SPSC6007 - Sport Psychology**

The course involves the study of human behaviour in sport and exercise settings. The course will enable students to explore the effect of the interaction between individual differences and socio-environmental factors on the Caribbean sportsperson. Students will be guided in

the application of psychological theory to the examination of exercise and sport performance. It is designed to provide the students with the information about research in the field of sport psychology as well as practical knowledge to become a more effective fitness instructor, sport manager/administrator, physical educator or coach. It will examine theories of individual personality and explore the social phenomenon associated with sport participation.

#### **SPSC6009 - Leadership & Human Resource Management**

This course will introduce participants to best practices in leadership in sports. It will look at the relationship between leadership, management, motivation, repeatable good performance and winning in sports. Participants will be introduced to transformational leadership, shared leadership and multidimensional leadership concepts. There will be particular focus on the relationship between leadership and human resource management, and how this facilitates the people functions of training, career development, career planning, creativity, industrial relations, performance planning and assessment. It will use case studies to identify examples of best practices in sports leadership and human resource management, particularly in sporting environments within and outside the Caribbean. Finally, participants' psychological type and leadership style preference will be assessed and discussed in the (HR) managerial context.

#### **SPSC6902 - Research Methods**

This course addresses the need for scientific research. It will introduce the student to the theory and practice of quantitative and qualitative research. It will also provide a balanced mixture of quantitative and qualitative techniques, while exposing the student to the generic features of the research process and the elements of research design.

**Message from the Head of Academy**



Sports has evolved from an activity that was primarily pursued for leisure and entertainment to a multibillion dollar business industry with job opportunities in fields such as marketing, business, law, science and medicine to name a few. We at the Mona Academy of Sport are happy to be a part of the Faculty of Sport and to be at the fore of the development of post graduate programmes centred around sport.

Our current offerings include a Master of Science in Sports Medicine, Master of Science in Sports and Exercise Medicine – Physiotherapy, Master of Science in Sports Business Management and the UWI/FIFA/CIES Diploma in Sports Management. Most of our programmes are distance based with focused onsite practicums facilitating the translation of theory to practice. This approach allows students to pursue post graduate training whilst continuing to work in their home countries. Through a supervised research thesis, you will have the opportunity to contribute to the existing body of sport literature.

We welcome you to the Mona Academy of Sport.

**Dr. Sharmella Roopchand-Martin**

## ACADEMY INFORMATION AND GUIDELINES

The Mona Academy of Sport offers the following graduate degrees:

- Master of Science in Sports Medicine
- Master of Science in Sports and Exercise Medicine - Physiotherapy
- Master of Science in Sports Business Management
- UWI/FIFA/CIES Diploma in Sports Management

### MSc Sports Medicine

#### Programme Objectives

Historically most athletes sought all medical treatment outside the region. The Masters Sports Medicine was designed to develop specialists in Jamaica to cater to the unique needs of our athletes. This group of specialists will be trained in modern treatment methods and use of ethical scientific practices to enhance sporting ability. They will also be empowered to play a major role in reducing the incidence and effects of almost all chronic conditions that are widespread in the region and are a drain on financial resources.

#### Entry Requirements

To be eligible for the programme candidates must be a registered medical practitioner with two years professional experience. The completed application form, two completed professional referee forms and a copy of the registration license for practice must be submitted. Transcripts must also be submitted.

#### Duration of programme

The programme can be completed in 18 months however students have up to 4 years if they choose a course by course approach for the entire programme.

#### Programme Structure

Students are required to gain 39 credits through successful completion of 10 courses (3 credits each), a research project and 2 practicums.

#### List of Courses

##### Full Time

##### Year 1

Semester 1 – Exercise Physiology, Upper Body Injuries

Semester 2 – Sports Science, Lower Body Injuries

Summer – Research Methods, Practicum 1

**Year 2**

Semester 1 – Nutrition and Biomechanics, Sports Physiology

Semester 2 – Applied Sports Medicine, Sports Psychology and Pharmacology,

Summer - Research project, Practicum 2

**Part Time**

Students need to enrol in at least one course per semester.

**Mode of Delivery**

Ten modules will be delivered online using OURVLE and Blackboard collaborate. The two practicum modules will be delivered onsite at Mona Campus. Classes will be held at the UWI Sports Medicine Clinic. Each onsite module will last 2 weeks. Apart from the tuition fee for the two courses students will also be expected to make their own travel and accommodation arrangements and cover the cost of same.



## **COURSE DESCRIPTIONS – MSc. SPORTS MEDICINE**

### **SPSF 6001 - Upper Body Injuries**

This course is designed to give the student an in-depth understanding of how to recognize sports related injuries of the upper body and the proper assessment and management of said injuries. It will also provide knowledge of the appropriate emergency treatment, medical follow-up and rehabilitative care.

### **SPSF 6002 - Lower Body Injuries**

This course is designed to give the student an in-depth understanding of how to recognize sport related injuries of the lower body and the proper assessment and management of said injuries. It will provide knowledge of the appropriate emergency treatment, medical follow-up and rehabilitative care.

### **SPSF6003 - Applied Sports Medicine**

This course is designed to give the student an in-depth understanding of how to recognize sport related injuries, the proper assessment and management of said injuries. It will provide knowledge of appropriate emergency treatment, medical follow-up and rehabilitative care.

At the end of the course the candidate should be able to:

- Function as a team physician
- Lead a medical contingent for a sporting team on tour
- Appropriately select and apply pre-participation screening tools
- Advise on aspects of nutrition in sports
- Advise on anti-doping regulations and procedures
- Recommend appropriate imaging modalities for injuries

### **SPSF6004 - Exercise Physiology**

This course concentrates on the physiological adaptations of the cardiovascular and pulmonary systems in response to exercise. It provides a foundation for understanding the application of exercise and physical activity in disease states and specific conditions.

On completing the course, the candidate should be able to:

- Discuss the changes in the cardiovascular and respiratory systems post exercise
- Interpret investigations of the cardiovascular and respiratory systems
- Screen for cardiovascular and respiratory pathology
- Apply principles of fitness testing
- Detect abnormal sleep pattern and their effects on athletes

### **SPSF6005 - Sports Physiology**

This course focuses on the physiological functions of the cardiovascular and pulmonary systems in response to exercise. It provides a foundation for understanding of fitness evaluation and the application of exercise and physical activity in disease states and specific conditions. At the end of the course the candidate should be able to:

- Analyze cardiovascular and respiratory function including exercise induced asthma
- Interpret ECGs of athletes and make recommendations regarding pathological findings
- Identify risk factors for sudden death in athletes

- Diagnose various sleep disorders.
- Advise on how to prevent and treat jetlag when traveling with a team

### **SPSF 6006 - Sports Science**

This course concentrates on muscle anatomy, physiology and function, as well as the physiological adaptations of muscles in response to exercise. It focuses on fitness testing battery and on the utilization of different imaging techniques used in Sports Medicine. It introduces the role of Genetics in response to exercise and the Haematological and Immunological changes in the athlete.

### **SPSF6007 - Sports Nutrition and Biomechanics**

This course is centred around fluid requirements of the athlete and dehydration as well as the energy requirements based on the type of sport played. It provides knowledge of nutritional components in sports enhancement, eating disorders and how these are managed. The second part of this course focuses on the biomechanics of walking and running, including gait analysis, biomechanics of throwing and other sport specific biomechanics such as swimming, cricket, bowling and cycling.

### **SPSF6009 - Sports Psychology and Pharmacology**

Sports and exercise psychology is a scientific study of people and their behaviour in sports and exercise, and the practical application of that knowledge. Unlike other clinical studies which involve measurable quantities, the art of sports psychology is to balance application of scientific theories with individualization to each athlete. It encompasses the players, coaches, teams, organizations and even communities and nations as they relate to sports and sports performance. The second half of this course focuses on Sports pharmacology, the use of performance enhancing substances as well as the use of supplements.

### **SPSF 6011 - Research Methods and Biostatistics**

This course is designed to introduce the candidate to the principles of research methodology. It provides an introduction to statistics and data analysis. It will enable the candidate to design a research project which is a requirement for the fulfilment of the degree programme.

### **SPSF 6012 - Research Project**

This course will allow students to conduct the research proposed in year 1 of the programme. Under the guidance of the supervisor they will engage in data collection, data analysis and prepare a draft of a paper for publication in an agreed upon journal. The course is designed to develop competence in conducting research.

### **SPSF 6013 - Practicum 1 (Upper Body)**

The course is conducted onsite at the Mona campus and students are expected to cover all costs associated with attending the practicum (airfare, accommodation, meals). This course provides the student with an opportunity to have face-to-face sessions based on examination techniques, hands-on workshops on rehabilitative techniques and on theoretical course content. Students will additionally be exposed to case studies requiring the integration of academic knowledge with the practice of sports medicine. Opportunities provided will also allow the student to observe other aspects of the practice of sports medicine and participate

in in-service education. The overall aim is to facilitate the acquisition of skills and the application of principles of sport physical therapy.

By the end of the course the candidate should be able to:

1. Integrate and apply the theoretical knowledge gained in the Upper Body course
  - a. Apply principles of examination and differential diagnosis of acute and chronic injury
  - b. Perform effective evaluations of the upper body
2. Design rehabilitation protocols for soft-tissue injuries considering:
  - a. effects of time lost
  - b. Principles of rehabilitation
  - c. return-to-sport criteria
3. Discuss rehabilitation implications of fracture management
4. Design rehabilitation protocols for the patient/athlete post-surgery
5. Apply adhesive tape to acute injuries of the upper body to provide stability and compression without restriction of movement.
6. Outline the management of injury due to participation in individual vs team sports, non-contact vs. contact sports

#### **SPSF 6014 - Practicum 2 (Lower Body)**

The course is conducted onsite at the Mona campus and students are expected to cover all costs associated with attending the practicum (airfare, accommodation, meals). This course provides the student with an opportunity to have face-to-face sessions based on examination techniques, hands-on workshops on rehabilitative techniques and on theoretical course content. Students will additionally be exposed to case studies requiring the integration of academic knowledge with the practice of sports medicine. Opportunities provided will also allow the student to observe other aspects of the practice of sports medicine and participate in in-service education. The overall aim is to facilitate the acquisition of skills and the application of principles of sport physical therapy.

By the end of the course the candidate should be able to:

1. Integrate and apply the theoretical knowledge gained in the Lower Body course
  - a. Apply principles of examination and differential diagnosis of acute and chronic injury
  - b. Perform effective evaluations of the lower body
2. Apply adhesive tape to acute injuries of the lower body
3. Analyze sport injury in relation to biomechanics
4. Perform movement analyses to identify and correct deviations from normal
5. Evaluate and modify sport footwear to suit individual anatomical configurations of the lower limbs and normalize their biomechanics

## **MSc. Sports and Exercise Medicine - Physiotherapy**

### **AIMS AND OBJECTIVES OF THE PROGRAMME**

The proposal to offer the MSc (SEM-PT) programme at the University of the West Indies recognizes the calibre of athletes that our physiotherapists are asked to manage throughout the region. Historically most athletes sought all medical treatment outside the region, but this trend is changing with the introduction of Sports Medicine trained physicians. The rehabilitation of the athlete however has not been uniform throughout the region and the tendency to leave the region, or employ physiotherapists from outside of the region has been growing. This programme reaffirms the commitment of the UWI to meet the needs of the entire region. It further aids in the use of exercise in health promotion and the management of patients with chronic diseases seen in all of the countries.

### **Entry Requirements**

Candidates with a minimum of lower second class honours in the Bachelor's degree in Physical Therapy will be eligible for admission into the programme. A minimum UWI GPA of 2.5 is required. Those with degrees and diplomas awarded from a University other than UWI will be admitted based on a transcript evaluation. Candidates should be fully registered as a Physical Therapist in their country of practice. Candidates with Diplomas in Physical Therapy (UHWI) awarded prior to 2004 will also be considered based on a transcript evaluation. Whereas involvement in Sports and Exercise medicine is preferred, it is not necessary for consideration. Each application should be accompanied by professional recommendations from two referees.

### **Duration of programme**

The programme can be completed in 18 months however students have up to 4 years if they choose a course by course approach for the entire programme.

### **Programme Structure**

Students are required to gain 39 credits through successful completion of 10 courses (3 credits each), a research project and 2 practicums.

### **List of Courses**

#### **Full Time**

##### **Year 1**

Semester 1 – Exercise Physiology, Upper Body Injuries

Semester 2 – Applied Exercise Physiology, Lower Body Injuries

Summer – Research Methods, Practicum 1

##### **Year 2**

Semester 1 - Biomechanics, Exercise in Special Conditions

Semester 2 – Applied Sports Medicine, Sports Psychology  
Summer – Research project, Practicum 2

**Part Time**

Students need to enrol in at least one course per semester.

**Mode of delivery**

Ten modules will be delivered online using OURVLE and Blackboard collaborate. The two practicum modules will be delivered onsite at Mona Campus. Each onsite module will last 2 weeks. Students will be responsible for covering their own travel, accommodation and meals costs for the duration of the practicum.

## **COURSE DESCRIPTIONS – MSc. SPORTS AND EXERCISE MEDICINE - PHYSIOTHERAPY**

### **SPPT 6101 - Upper Body Injuries**

The Upper Body course is one of the foundational courses of the MSc in Sports and Exercise Medicine. It focuses on the anatomy, evaluation and rehabilitation of the upper body. This course is designed to give the student the in-depth knowledge needed to recognize sport-related injuries and to provide appropriate treatment, along with ensuring proper follow-up medical and rehabilitative care.

### **SPPT6102 - Lower Body Injuries**

The Lower Body course is one of the foundational courses of the MSc in Sports and Exercise Medicine. It focuses on the anatomy, evaluation and rehabilitation of the lower body. This course is designed to give the student the in-depth knowledge needed to recognize sport-related injuries and to provide appropriate treatment, along with ensuring proper follow-up medical and rehabilitative care.

### **SPPT 6103 - Applied Sports Medicine**

Applied Sports Medicine builds on the information garnered in Exercise Physiology and Applied Exercise Physiology. This course further exposes the candidate to the principles of exercise prescription which will be a major responsibility in their roles as experts in the field of Sports and Exercise Medicine. This course also begins to prepare the candidate to play various roles in the development of the athlete.

### **SPPT 6104 - Exercise Physiology**

Exercise physiology is one of the foundational courses of the MSc in Sports and Exercise Medicine. It concentrates on the physiological responses of the cardiovascular and pulmonary systems to exercise. It provides a knowledge base for understanding the utilization of exercise and physical activity as modalities in the treatment of individuals suffering from certain disease states and conditions. This information is essential for the candidates who will be working with athletes. It will aid in rehabilitation of the injured athlete and prevention of injuries.

### **SPPT 6105 - Applied Exercise Physiology**

Applied exercise physiology augments the information that the candidate obtained from exercise physiology in semester 1. It exposes the candidate to the importance of exercise physiology as it relates to assessment and intervention for the clients they will encounter.

At the end of this course students should be able to:

- Conduct appropriate fitness test battery for a variety of sports;
- Analyze data from fitness tests and use it to design an appropriate training programme for athletes from various sports;
- Safely administer graded exercise tests for athletes, normal individuals and persons with underlying systemic diseases;
- Identify abnormal sleep pattern and their effects on athletes;
- Differentiate between the paediatric and adult athlete with regards to exercise prescriptions.

**SPPT 6106 - Exercise in Special Conditions**

This course has its foundations in Exercise Physiology and Applied Exercise Physiology. It incorporates exercise testing and prescription and shows the student how this will be influenced by a disease process that the client may have. Exercise in Special Conditions also focuses on ageing and gender and the effects on exercise and exercise training. This course equips the student to be able to manage clients with a variety of conditions.

**SPPT 6111 - Research Methods and Biostatistics**

This course is designed to introduce the candidate to the principles of research methodology. It provides an introduction to statistics and data analysis. It will enable the candidate to design a research project which is a requirement for the fulfilment of the degree programme.

**SPPT 6112 - Research Project**

This course will allow students to conduct the research proposed in year 1 of the programme. Under the guidance of the supervisor they will engage in data collection, data analysis and prepare a draft of a paper for publication in an agreed upon journal. The course is designed to develop competence in conducting research.

**SPPT6113 - Practicum 1**

This course provides the student with an opportunity to have face-to-face sessions with instructors who are knowledgeable on different aspects of Sports and Exercise Medicine. The course is conducted onsite at the Mona campus and students are expected to cover all costs associated with attending the practicum (airfare, accommodation, meals). The course includes examination techniques, hands-on workshops on rehabilitative techniques and on theoretical course content. Students will additionally be exposed to case studies requiring the integration of academic knowledge with the practice of sports and exercise medicine from the point of view of the physical therapist. Opportunities provided will also allow the student to observe other aspects of the practice of sports medicine and participate in in-service education. The overall aim is to facilitate the acquisition of skills and the application of principles of sport physical therapy.

By the end of the practicum the candidate should be able to:

- Effectively evaluate patients with upper body conditions in a clinical setting
- Demonstrate analytical and interpretative abilities for effective exercise management of the patient/athlete
- Design exercise training programmes and apply philosophy of criterion-based progression

**SPPT 6114 - Practicum 2**

This course provides the student with an opportunity to have face-to-face sessions with instructors who are knowledgeable on different aspects of Sports and Exercise Medicine. The course is conducted onsite at the Mona campus and students are expected to cover all costs associated with attending the practicum (airfare, accommodation, meals). The course includes examination techniques, hands-on workshops on rehabilitative techniques and on theoretical course content. Students will additionally be exposed to case studies requiring the integration of academic knowledge with the practice of sports and exercise medicine from the point of view of the physical therapist. Opportunities provided will also allow the student

to observe other aspects of the practice of sports medicine and participate in in-service education. The overall aim is to facilitate the acquisition of skills and the application of principles of sport physical therapy.

By the end of the practicum the candidate should be able to:

- Integrate and apply the theoretical knowledge gained in the Lower Body course
- Apply principles of examination and differential diagnosis to acute and chronic injury of the lower body
- Perform effective evaluations of the lower body
- Analyse sport injury using biomechanical principles
- Perform movement analyses to identify and correct deviations from normal
- Evaluate and modify sport footwear to suit individual anatomical configurations of the lower limbs and normalize their biomechanics

### **SPPT 6117 - Sports Psychology**

This course is designed to give the student an understanding of the basic principles of sports psychology at the individual athlete and team level. It exposes students to a psychological approach to understanding how humans respond regarding sport and exercise. It also incorporates the adaptations of the human psyche to sport and exercise. Students will acquire knowledge and understanding of sport and exercise performance and psychological factors that impact on exercise adherence. A key aim is to provide an understanding of the application of theory to real 'applied' situations within sport and exercise settings.

### **SPPT6118 - Applied Sports Biomechanics and Ergonomics**

Sports medicine practitioners must be able to evaluate complex movement in sports and identify risk factors for injury. This course will build on undergraduate biomechanics courses and expose the students to more complex analysis of movement in sport. The course also explores equipment design and evaluation of equipment for appropriate fit to the athlete. It allows for the practitioner to enhance sport and exercise performance by applying good biomechanical and ergonomic principles.



### Programme Overview and Objectives

The graduate programmes in Sports Management address the development of essential abilities, skills, and attitudes that will enable students to successfully deliver sport management services and events within a competitive marketplace. This translates into building the broader professional capacities associated with teamwork, critical thinking and reasoning, as well as abilities to solve complex problems with a good understanding of quantitative approaches/disciplines. Overall, graduates would gain significant benefits relating to improved knowledge base, sharper thinking and analytical skills; new subject-based ideas and practical skills; as well as research-related and general skills and competencies for life and work.

Upon successful completion of the MSc, graduates should be able to:

- Identify and evaluate recent challenges in sports participation and policies and their implications for sports business management; explain and analyze the relationship between goals, structure and administrative styles of sports organizations; and examine critically key issues and social trends affecting participation and involvement in sports in various cultural settings.
- Apply theory to the context of managing sports organizations including the application and analysis of regulations relative to risk analysis, discrimination, labour issues and business agreements.
- Demonstrate [through examination and research] mastery of technical, conceptual, and interpersonal skills which are necessary to be an effective manager in a variety of sports-related environments, including an understanding of sports to various governing bodies and their influences on operations and decision-making
- Demonstrate knowledge of the breadth and depth of the sports marketplace, including the development of decision making, problem solving, networking skills, as well as of policies and the judicial system relative to litigation, labour law, liability duty of care, spectator issues and constitutional law – all of which are necessary to make sound sport business decisions
- Recognize and analyze the importance of strategic planning in budgeting, marketing and the promotion of the sports industry business as well as in institutional and public sports organizations within the framework of marketing and fundraising strategies and theories relative to promotions.
- Demonstrate knowledge specific to components of sports business management such as brand management, sponsorship, human resource development issues, technologies and software necessary for today's business world, as well as sociological and political influences on sports business management, themed entertainment, and volunteerism in the sport sector.
- Analyze the influences of morals and ethics in the sport industry and the relationship of code of ethics to both decision-making processes and personal and organizational responsibility.

- Apply sport marketing knowledge/principles/strategies to construct and implement a comprehensive plan for managing a major event, developing a marketing plan, writing a grant proposal, and defining leadership styles appropriate to different organizational environments.
- Utilize broadcast and print media communications theory and instruments to promote and market sport, to understand the role they play in public relations within a variety of sports contexts, to enhance practical and professional media communications technologies and skills, as well as analytical understanding of the history and everyday workings of the sports media industry.
- Recognize, analyze and apply trends and issues associated with sport in the global environment and enable appropriate adaptations of problem-solving mechanisms and policy frameworks to a variety of cultural and organizational marketplace.
- Demonstrate knowledge to design strategy; locate, organize, and evaluate research information from multiple sources, and apply knowledge gained from the research experience to effective management and business decisions in their working environments; to critique research; and to enable skills to write a research proposal.
- Perform middle range and top level Sport Management jobs in a variety of organizational settings, demonstrate willingness to invest personal time/and or material in the service of voluntary endeavours, as well as to create their own sports-related jobs.
- Demonstrate skill in qualitative and quantitative analysis.
- Conduct research on issues relevant to managing and developing sports policies and organizations and events and to present the findings of such research in a coherent and understandable manner.

### **Entry Requirements**

#### **The M.Sc. in Sports Business Management**

Persons holding a B.Sc. degree in Sports Business Management or its equivalent from UWI or another university acceptable to UWI with at least Lower Second Class honours (or 2.5 GPA) will be eligible for direct admission to the M.Sc. programme. However, where there is space limitation, preference will be given to applicants with at least two years postgraduate working experience in the field of sports.

Students with other qualifications, including advanced degrees, will be considered for admission into the M.Sc. on a case by case basis that will involve a successful interview.

#### **Duration of Programme**

The programme can be completed in 24 months.

## Programme Structure

Students are required to gain 45 credits through successful completion of 14 courses (3 credits each) and an independent study (6 credits).

### Compulsory Courses (24 credits)

- SBCO6520 - Quantitative Methods and Statistical Techniques(4 credits)\*
- SBCO6040 - Research Methods (2 credits)\*
- SBCO6200 - Business Policy and Strategy (3 credits)\*
- SBSP6010 - Sport and Society (3 credits)\*
- SBSP6020 - Sport Finance and Economics (3 credits)\*
- SBSP6100 - Entrepreneurship in Sports (3 credits)
- SBSP6200 - Independent Study (6 credits)

### Elective Courses

Students will select courses to the value of **21** credits from among those listed below.

- SBSP6030 - Sport Marketing (3 credits)\*
- SBSP6060 - Law and Sports (3 credits)
- SBSP6040 - Sports and Events Management (3 credits)\*
- SBSP6080 - Communication in Sports (3 credits)
- SBSP6070 - Sports Facilities Management (3 credits)
- SBSP6050 - Human Resource Management in Sports (3 credits)
- SBSP6090 - Sports Tourism (3 credits)
- SBCO6340 - Business in a Global Environment (3 credits)\*
- SBCO6370 - Management Information Systems (3 credits)\*
- SBCO6100 - Transformational Leadership (3 credits)\*

**NB.** *The programme structure outlined above is that which was approved in 2013. The programme is currently undergoing revisions and the updated structure should come into effect for January 2019.*

## **COURSE DESCRIPTIONS – MSc. SPORTS BUSINESS MANAGEMENT**

### **SBCO6100 – Transformational Leadership and Management**

This course is designed to create awareness of individual behaviour and collective organisational behaviour within an organisation as well as awareness of the ways in which management and leadership can influence and shape these behaviours. Additionally, it is designed to influence the views and behaviours of participants in relation to leadership for transformation. It focuses on principle centred behaviour, the ability to inspire self and others, creative thinking and problem solving as the driving forces for influencing and managing change in an organisational environment.

### **SBCO6200 – Business Policy and Strategy**

This course is designed to improve the participant's ability to integrate knowledge of functional disciplines into a general management perspective and evaluate internal and external conditions and forces that have impacted on business organisations.

### **SBCO6340 – Business in a Global Environment**

This course examines the critical aspects of the global business environment that influence a firm's decisions and behaviour. It focuses on the macroeconomic, institutional and technological factors at both international and national levels that shape the environment in which firms compete.

### **SBCO6520 – Quantitative Methods and Statistical Techniques**

This course is concerned with the use of quantitative and statistical techniques to assist in rational decision making. The emphasis is not on the techniques themselves, but rather on how they can contribute to better decisions. The approach is to present real business situations in which quantitative and statistical techniques have been applied successfully and to show how managers can use the methods to make better decisions.

### **SBSP6020 – Sport Finance and Economics**

This course provides an overview of the application of economic decision making and the financial and accounting skills necessary for sports managers to succeed in their organisations. The course aims to provide theoretical and practical experience in handling economic and financial aspects of sports management and the challenges facing the contemporary sports industry.

### **SBSP6030 – Sport Marketing**

This course will illuminate the theoretical and practical applications of marketing principles, procedures, strategies and concepts as applied to sports enterprise. It helps students to analyse and make recommendations about sport marketing problems. Additionally, it emphasises resolution of sport marketing problems, demand analysis, consumer analysis and market analysis. Further, it addresses the uniqueness of sport marketing/branding in comparison to traditional marketing/branding approaches.

### **SBSP6040 – Sports and Events Management**

This course offers students a conceptual understanding of the principles and processes that underpin effective management of sporting events. It provides students with the means by

which to make sense of the comparative events environments in the international and local arenas and use this information to critically examine and improve their practice. Students will learn about planning, design, implementation and evaluation, including the economic impacts of a variety of events.

### **SBSP6050 - Human Resource Management in Sports**

This course takes a nuanced look at the critical aspects of the human resource management function within sports organizations. It focuses on the key groups (professional workers, volunteers and clients) that comprise human resources in sports and present conceptual guidelines for matching managerial processes with individual differences between these groups. It explains how to tailor human resource practices to fit each sport organization's particular goals, products, markets and technologies. Grounded in business management and applied sport psychology scholarly literature, this course is divided into four parts. Part I outlines the unique and common characteristics of the three groups in human resources: volunteers, professionals and clients. Part II discusses differences among people and how they affect behaviour in sport organizations. It covers human resource issues related to abilities, personality, values and motivation. Part III explores significant organizational processes in the management of human resources including job design, staffing, leadership, performance appraisal, reward systems and organizational justice. Finally, Part IV discusses two significant outcomes expected of human resource practices: satisfaction and commitment in relation to overall human resource policy.

### **SBSP6060 - Law and Sports**

This course introduces students to the fundamental tenets of the law and familiarizes them with legal structure and basic legal terminology. Various types of law are examined as well as the impact each has on the sport policy and industry. Topics to be covered include: general principles; the major groups of institutions with responsibility in the organization of sport; the pyramidal structure of sports organizations; the autonomy of sports organizations; the regulation of sports organizations; the duality of jurisdictions applying to sport; the legal form of sports organizations; an introduction to sports-related concepts and issues in Sports Law; essential principles and themes relating to administrative law, business associations, delictual liability, criminal law, discrimination, and industrial relations issues relating to trade practices and torts, resolution of conflict, etc. discussed in historical and contemporary context of the Caribbean; developmental role of law in global sports and contested issues in sports management (e.g ethics).

### **SBSP6070 - Sports Facilities Management**

This course will focus on the planning and management of sport and recreational facilities. Topics to be covered include: planning the sports facility (accessibility, parking, geographic location); the facility layout; the facility image (appearance, amenities offered, personnel); assessing equipment needs; managing equipment; facilities scheduling; facilities renovation and maintenance; blue printing the service delivery system; the management of risk at sport facilities; feasibility study; marketing of the sport facility and ticket sales strategy; conceptual foundations of sport facilities management; the economics of sports facilities management [e.g. issue of ticket scalping]; character and issues in sports facilities management in the Caribbean [e.g. Case Studies on World Cup Cricket, World Juniors Track and World Netball

Championship infrastructure]; and comparative perspectives on sports facilities management.

### **SBSP6080 - Communication in Sports**

This course seeks to explore the importance of Communication in all areas of Sport. Effective communication between and among all players in the sporting industry inclusive of athletes, administrators, coaches, agents, reporters, volunteers and others will be discussed. This course will seek to address a range of communication topics. Topics to be covered include: why is communication important; public relations; stakeholder analysis; managing communication; internal communication; external communication; media relations; communication planning; issues and crisis management; government relations and public affairs; community relations and corporate social responsibility; communication policy and evaluation.

### **SBSP6090 - Sports Tourism**

This course seeks to provide students with a balance between and among tourism studies, volunteerism and the business of sport and management principles. To this end, this course allows students to gain an understanding of the scope of sports tourism as a phenomenon and an industry and the range of policy and management issues encompassed within the commercial, public and voluntary sectors of sports tourism.

Specifically, this course concentrates on such topical themes and issues relating to Tourism Sports Business Management; Economic and social context and risks associated with Sports Tourism as a national development strategy; Leading and contested issues in Sports Tourism in the Caribbean; Commercialization and Structuring Opportunities in Sport; Comparative Sports Tourism management

### **SBSP6100 - Entrepreneurship in Sports**

This course is designed specifically for those with an interest in owning their own sport related business in the future. The course focuses on the varied entrepreneurial opportunities within the sports industry. Primary focus includes development of the business plan, financials, planning and management issues among other things associated with entrepreneurial and small business ventures. Students will develop their own entrepreneurial sports plan as an independent research project for this course.

This course has three major goals.

- First, the students will engage in the study of business entrepreneur movements in sport/entertainment and the broader corporate culture.
- Second, the students will study people and individuals who are leaders in entrepreneurial endeavors in sport/entertainment.
- Lastly, the students will learn how to develop their own business skills into effective entrepreneur projects in sport/entertainment that integrate educational outcomes, cultural diversity, and social responsibility

### **SBSP6200 - Independent Study**

The project represents the formal development of an original piece of research under the direction of a faculty director and two readers. Its Learning Objectives are principally to:

- Develop students' specialized knowledge and skills in an area addressed in the Sports Business Management programme, through a project by independent study.
- Enable students to demonstrate research competencies including building synergies among various sports components/ideas, critical thinking, analytical and writing skills, as well as evaluation capabilities and reflective practices
- Disseminate knowledge that promotes an integrated understanding of the theory and practice in an area of Sports Business Management
- Provide a supportive setting for students to share their work with other students as it develops and is refined.

## UWI/FIFA/CIES Diploma in Sports Management

The emphasis of this programme is on understanding the management, marketing and policy development challenges of delivering sports services within the Caribbean sports management environment. The courses and projects to be pursued will facilitate the development of skills and competencies necessary for success at senior management level in sporting organizations in the public, commercial and voluntary sectors.

On successful completion of the Post-graduate Diploma, graduates should be able to:

- Identify and evaluate recent challenges in sports participation and policies and their implications for sports management practices.
- Apply sport management theory to the context of managing sports organizations.
- Demonstrate knowledge of the breadth and depth of the sports marketplace, including the development of decision-making, problem solving and networking skills.
- Recognize the role of economics, accounting, finance, marketing, strategic management, communications, law and business research methods in sports and demonstrate and apply tools of these fields to issues in sports.
- Demonstrate knowledge of specific components of sports management such as public relations, facilities management, fundraising, sponsorship, brand management, event management, and health and wellness.
- Recognize, discuss, and demonstrate knowledge of globalization, themed entertainment, culture, sociology, and commerce on the sport marketplace with the development of critical thinking skills.
- Demonstrate skill in written and oral communication

### Entry Requirements

Admission to the programme will be permitted to persons who:

- **Either** possess a degree from the University of the West Indies or any other recognised university and demonstrate an interest in sports management;
- **Or** do not hold a university degree but possess a record of active and extensive professional experience in the management and administration of sports (approximately 5 – 10 years) supported by portfolio evidence. No more than 20% of the cohort will comprise of students who do not possess a formal university degree.
- **And** are successful at an interview to be conducted by a panel approved by the Office of Graduate Studies and Research.



### **Duration of programme**

The programme can be completed in 12 months.

### **Programme Structure**

Students are required to gain 24 credits through successful completion of 8 courses (3 credits each).

#### Semester 1:

\* *Orientation and Elluminate & myeLearning Training*

SPMA 5000 - Strategic Sport Management

SPMA 5001 - Sports Marketing

SPMA 5007 - Human Resource Management

#### Semester 2:

SPMA 5002 – The Law and Sports

SPMA 5003 - Communication in Sports

SPMA 5004 - Sports Finance

#### Summer:

SPMA 5005 – Sport Event Management

SPMA 5006 - Facility and Design Management

### **Mode of delivery**

The programme will be delivered collaboratively with the Department of Management Studies, St. Augustine. This will entail synchronous streaming of the online lectures that are delivered to students at St. Augustine via Blackboard Collaborate to students at Mona. Students at Mona will also participate in the interactive sessions on myelearning.

### **Continuation from Postgraduate Diploma to the M.Sc.**

Successful completion of the Diploma programme **does not** guarantee admission to the MSc programme.

Students who have successfully completed the Postgraduate Diploma can return/continue to do an **additional twenty-one (21) credits** to complete the M.Sc. provided that the courses pursued in the postgraduate diploma were not completed more than five (5) years prior and provided that they have met the following requirements in their diploma:

1. Pass all Diploma courses, having had no more than one re-sit.
2. Obtain a minimum of 5 B+s
3. In cases where the student does not have first degree but has met requirements 1. and 2., they will be assessed by a panel to determine whether their experience along with their performance in the Diploma warrants a place in the M.Sc.

Students who complete the Postgraduate Diploma more than five (5) years prior will not be automatically admitted but will be considered on a case by case basis.

Postgraduate Diploma holders who are continuing on to the M.Sc. must complete the 21-credit compulsory component of the M.Sc. as described previously.

## **COURSE DESCRIPTIONS – DIPLOMA SPORTS MANAGEMENT**

### **SPMA 5000 - Strategic Sport Management**

This course involves the study of principles and practices in sport management. It will serve as the springboard for other courses in the Diploma and Master's Degree programmes in Sport Management by introducing the student to concepts which form the foundation for the field, and which underlie the practice of sport management. The course includes discussion of the meaning of sport management, models of organizational structure, strategic management, key management skills and the role of the State in sport management.

### **SPMA 5001 - Sports Marketing**

This course will introduce students to the application of basic principles of marketing to the managed sport industry with emphasis on international athletics, professional sport and multi-sport club operations. Throughout the course the student will become familiar with marketing techniques that sports teams use. The function of the course is to provide students with an up-to-date understanding of marketing concepts as they are currently being applied in various sport management contexts.

### **SPMA 5007 - Human Resource Management in Sports**

This course is about the management of people in Sport Organisations. Its main premise is that when properly managed the human resource can contribute to competitive advantage. Managing people at work essentially involves attracting, recruiting, developing, assessing, and rewarding them. It also involves designing organizations and jobs, planning to have the right people fill those jobs, maintaining fruitful relationships with them and with their representatives, and managing turnover. A large number of techniques are used in performing these tasks. This course will cover many of these techniques as well as the assumptions and theories that guide their use.

### **SPMA 5002 - Law and Sports**

As part of the Sports Management Diploma, this course complements the other modules. It introduces general concepts of law and expands on the ever-increasing role of the law in the administration and management of sport. The reality of today's booming sports business makes it difficult to exclude the law from the regulation of sport.

### **SPMA 5003 - Communication in Sports**

The purpose of this course is to help you assess a broad spectrum of communication as it relates to the message, the channels of communication and the objectives to be derived in engaging the process. You will become familiar with the key elements of communication as it exists in relation to the sport industry which will help you to understand the complexity of communication management in both regular and crisis situations.

The course will provide students with

- a fundamental knowledge of communication in sport within the Caribbean and the world of sport
- a basis for comparing sport communication at the local, regional and international levels
- a rich source of information gleaned through class discussions, research and lectures
- the requisite strategies to make step changes in their own sporting environments

### **SPMA 5004 - Sports Finance**

This course involves a study of the basic financial considerations a sport management professional must understand to function effectively. It includes the financial challenges facing the professional, sources of funding, budgeting and financial statements, the concept of economic impact analysis and the pros and cons of using public funds. Topics to be covered include: the balance sheet; profit and loss account/income statement; 4 T accounts and double entry bookkeeping; recording transactions; forecast cash flows, income statements and balance sheets; uses and development of budgets; budgeting: comparison of actual to budget and variance analysis; costing; investment appraisal; interpreting financial information of sporting entities.

### **SPMA 5005 - Event Management in Sports**

Events and sports have become two of the major “pull factors” within destinations and are being increasingly used by destination organisations to create brand awareness and positive destination image. Beyond these, events and sports are regarded as socio-economic tools that generate employment opportunities, facilitate regional development and foster national pride in both the short and long-term. Given the growing importance of sports and events in Caribbean tourism destination calendars, it is crucial that these activities be well managed so that they generate the greatest possible positive benefits to host, visitors and corporate stakeholders while minimizing negative environmental and socio-cultural impacts. This course therefore aims to provide students with the theoretical and strategic tools needed to plan and manage sports and events activities regionally and internationally. Included in the course content are aspects of events and sports management such as the event planning process, volunteer management, health and safety, sponsorship and fundraising, crowd management, budgeting, events promotion and strategic thinking.

### **SPMA 5006 - Sports Facility Management**

This course will focus on the planning and management of sport and recreational facilities. Topics to be covered include: planning the sports facility (accessibility, parking, geographic location); the facility layout; the facility image (appearance, amenities offered, personnel); assessing equipment needs; managing equipment; facilities scheduling; facilities renovation and maintenance; blue printing the service delivery system; the management of risk at sport facilities; feasibility study; marketing of the sport facility and ticket sales strategy. The course shall focus on various private and public facilities and students will be encouraged to research extensively in this regard.

**Message from the Head of Academy**



The Open Campus Academy of Sport (OCAS) was launched on 1<sup>st</sup> August 2017 as the most recent academy in the new UWI Faculty of Sport. The Academy is unique in the Faculty as it reaches all 17 Open Campus Countries through online and part time courses and programmes. We are in the early stages of working with our sister academies to adapt the Faculty's existing programmes for online delivery in all our countries, and for ensuring that we provide the face to face teaching that you will need to complete practical aspects of your learning. Our strength in the Open Campus is in our outreach education initiatives, and we will be working with local sports organisations and schools to identify potential sports development and coaching talent in communities, and provide training in coaching skills and management of the organisation of sports at the community level.

We will be developing our Graduate Programme for delivery part time and online in the 2019/2020 academic year. In addition, we will be working closely with our sister academies to provide support to graduate students wherever they are located within all the 'UWI 17' countries.

We aim to stimulate cutting-edge research in the sports sciences particularly within the 'UWI 14' countries (our small island developing states and Belize) and welcome prospective students to bring their ideas for graduate research to OCAS.

Our mascot is the hummingbird (*Archilochus colubris*) whose diverse colours include vivid red/orange (the Open Campus colour) and plumage reflecting the colours of the Caribbean Sea. We have named our mascot OKHA (pronounced "O CAH") the Zulu word for fire, reflecting both the campus colours and competitive spirit.

We look forward to welcoming you on our courses wherever you are in the region - from Belize to the Bahamas to Grenada!

**Mr. Lincoln Williams**

## **ST. AUGUSTINE ACADEMY OF SPORT**

### **Message**

The Sport and Physical Education Centre (SPEC) at St. Augustine has been a shining example of the Campus' commitment to Sports and emphasis on Physical Education and healthy lifestyles. Over the years SPEC facilitated programmes related to Sport. With the advent of the Faculty of Sport, these and new programmes will reside within one faculty.

The St. Augustine Academy of Sport will therefore administer Certificate level, Bachelors, Masters and PhD programmes for all interested in studies in Sports and Physical Education. As we develop structured Post Graduate programmes for the upcoming semesters, we will be starting on research based MPhil and PhD programmes. Anyone with interest in research in any aspect of Sport should avail of this opportunity immediately and contact us to discuss how to get started.

Through SPEC we remain committed to expand sporting activities with focus on making our teams at St. Augustine the top teams in Trinidad and Tobago. With the introduction of programmes specifically designed for athletes, this is the place to play and learn!

Our outreach programmes not only extend activities of the Academy, but allow our students to get the practical experience needed while pursuing their degree.

We hope that you will enjoy this journey of complete emersion into the academics and the participation in Sport at St. Augustine.

**Dr. Akshai Mansingh**

**Dean**

## **General Regulations for the Graduate Degree Programmes**

**Note:**

**Please visit the Board for Graduate Studies link below for general postgraduate regulations which apply across all the UWI campuses.**

**<http://www.uwi.edu/sf-docs/default-source/default-document-library/click-here.pdf?sfvrsn=0>**



THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL • MONA • OPEN • ST. AUGUSTINE