

Shanghai University of Sport
Enrollment Guide
2026 English-Taught Master's Program in
INTERNATIONAL SPORT GOVERNANCE AND
MANAGEMENT (ISGM)

I. Program Information

In today's globalized and dynamic sports industry, there is a growing demand for management professionals with strong adaptability and cross-cultural competence. The "International Sport Governance and Management" master's program is designed to cultivate a new generation of management talents for international sports organizations and industry, equipping them with the strategic vision and practical skills needed to lead in this dynamic field. The program adopts an innovative curriculum that integrates cutting-edge theory with real-world application. Students will systematically learn the core principles of sports governance and conduct in-depth analyses of the organizational structures, policy frameworks, and ethical issues faced by international sports organizations, National Olympic Committees, and global sports development agencies. The curriculum further covers advanced topics in sports management, such as international sports organization governance, sports event operations, and strategic management. The standard duration of the program is two years, and students are required to complete 22 credits to graduate. Enrollment is limited to 5 students per intake.

II. Deadline for Application

Chinese Government Scholarship: February 28, 2026

University President's Scholarship: April 30, 2026

III. Eligibility

- Applicants shall be non-Chinese citizens with regular foreign passports, who shall be physically and mentally healthy and aged under 35.
- Applicants shall have the disciplinary background and research capabilities required for their preferred program.
- Applicants applying for the program shall have obtained the bachelor's degree.
- Applicants shall at least satisfy one of the following requirements for language proficiency:
 - 1) Applicants' native language is English;
 - 2) Applicants can provide valid IELTS or TOEFL scores (IELTS scores not lower than overall band 6.5 or TOEFL scores not lower than 80);
 - 3) Applicants shall have obtained a bachelor's degree or above in another country, and such program is taught in English.
- The GPA of the previous period of study shall not be lower than 3.0, or the average score of all subjects shall not be lower than 75 points.
- Applicants shall have no criminal records.

IV. Application Documents

- One copy of a valid passport.
- One copy of the graduation certificate or academic degree certificate (if the original is issued in languages other than Chinese or English, a translated copy in Chinese or English must be submitted); if the applicant is a new graduate, a pre-graduation certificate issued by their university must be submitted.
- One copy of the undergraduate academic transcript (if the original is issued in languages other than Chinese or English, a translated copy in Chinese or English must be submitted).
- Applicants whose native language is not English shall provide a copy of a valid IELTS or TOEFL score report, or the original of an equivalent language proficiency certificate.
- A study plan or research proposal written in English.

- A curriculum vitae (CV) written in English, including educational and work experience, research achievements, and study plans, etc.
- Two letters of recommendation in English from professors or associate professors.
- Preliminary acceptance letter from a potential supervisor (if applicable).
- Previous research achievements/academic papers (if applicable).
- One copy of the Physical Examination Form for Foreigners.
- An MP4-format video of an English self-introduction (within 3 minutes).
- Certificate of No Criminal Record or Statement of No Criminal Record.
- Letter of Financial Guarantee (you may sign the Financial Guarantee Statement attached hereto).
- Payment receipt for the application fee (500 RMB or 80 USD).

V. Application Process

Step 1: Online application

Log in to “Shanghai University of Sport - International Student Service System” (<http://admission.sus.edu.cn>) to register, fill in the registration form, upload the required documents (in electronic version), and submit their applications.

Step 2: Pay the registration fee

The registration fee is USD 80 or CNY 500 (which will not be refunded once paid.), which shall be paid online or remitted to Shanghai University of Sport:

Account name: Shanghai University of Sport

Account number: 033267-00881002983

Bank of deposit: Xiangyin Sub-branch, Shanghai Branch, Agricultural Bank of China

Address: No. 650, Qingyuan Ring Road, Yangpu District

- *Please state the passport name of the applicant and "registration fee" when making a remittance.*

VI. Scholarship

Applicants for this program may be awarded either the Chinese Government Scholarship or the

President's Scholarship for International Students of Shanghai University of Sport. The funding criteria are as follows:

1. Students granted with the scholarship are exempted from the tuition, on-campus accommodation expenses, and comprehensive medical insurance expenses.
2. Students granted with the scholarship will receive living expenses in an amount of CNY 3,000/month.

Note: Chinese Government Scholarship applicants who have been successfully admitted can receive a maximum of three years of full scholarship, while the University President's Scholarship only covers maximum two years.

VII. Review and Admission

1. Students file applications online.
2. Personnel of the Office of International Students Services preliminarily review application documents for integrity and validity.
3. Colleges organize academic reviews and interviews for applications who have provided complete application documents.
4. The International Student Enrollment Leading Group finalize the list of acceptance
5. Personnel of the Office of International Students Services announce the pre-admission results.
6. Personnel of the Office of International Students Services send pre-acceptance notices to accepted applicants and prepare formal acceptance documents.

VIII. Contact Us

Office of International Students Services, Shanghai University of Sport
Room 115, Building No. 4, Lane 531, Qingyuan Huan Road, Yangpu District,
Shanghai,
the People's Republic of China
Tel: 0086-21-65507715
Fax: 0086-21-65507702

E-mail: lxz@sus.edu.cn

To check more details of the program description, please refer to the annex below.

Annex:

THE ENGLISH-TAUGHT MASTER'S PROGRAM INTERNATIONAL SPORT GOVERNANCE AND MANAGEMENT (ISGM)

I. Program Information

In today's globalized and dynamic sports industry, there is a growing demand for management professionals with strong adaptability and cross-cultural competence. The "International Sport Governance and Management" master's program is designed to cultivate a new generation of management talents for international sports organizations and industry, equipping them with the strategic vision and practical skills needed to lead in this dynamic field. The program adopts an innovative curriculum that integrates cutting-edge theory with real-world application. Students will systematically learn the core principles of sports governance and conduct in-depth analyses of the organizational structures, policy frameworks, and ethical issues faced by international sports organizations, National Olympic Committees, and global sports development agencies. The curriculum further covers advanced topics in sports management, such as international sports organization governance, sports event operations, and strategic management.

II. Training Requirements and Enrollment Quota

The standard schooling period is 2 years, and the maximum study period (including suspension of study) is 5 years. Students shall obtain 22 credits for their graduation, including 6 credits for compulsory degree courses, 10 credits for compulsory liberal courses, 4 credits for non-degree elective courses, and 2 credits for compulsory practice. The number of students enrolled under the program is 15.

III. Curriculum and Introductions

Compulsory courses (2 credits/course, 6 credits in total)

1. China Overview (Jia Ting)

This course provides students with a systematic understanding of Chinese culture and society from different perspectives, including geography, population, ethnicity, politics, economy, philosophy, history, art, and international relations, through four different thematic units, including basic Chinese conditions, traditional Chinese culture, contemporary development of China, and international relations of China, helps students obtain the insight into China's history and culture, view China's social development, feel the core values in the Chinese culture, and understand the characteristics of China's social and cultural development at the same time of improving their Chinese proficiency. In addition, this course also guides students to correctly understand the values of the Chinese culture and in time, recognize and evaluate China's national situation in an objective and friendly manner. The course aims to enhance students' identification with the Chinese culture by providing varied cultural experiences and practices to present a true and vivid image of China from multiple perspectives and in multiple dimensions.

2. Chinese I (Zhu Ming)

"Chinese I" is a beginner-level comprehensive Chinese course designed for learners with no prior knowledge of the language. The course uses the textbooks "HSK Standard Course 1" and "HSK Standard Course 2." The course content is based on HSK (Chinese Proficiency Test) levels 1 and 2 and includes instruction and practice in phonetics, vocabulary, grammar, and Chinese characters. The first two lessons focus on phonetics, providing a systematic introduction to Chinese phonetic knowledge, including consonants, vowels, tones, and syllable structures. Starting from the third lesson, each lesson centers around a specific theme and various scenarios for dialogues. Each lesson covers approximately 10 to 20 new words and 3 to 4 grammar points. The topics include personal information, daily life, shopping, dining, hobbies, and more. The course structure includes warm-up activities, lesson texts, explanations of language points, exercises, pronunciation practice, character recognition, and practical applications. Through this course, learners will gain a preliminary

understanding of Chinese phonetics and grammar characteristics, develop basic listening, speaking, reading, and writing skills, and be able to engage in short conversations on familiar topics and carry out simple social interactions.

3. Chinese II (Zhu Ming)

“Chinese II” is an introductory Chinese language course. The course uses the textbook “HSK Standard Course 3.” “Chinese II” is suitable for learners who have completed 64 credit hours and have a grasp of approximately 450 Chinese vocabulary words. The course consists of 20 lessons, with each lesson divided into four segments. Each lesson includes 12-25 new words and 2-3 language points. Each lesson is structured with warm-up, text, exercises, characters, application, and idiomatic expressions, with a cultural section introduced every 5 lessons. Topics cover experiences in travel, course situations, cultural activities, holiday customs, professions, and more. Through this course, learners will acquire general listening, speaking, reading, and writing abilities, enabling them to engage in brief communication on basic daily life, study, and work topics and complete routine social interactions. The course also includes simulated exercises in preparation for the HSK Level 3 exam to help learners become familiar with HSK question types and simultaneously enhance their Chinese language skills and exam performance.

Compulsory liberal courses (2 credits/course, 10 credits in total)

1. Research Methods in Sport Management (Zhang Jianhui, Luo Lei)

This course focuses on cultivating problem-oriented research capabilities, helping students systematically master the full research process—from topic selection and design to data collection, analysis, and thesis writing. Centering on the paradigms, methodologies, and specific methods of sport management research, it emphasizes equipping students with the operational procedures of mainstream research approaches. It strengthens the integrated thinking of quantitative and qualitative methods, familiarizes students with the theoretical frameworks and empirical paradigms at the intersection of management and sports science, and enhances their

evidence-driven management decision-making skills. Additionally, the course trains academic writing and proper citation practices, fosters awareness of research ethics and academic integrity, laying a solid foundation for graduate theses and future research endeavors.

2. International Sport Organization Governance (Liu Dongfeng, Yao Qin)

This course covers core knowledge in areas such as the global sports industry and governance, international sports organizations, international sports events, international sports communication, and international sports sponsorship. Through in-depth discussions on 8 key themes—including international professional sports leagues, the internationalization strategies of professional clubs, and the Olympic organizational system—it helps students develop a holistic perspective and broaden their international outlook.

3. Sport Event Management (Shen Jia, Wang Yan)

This course introduces the origin and development of sports events, as well as their concepts, classifications, characteristics, stakeholders, comprehensive impacts, bidding and hosting processes, volunteer management, risk management, and competition management. It aims to enable students to correctly understand the role of sports event management and initially grasp its general rules and basic requirements through systematic learning.

4. Strategic Management (Wu Ji, Yan Han)

With the goal of elaborating on the basic theories, development laws, research frontiers, and practical applications of strategic management, this course helps students comprehensively and systematically master the fundamental knowledge and theories in corporate strategic management. It familiarizes them with basic tools for strategic analysis and selection, and explains the strategic processes through which enterprises achieve excess profits in the market economy. In doing so, it cultivates students' collaborative capabilities in environmental insight, resource allocation,

business portfolio optimization, and value addition.

5. Sports Business Analytics (Shi Xiaoqiang, Yu Siyi)

Divided into theoretical and practical modules, this course aims to help students deeply understand the impact of new technologies such as big data and artificial intelligence on business operations and models. It teaches students to apply business analytics principles and methods to develop timely response strategies in the sports business field. Through lectures, exercises, and practical projects, the course requires students to build a solid foundation in traditional business and economic management, statistics, and computer science. It emphasizes both the mastery and application of economics, finance, and management knowledge, as well as the learning and practice of data analysis methods and technologies. By flexibly using data analysis tools, students will enhance enterprise performance, strategic management capabilities, and ultimately improve operational efficiency.

Non-degree elective courses (2 credits/course. Select any 2 courses, 4 credits in total)

1. Tai Chi (Zhu Dong)

Tai Chi is a traditional Chinese exercise for both body and mind health. This course combines the traditional eastern wisdom of health care and teaches easy-to-learn Tai Chi routines and traditional Chinese fitness methods to allow students to master the characteristics of Tai Chi movements and basic movement laws and achieve the ability to perform Tai Chi routines and fitness methods independently and skillfully.

2. Basic Skills of Table Tennis (Feng Zhe)

Table tennis is not only the "national sport" of China, but also a popular sport across the world. Playing table tennis can improve body agility and coordination, enhance cardiovascular function, achieve physical fitness and brain health, which is suitable for both young and old. This course is an elective course provided to international students which consists of 32 credit hours. The aim is to allow students to master the basic theory on table tennis, the basic skills, and the rules of table tennis competitions.

The course is based on practical exercises and is taught in English.

3. Fitness Qigong – The Eight Brocade (Zhang Yunya)

By combining theory and practice, help students master the technical movements, characteristics, and practice essentials of Fitness Qigong – The Eight Brocade; understand the historical origin of Fitness Qigong – The Eight Brocade and its cultural connotation and health value, develop students' ability of self-practice and self-care, and improve students' knowledge and understanding of traditional Chinese exercises for health care.

4. Traditional Chinese Cultural Practices (Jia Ting)

Based on a brief introduction to traditional Chinese thoughts, languages, and writings, the course will guide students to discover the characteristics of calligraphy, paper cutting, Kunqu (Chinese theater and opera, and tea ceremony in different types of cultural practice classes. The aim is for students to appreciate the unique aesthetics of folk paper-cutting, the rich cultural connotation and elegant artistic taste of Kunqu, and to experience the subtleties of tea ceremony techniques. Innovating the traditional one-dimensional class mode, this course allows students to experience the charm of traditional Chinese culture "in zero distance" in forms of experience, production, and communication.

Compulsory practice (2 credits)

Academic Exchange: Publish at least one paper in a domestic or international academic journal or conference.

IV. Tutor Team

Shen Jia (Team Leader), Ph.D. in Sports Humanities and Sociology from Shanghai University of Sport, Senior Visiting Scholar at the University of Georgia, USA, and is currently a Professor, Master's Supervisor, and National Sports Agent Trainer at Shanghai University of Sport. Her main research areas include National Fitness and Sports Sponsorship. She has won 4 awards at or above the provincial and ministerial level, hosted 1 sub-project of a Major Program of the National Social Science Fund of China and 1 Youth Program of the National Social Science Fund of China, and

published 4 monographs or textbooks.

Zhang Jianhui, Professor at the College of Education, University of Georgia (USA); Director of the International Center for Sports Management (ICSM); Fellow of the National Academy of Kinesiology (USA) Formerly: President of the North American Society for Sport Management (NASSM); Honorary Dean of the School of Economics and Management, Shanghai University of Sport; "Overseas Distinguished Professor" of Shanghai Municipality. He has published over 150 papers in SSCI-indexed journals as first author or co-author. He also serves as an editorial board member and reviewer for several top international journals, including Sport Management Review and European Sport Management Quarterly.

Liu Dongfeng, Professor, Doctoral Supervisor, and Dean of the Graduate School, Shanghai University of Sport. He is also Vice President of the International Association of Sports Economics; Deputy Secretary-General of the National Steering Committee for Graduate Education in Sports Professional Degrees; Chief Expert of Major Projects of the National Philosophy and Social Sciences Fund of China. His main research areas include sports management systems, sports events, and urban development. He has hosted more than 10 research projects at or above the provincial and ministerial level, as well as over 40 projects of other levels. He has published over 100 academic papers in domestic/international journals and at international conferences (including 20 SSCI-indexed papers) and authored 2 academic monographs in English.

Luo Lei, Ph.D. in Sports Humanities and Sociology, Shanghai University of Sport Senior Visiting Scholar at the University of Georgia (USA); Professor and Master's Supervisor, Shanghai University of Sport. His research focuses on sports management and sports events. He has published more than 10 academic papers in Chinese and English, and 2 monographs. He has hosted 1 Post-funded Project of the National Philosophy and Social Sciences Fund of China, 2 commissioned projects by

the Beijing and Shanghai Sports Bureaus, and participated in over 10 research projects at various levels.

Shi Xiaoqiang, Ph.D. from the School of Economics and Management, Shanghai University of Sport Senior Visiting Scholar (with Distinction) at the University of Georgia (USA); Associate Professor and Doctoral Supervisor at Shanghai University of Sport. His main research areas include National Fitness and Social Development, and Sports Management. He has published over 10 academic papers, 1 monograph, and hosted more than 10 research projects at various levels.

Wang Yan, Ph.D. from Vrije Universiteit Brussel (Belgium); Associate Professor and Master's Supervisor at Shanghai University of Sport. Her current research focuses on Sports Management and the comparison of domestic and international sports policies. She has published 1 monograph, 1 English book chapter, 6 Chinese papers as first author, and 6 English papers indexed in SSCI/SCI. She has hosted 1 IOC-funded project, 1 provincial/municipal-level project, 4 projects commissioned by the Shanghai Municipal Education Commission, and participated in 5 national or provincial/municipal-level research projects.

Wu Ji, Ph.D. in Sport Management from the University of Minnesota (USA). Associate Professor and Master's Supervisor at Shanghai University of Sport. His main research interests lie in the social impacts and sustainable development of sports organizations and events. He has co-published 7 academic papers, 1 monograph, hosted 1 Shanghai municipal-level project, and participated in 1 Key Project of the National Social Science Fund of China.

Yao Qin, Ph.D. from the School of Economics and Management, Shanghai University of Sport Associate Professor and Master's Supervisor at Shanghai University of Sport. Her main research areas are Sports Management and Sports Event Evaluation. She has published 5 papers in domestic core journals, 1 monograph, and hosted 1

Shanghai municipal-level research project.

Yan Han, Ph.D. in Applied Economics from Shanghai Jiao Tong University; Lecturer and Master's Supervisor at the School of Economics and Management, Shanghai University of Sport. His research focuses on Economic Statistics, Sports Finance, and Sports Consumption. He has published 10 academic papers, including 2 in SCI/SSCI-indexed journals and 8 in domestic core journals. He has hosted 1 National Major Key Project, 1 General Project, and 6 other projects of various types.

Yu Siyi, Ph.D. in Geographic Information Systems from East China Normal University; Master's Supervisor. Her main research area is Spatial Data Mining. In recent years, she has published 5 academic papers, including 2 first-authored papers in JCR Zone 1 SCI journals. She has mainly participated in 5 National Natural Science Foundation projects and 1 National Social Science Fund project.

V. Graduation and Degree Conferment

1. Obtain the HSK3 certificate of the Chinese Proficiency Test;
2. Publish at least one paper in a domestic or international academic journal or conference.
3. Obtain all required credits;
4. Pass the thesis defense.