SINGAPORE: Singapore Sports Council (SSC) and Singapore Management University (SMU) will be working together to create a framework to promote sports.

They will also explore possibilities of working together in sports-related initiatives.

These include new sports electives, such as Sports Coaching, to prepare SMU students for the sports industry.

The first SMU sports elective, "Principles of Coaching in Sports", will commence in August 2012.

SSC and SMU sealed their partnership with a Memorandum of Understanding.

SMU President, Professor Arnoud De Meyer, said both sides have cemented what had been an informal and ad hoc relationship.

"We see a lot of synergy between Vision 2030 and SMU's holistic model of education. Our goals go beyond winning medals and scoring high grades. We both aim to nurture values and address the larger community's genuine concern, which is to be ready with skills and knowledge to face future challenges," he said.

Under their partnership, a new Lifeskills Centre will also be established.

The centre will develop courses that will provide practical lessons in sports-related skills, as well as in character-building and community spirit development.

SSC CEO Mr Lim Teck Yin, said: "With Vision 2030, we want to create more opportunities and access for our youth to harness the value of sports. Through the Lifeskills Centre and sports electives, we can give our youth a competitive edge as they enter the workforce and better prepare them for the future."

Other possible areas of collaboration include the co-sharing of facilities and co-organisation of conferences and seminars.

SMU students will have a chance to engage in industrial attachments at SSC and National Sports Associations.

- CNA/fa