



Cawangan Negeri Sembilan
Kampus Seremban

FACULTY OF SPORTS SCIENCE AND RECREATION

"Where sports and knowledge come together"



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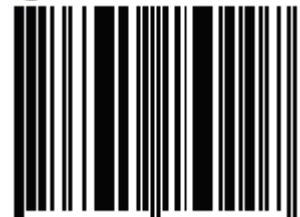
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INTERFACULTY SPORTS (SAF)

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The Inter-Faculty Sports is a sport event that is newly introduced and inspired by the Student Representative Council of UiTM Negeri Sembilan, Seremban Campus 2022-2023. The sports event involves three faculties within the UiTM Seremban Campus, namely the Faculty of Sports and Recreation Science, the Faculty of Administrative Science and Policy Studies, and the Faculty of Computer Science and Mathematics. Inter-Faculty Sports promote various types of sports, including Badminton, Handball, Chess, Rugby, Volleyball, Netball, basketball, and Ping-Pong. However, these Inter-Faculty Sports were held in phases, which were phases one and two. The first phase involved only Badminton, held on April 8, 9, 11, and 12, 2023. These Badminton games were held at the PBMNS Senawang Badminton Hall. The categories played in the badminton matches were men's singles, women's singles, men's doubles, women's doubles, and mixed doubles. All athletes involved had high sportsmanship and showed good commitment on the match day.

The Inter-faculty sports mainly promote badminton, as it is in high demand. This is because this sport is newly introduced to the event. Although this sport is in high demand, participation is limited and subject to a fixed match schedule. The demand for this sport also received an encouraging response because it is also a contested sport. Simultaneously, selection scouting sessions for new talents in the competition are held regularly. Students who are interested in representing the sport of badminton as athletes will take advantage of these golden opportunities.

Besides badminton, the inter-faculty sports also offer a variety of other sports, such as Handball, Chess, Rugby, Volleyball, Netball, Basketball, and Table Tennis. This competition is a service that is in demand among students at UiTM Seremban. This is because the competition involves three faculties. At the same time, it serves as a platform to spot new sport talents available at UiTM Seremban.

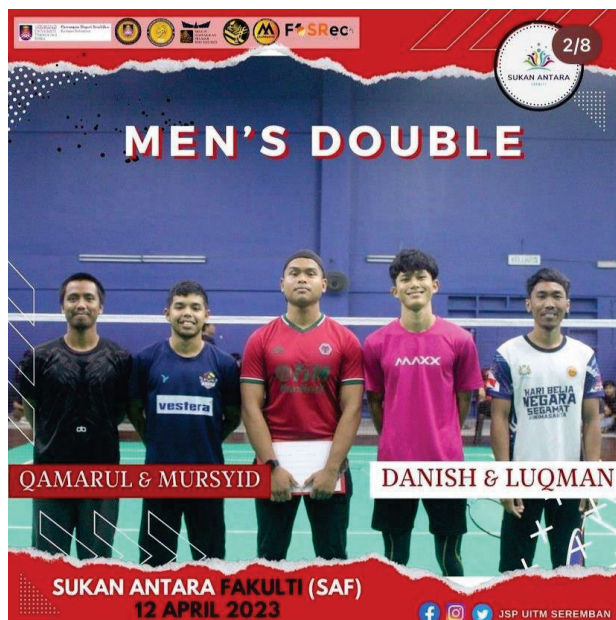
In this inter-faculty sport, the participation fee is low, which is only RM5 per person, specifically for the badminton competition. The low entry fee is to attract students to register for the competition. The fee price plays an important role in the competition. With low fees, students can participate in the tournament successfully. Furthermore, to instill loyalty among students to participate in this competition, attractive prizes are provided, and students who win the sport can further elevate the image of their faculty.

The tournament in April was promoted through social media, especially the Student Representative Council's official Instagram, and posters in the student focus area and reading corner. Online promotion was done to make it easier for students to quickly find out the information presented. Cooperation between committees plays an important role in the success of the sport. To facilitate online registration, the committee created a QR code for students of each faculty to register.

Sports competition plays an important role in society, offering various benefits such as physical fitness, teamwork, and personal development. Sports promotes a healthy lifestyle, increases social interaction, and fosters sportsmanship. Marketing focuses on promoting and selling sports-related products, services, and experiences. Sports competitions are about engaging and connecting with target audiences, building brand awareness, and fostering long-term relationships. An effective sports marketing strategy includes understanding the target market.



Picture 1: Lets the competition begins



Picture 2: The winners