

# NATIONAL DIPLOMA: SPORT MANAGEMENT

Qualification code: NDSM01 - NQF Level 6

Campus where offered: Pretoria Campus

## Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

## REMARKS

a. *Admission requirement(s) and selection criteria:*

### • FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:

#### **Admission requirement(s):**

A Senior Certificate or an equivalent qualification. A minimum mark of 55% at Standard Grade and 50% at Higher Grade for English.

#### **Recommended subject(s):**

Accounting and Business Economics.

#### **Selection criteria:**

Selection is based on academic assessment, TUT potential assessment and an interview.

Evaluation of scholastic performance will be based on the student's M-score by using the following method:

SYMBOL	M-SCORE (HG)	M-SCORE (SG)
A	5	4
B	4	3
C	3	2
D	2	1
E	1	0

A minimum M-score of 12 points is required.

#### **TUT potential assessment:**

Applicants' potential will be assessed by means of the TUT potential assessment, based on the Applicants' profile identified. Dimensions in the assessment will, *inter alia*, measure the Applicants' potential to solve problems, think creatively, show initiative and responsibly.

#### **Interview:**

Applicants who have achieved acceptable scores for scholastic/academic performance and in the TUT potential assessment will be invited for an interview. The purpose of the interview is to determine whether the applicants are committed to a career in the chosen field, are aware of the broader content of the programme, and have a clear view of what they wish to achieve.

### • FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:

#### **Admission requirement(s):**

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or Mathematical Literacy. Applicants with a 3 for English (home language or first additional language) and a 3 for Mathematics or Mathematical Literacy will be considered for the National Diploma (Extended Curriculum).



**Recommended subject(s):**

None.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **24**. A score of **18** is required for the National Diploma (Extended Curriculum).

**Assessment procedures:**

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 20 to 23 will be admitted to the National Diploma (Extended Curriculum). Applicants with a score of 18 to 19 will be required to do the TUT potential assessment.

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

**Admission requirement(s):**

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.

The certificate must be in any of the following fields: management, marketing, hospitality, tourism, office administration, information technology, computer science, finance, economics or accounting.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **27**.

- b. *Minimum duration:*  
Three years.
- c. *Presentation:*  
Day classes.
- d. *Intake for the qualification:*  
January only.
- e. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- f. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- g. *Subject credits:*  
Subject credits are shown in brackets after each subject.

<b>CURRICULUM</b>
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<b>FIRST YEAR</b>			
CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
MRK140T	Marketing I	(0,200)	
PRS120T	Public Relations I	(0,200)	
SFR100T	Sport and Physical Recreation Studies I	(0,200)	
SRT100T	Sport Management I	(0,200)	
<b>FIRST SEMESTER</b>			
EUC10AT	End-User Computing IA	(0,100)	



## SECOND SEMESTER

EUC10BT	End-User Computing IB	(0,100)
TOTAL CREDITS FOR THE FIRST YEAR:		<b>1,000</b>

## SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
MRK220T	Marketing II	(0,250)	Marketing I
PRS210T	Public Relations II	(0,250)	Public Relations I
SFR200T	Sport and Physical Recreation Studies II	(0,250)	Sport and Physical Recreation Studies I
SRT200T	Sport Management II	(0,250)	Sport Management I
TOTAL CREDITS FOR THE SECOND YEAR:		<b>1,000</b>	

## THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CNV100T	Consumer Behaviour I	(0,250)	
PSG100T	Personal Selling I	(0,250)	
SFR300T	Sport and Physical Recreation Studies III	(0,250)	Sport and Physical Recreation Studies II
SRT300T	Sport Management III	(0,250)	Sport Management II
TOTAL CREDITS FOR THE THIRD YEAR:		<b>1,000</b>	
TOTAL CREDITS FOR THE QUALIFICATION:		<b>3,000</b>	

## SUBJECT/MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject/module. On 13 September 2017, the syllabus content was defined as follows:

### C

#### CONSUMER BEHAVIOUR I (CNV100T)

1 X 3-HOUR PAPER

*(Subject custodian: Department of Marketing, Logistics and Sport Management)*

An overview of the model of consumer behaviour is provided and a basic foundation is laid for the consumer decision-making process. The demographics of the South African consumer market are detailed. The student develops an understanding of the strategies focusing on the external influences on consumer behaviour. The influence of situations on the consumer is expounded. All the work is practically applied. The student develops an insight into strategies that utilise knowledge of internal (psychological) influences on consumer behaviour. The consumer decision-making process is covered in detail. Factors influencing each step of the consumer decision-making process are explained. The focus is also on the post-decision behaviour of consumers. All the work is practically applied. (Total tuition time: ± 96 hours)

### E

#### END-USER COMPUTING IA (EUC10AT)

CONTINUOUS ASSESSMENT

*(Subject custodian: End User Computing Unit)*

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel and MS PowerPoint) on an introductory level. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 40 hours)



**END-USER COMPUTING IB (EUC10BT)**  
*(Subject custodian: End User Computing Unit)*

**CONTINUOUS ASSESSMENT**

Students have to acquire practical skills as end-users in MS Office Suite applications (MS Excel Intermediate and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 30 hours)

**M**

**MARKETING I (MRK140T)** **1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Marketing, Logistics and Sport Management)*

Introduction to sport marketing and the market in which the sport industry functions. Background to the functional interaction between the sport marketing department and the other departments in the organisation. Guidelines on the handling of case studies and the subject terminology used in sport marketing. An introduction to entrepreneurship. The decision-making areas of the sport marketing strategy, namely the product, price, distribution and marketing communication, are studied in depth. (Total tuition time: ± 96 hours)

**MARKETING II (MRK220T)** **1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Marketing, Logistics and Sport Management)*

An overview of strategic sports marketing. Analysing the contingency framework for strategic sports marketing. Planning for market decisions. Understanding participants and spectators as consumers. Segmentation, targeting and positioning. Planning the sports marketing mix (sport product, pricing strategies, sport promotion mix, sponsorship). Implementing and controlling the strategic sports marketing process. (Total tuition time: ± 96 hours)

**P**

**PERSONAL SELLING I (PSG100T)** **1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Marketing, Logistics and Sport Management)*

Introduction to the role of selling in the marketing mix and the task of a salesperson. The customer and the buying process. Communication (verbal, non-verbal, written, adaptive selling and styles). Sales knowledge. Managing yourself and your time (methods of acquiring professionalism in selling). The selling process. Special problems relating to selling services and selling in business markets, negotiation skills, ethics in selling, information and communication technology and practical applications. (Total tuition time: ± 96 hours)

**PUBLIC RELATIONS I (PRS120T)** **1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Integrated Communication)*

Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. This subject is aimed at providing the student with a structured programme to refine and develop professional skills. (Total tuition time: ± 192 hours)

**PUBLIC RELATIONS II (PRS210T)** **1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Integrated Communication)*

Theory from the first year is extended to an in-depth practical application of public relations theory with a specific focus on public relations strategy. (Total tuition time: ± 166 hours)

**S**

**SPORT AND PHYSICAL RECREATION STUDIES I (SFR100T)** **1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Marketing, Logistics and Sport Management)*

Orientation in respect of the human body. A study of human anatomy with an introduction to the basic structures and functions of the body, from the chemical level to the systemic level. Anatomical terminology. (Total tuition time: ± 96 hours)

**SPORT AND PHYSICAL RECREATION STUDIES II (SFR200T)** **1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Marketing, Logistics and Sport Management)*

It is necessary to establish a proper understanding of the different concepts related to recreation. The following aspects will be covered during the year: broad views of one of the top industries for the 21st century in parks and recreation, illustrate the wealth of opportunities within diverse recreation professions, who and what the programmer is, what the programmer's responsibilities are, how customer behaviour could influence programme planning, introduction to programme planning and development, as well as the delivery of the programme. Students have to gain experience in different multifaceted delivery systems, introduction to different sectors and areas of programming, understand leisure recreation under the areas of sports, fitness, health and wellness, holiday programmes and adventure programmes for exposure to this field. (Total tuition time: ± 96 hours)



**SPORT AND PHYSICAL RECREATION STUDIES III (SFR300T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Students should be able to understand proper planning, implementation and evaluation processes of leisure programme services and how those concepts are interrelated. At this level, students should have a clear understanding of the rational programme planning model and how to introduce it through developing a recreation programme. Role of programmed leisure in promoting well-being of individuals and community, professional way of providing programme services, understanding various recreation services, examining the steps in the programme planning process. Students thus acquire the skills to work in groups. Students should also be able to introduce risk management. Sport tourism is a fairly new field in sport and recreation and is presented in this subject. Students should understand the appropriate measure for program success. (Total tuition time: ± 96 hours)

**SPORT MANAGEMENT I (SRT100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

An introduction to the basic principles of sport management, including management leadership theory, sport consumer behaviour, introduction into finance and economics, professional sport and scholastic sport. (Total tuition time: ± 96 hours)

**SPORT MANAGEMENT II (SRT200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

A large part of the year is devoted to event management. In addition, the subject covers human resource management in a sport setting, as well as the general skills of a manager or director of sport. Students will be required to organise sporting events of their choice, implementing all the theory work covered at this level. (Total tuition time: ± 96 hours)

**SPORT MANAGEMENT III (SRT300T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Students acquire basic knowledge of sport law principles to enable them to negotiate and discuss contracts. General law principles are also covered. In addition, the subject deals with facility and materials management. Students will also be exposed to financial management. (Total tuition time: ± 96 hours)

