

# BACCALAUREUS TECHNOLOGIAE: SPORT MANAGEMENT

## Qualification code: BTSM01 - NQF Level 7

Campus where offered: Pretoria Campus

### Important notification to new applicants:

Students who intend to enrol for this qualification should take note that no new applications will be accepted as from 2020. Potential students are advised to consult the University's website for possible new qualifications which are aligned with the newly-implemented Higher Education Qualification Sub-Framework.

## REMARKS

- a. *Admission requirement(s):*  
A National Diploma: Sport Management or an equivalent qualification.
- b. *Selection criteria:*  
Admission is subject to selection.
- c. *Minimum duration:*  
One year.
- d. *Presentation:*  
Day classes.
- e. *Intake for the qualification:*  
January only.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- h. *Subject credits:*  
Subject credits are shown in brackets after each subject.

## CURRICULUM

### ATTENDANCE

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
REM400T	Recreation Management IV	(0,250)	
RMD20PB	Research Methodology A	(0,125)	
RMD20QB	Research Methodology B	(0,125)	
SRT400T	Sport Management IV	(0,250)	Sport Management III
STK400T	Sport Marketing IV	(0,250)	
TOTAL CREDITS FOR THE QUALIFICATION:		<b>1,000</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:



## R

### **RECREATION MANAGEMENT IV (REM400T)**

**1 X 3-HOUR PAPER**

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

A review of the various concepts relating to recreation and sport management, and the skills required to form different views on those concepts. The impact of social needs and values on recreational programmes. Students have to understand the impact and should be able to take it into consideration when planning a programme. Fourth-year students have to show their ability to evaluate different models for recreation programme planning and development, critically, as well as to develop programmes based on those models, individually. Students need to understand how to carry out research and conduct result analysis. They also need to show skills in research ability by studying the different fields of recreation (sports for all, recreation for the disabled, corporate recreation, and recreation in government institutions (including prisons), sport tourism and therapeutic recreation). Students are introduced to the different fields of recreation and are informed of the different available job opportunities. (Total tuition time: ± 64 hours)

### **RESEARCH METHODOLOGY A (RMD20PB)**

**1 X 3-HOUR PAPER**

**(Subject custodian: Department of Management and Entrepreneurship)**

Introduction to research, research methodology and research strategies. (Total tuition time: not available)

### **RESEARCH METHODOLOGY B (RMD20QB)**

**PROJECT ASSESSMENT**

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

This subject relates to the research project that the student will have to complete in order to pass the subject. A short research proposal, a research report and article will be written with the guidance of the lecturer. (Total tuition time: ± 64 hours)

## S

### **SPORT MANAGEMENT IV (SRT400T)**

**1 X 3-HOUR PAPER**

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

The final year of study represents the application of management skills. Students will deal with topics, such as team development, strategic and operational planning, creative problem solving and decision making, managing change, motivation, leadership controlling for Quality and Productivity. (Total tuition time: ± 96 hours)

### **SPORT MARKETING IV (STK400T)**

**1 X 3-HOUR PAPER**

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

An overview of strategic sport marketing. Identification of marketing opportunities (strategic sport marketing process, sport consumer, sport marketing research). Strategy determination (sport product, pricing strategies, sport promotion mix, advertising, sport and television, sponsorship, public relations, promotional licensing, place of the facility). Strategy implementation, evaluation and adjustment (coordinating and controlling sport marketing strategy, government sport services marketing). (Total tuition time: ± 96 hours)

