

## ADVANCED DIPLOMA IN SPORT MANAGEMENT

Qualification code: AD SM19 - NQF Level 7 (120 credits)

SAQA ID: 98986, CHE NUMBER: H/H16/E032CAN

Campus where offered:

Pretoria Campus

### REMARKS

- a. *Admission requirement(s):*  
A National Diploma: Sport Management, **or** a Diploma in Sport Management, **or** an equivalent qualification at NQF Level 6 with minimum of 360 credits. Candidates must have an average of 60% or more for their overall diploma/national diploma modules.
- b. *Selection criteria:*  
Admission is subject to selection.
- c. *Minimum duration:*  
One year.
- d. *Presentation:*  
Day classes.
- e. *Intake for the qualification:*  
January and July.
- 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. *Module credits:*  
Module credits are shown in brackets after each module.

### CURRICULUM

#### YEAR MODULES

CODE	MODULE	NQF-L	CREDIT
RSM107V	Research Methodology	(7)	(30)
SFR107V	Sport, Fitness and Recreation Studies IV	(7)	(30)
SMK107V	Sport Marketing IV	(7)	(30)
SRM107V	Sport Management IV	(7)	(30)

TOTAL CREDITS FOR THE QUALIFICATION: **120**



## 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 module. On 12 September 2018, the syllabus content was defined as follows:

### R

#### **RESEARCH METHODOLOGY (RSM107V)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

Introduction to scientific research. Literature review management. Research design and approaches, how to identify and link them with suitable research studies. Ethical research principles. Develop a research plan. (Total tuition time: ± 90 hours)

### S

#### **SPORT, FITNESS AND RECREATION STUDIES IV (SFR107V)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

This module elaborates on the scope of professionalism in sport, fitness and recreation as well as the understanding of the relevance of environmental scanning and methods of application within the sport and recreation industry. The understanding and application of governance within the sport, fitness and recreation industry is further covered. (Total tuition time: not available)

#### **SPORT MANAGEMENT IV (SRM107V)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

This module elaborates on the application of management skills on a strategic sport management level where topics such as team development, strategic and operational planning, creative problem solving and decision making, managing change, motivation, leadership controlling for quality and productivity will be dealt with. (Total tuition time: not available)

#### **SPORT MARKETING IV (SMK107V)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

The application, analysis of principles, processes and implementation of strategic sport marketing and the development thereof of a sport marketing plan will be addressed in this module relevant to sport marketing in South African situations and settings. (Total tuition time: not available)

