

DIPLOMA IN SPORT MANAGEMENT

Qualification code: DPSP19 - NQF Level 6 (360 credits)

SAQA ID: 100965, CHE NUMBER: H16/14318/HEQSF

Campus where offered:

Pretoria Campus

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 50% at Standard Grade and 40% at Higher Grade for English.

Recommended subject(s):

Accounting, Business Economics, Economics and Mathematics.

Selection criteria:

Selection is based on academic assessment and TUT potential assessment. 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

- Applicants who score 12 points will be accepted, those who score 10 to 11 points will be invited for an evaluation test, and those who score 9 points and less will not be accepted.
- The Department has the right to invite applicants for an evaluation test and personal interviews with a representative from the Department.

• **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 Technical Mathematics or 4 for Mathematical Literacy.

Recommended subject(s):

Accounting, Business Studies and Economics.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least 22.

Assessment procedures:

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 22 to 23 will be required to do the TUT potential assessment.



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

Admission requirement(s):

A National Certificate (Vocational) with a bachelor's degree or a diploma endorsement, 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: accounting, computer science, economics, finance, hospitality, information technology, management, marketing, office administration or tourism.

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. *Module credits:*
Module credits are shown in brackets after each module.

CURRICULUM

FIRST YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CAP105X	Communication for Academic Purposes	(5)	(10)	
CPL105X	Computer Literacy	(5)	(10)	
INI125D	Information Literacy I (block module)	(5)	(2)	
LF1125X	Life Skills I (block module)	(5)	(2)	
MKT105D	Marketing I	(5)	(24)	
SFR105D	Sport, Fitness and Recreation Management I	(5)	(24)	
SRM105D	Sport Management I	(5)	(24)	
TOTAL CREDITS FOR THE FIRST YEAR:			96	

SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CPE205D	Coaching and Physical Education Studies I	(5)	(24)	
SFR206D	Sport, Fitness and Recreation Management II	(6)	(30)	Sport, Fitness and Recreation Management I



SMK206D	Sport Marketing II	(6)	(30)	Marketing I
SRM206D	Sport Management II	(6)	(30)	Sport Management I
TOTAL CREDITS FOR THE SECOND YEAR:			114	

THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
COB205D	Consumer Behaviour	(5)	(24)	
SFR306D	Sport, Fitness and Recreation Management III	(6)	(32)	Sport, Fitness and Recreation Management II
SMK306D	Sport Marketing III	(6)	(32)	Sport Marketing II
SPR206D	Sport Public Relations II	(6)	(30)	
SRM306D	Sport Management III	(6)	(32)	Sport Management II
TOTAL CREDITS FOR THE THIRD YEAR:			150	
TOTAL CREDITS FOR THE QUALIFICATION:			360	

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:

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COACHING AND PHYSICAL EDUCATION STUDIES I (CPE205D) 1 X 3-HOUR PAPER (Module custodian: Department of Marketing, Supply Chain and Sport Management)

An overview of the origin and development of physical education and sport is covered. The student will develop an understanding of the value and place of physical education in current society as well as develop an applied insight in the growth and development of physiology and anatomy. The applied field of coaching aspects from a psychological, philosophical and socialisation perspective will be expounded. An overview of the training theory and teaching children skills; coaching children with disabilities; drugs and nutrition in sport; sport injuries, first aid, coaching and technical skills within sport as a sport manager will be presented. (Total tuition time: ± 96 hours)

COMMUNICATION FOR ACADEMIC PURPOSES (CAP105X) 1 X 3-HOUR PAPER (Module custodian: Department of Applied Languages)

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total tuition time: not available)

COMPUTER LITERACY (CPL105X) CONTINUOUS ASSESSMENT (Module custodian: End User Computing Unit)

Students have to acquire foundational knowledge in computing fundamentals, essential digital skills in key applications based on MS Office Suite and network basics (i.e. MS Outlook and Internet). Students will do online exams that are mapped with SAQA. (Total tuition time: not available)
goals. Provides a robust foundation in CRM principles and practices in assisting the contact centre to achieve excellent customer satisfaction. (Total tuition time: ± 90 hours)



CONSUMER BEHAVIOUR (COB205D)**1 X 3-HOUR PAPER*****Module custodian: Department of Marketing, Supply Chain 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)

I**INFORMATION LITERACY I (INI125D)****CONTINUOUS ASSESSMENT*****Module custodian: Directorate of Library and Information Services***

Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total tuition time: not available)

L**LIFE SKILLS I (LFI125X)****CONTINUOUS ASSESSMENT*****Module custodian: Directorate of Student Development and Support***

Academic, personal and socioemotional skills development for students in higher education. Personal and social dimensions address: effective planning and self-management (goal setting and time management); Adjusting to university life (student life, diversity and change); Intra- and interpersonal skills development (conflict management, self-esteem, relationship management); Effective living (healthy living, HIV education, substance abuse); Academic dimension addresses: academic skills for university (e.g. critical thinking, creativity, managing assignments and assessments). (Total tuition time: not available)

S**SPORT, FITNESS AND RECREATION MANAGEMENT I (SFR105D)****1 X 3-HOUR PAPER*****Module custodian: Department of Marketing, Supply Chain and Sport Management***

The module is designed to provide students with an overview of leisure activities and an understanding of key aspects of sport and recreation and their role in society. (Total tuition time: ± 96 hours)

SPORT, FITNESS AND RECREATION MANAGEMENT II (SFR206D)**1 X 3-HOUR PAPER*****Module custodian: Department of Marketing, Supply Chain and Sport Management***

The module is designed to introduce students to various aspects, principles and components in recreation programme planning and implementation for meaningful programme delivery, including safety and risk management (first aid), in the diverse South African recreation industry. (Total tuition time: ± 96 hours)

SPORT, FITNESS AND RECREATION MANAGEMENT III (SFR306D)**1 X 3-HOUR PAPER*****Module custodian: Department of Marketing, Supply Chain and Sport Management***

The focus of this module will be the application of the knowledge, understanding and experience in recreation programme planning and implementation for meaningful programme delivery in the diverse South African recreation industry. (Total tuition time: ± 96 hours)

SPORT MANAGEMENT I (SRM105D)**1 X 3-HOUR PAPER*****Module custodian: Department of Marketing, Supply Chain and Sport Management***

This module is an introduction to the basic principles of sport management, the South African sport environment and the South African administrative structures. The students are guided towards selecting and demonstrating appropriate administrative, leadership and societal understanding to sporting context. The purpose of this module is to provide the student with a concrete sport management foundation, for depth to be added in application and analysis in further studies. (Total tuition time: ± 96 hours)



SPORT MANAGEMENT II (SRM206D)**1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

Knowledge of basic management principles, tasks and skills acquired in Sport Management I is applied to plan and maintain day-to-day sports organisational operations. The scope of sports facility and event management is further explored. (Total tuition time: ± 96 hours)

SPORT MANAGEMENT III (SRM306D)**1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

The introduction to relevant concepts, processes and applications relating to strategic sports management. The application of principles introduced concerning the financial management in sport organisation will be explained and implemented in context. An understanding of Human Resource Management (HRM) in the form of committees within sport is explored. Foundational knowledge gained on sport facilities and event management is integrated into praxis and local settings. (Total tuition time: ± 96 hours)

SPORT MARKETING II (SMK206D)**1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

Introduction to sport marketing and the market in which the sport industry functions is dealt with. The background and understanding to the functional interaction between the sport marketing department and other departments within the organisation is elaborated. (Total tuition time: ± 96 hours)

SPORT MARKETING III (SMK306D)**1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

The module will elaborate on relevant concepts, terminology and processes relating to sport marketing. The role of marketing and that of sport will be covered at this level. An overview of the development of marketing strategies as well as promotional strategies will be described. Controversial issues in sport marketing as well as ambush marketing are outlined. The role of technology in sport marketing, an introduction to entrepreneurship and 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)

SPORT PUBLIC RELATIONS II (SPR206D)**1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

This module will provide students with the knowledge and understanding of public relations as a strategic communication tool. The module develops students' understanding of the integrated nature of public relations. (Total tuition time: ± 96 hours)

M**MARKETING I (MKT105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Marketing, Supply Chain and Sport Management)**

To have knowledge and an understanding of marketing in its various environments. The topic deals primarily with marketing concepts, theories, facts, processes, techniques and models. Topics addressed include: Introduction to marketing, market segmentation and positioning as well as the elements of the marketing mix. (Total tuition time: ± 96 hours)

