

## ADVANCED DIPLOMA IN SPORT MANAGEMENT

AdvDip (Sport Management) - NQF Level 7 (120 credits)

Qualification code: **ADSM19**

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 a minimum of 360 credits.
- b. *Selection criteria:*  
Admission is subject to selection. All applicants received by the published due date will be evaluated and ranked according to the average achieved for all third-year subjects. Only the top performing applicants will be selected as per Departmental Student Enrolment Plan (SEP). Selection will be done in January and results will be published on departmental notice boards and communicated to applicants per e-mail.
- c. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- d. *Intake for the qualification:*  
January only.
- e. *Presentation:*  
Block-mode classes.
- f. *Minimum duration:*  
One year.
- g. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.

### 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:			<b>120</b>



## 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. At time of publication, the syllabus content was defined as follows:

### R

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

**CONTINUOUS ASSESSMENT**

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

The purpose of this module is to introduce students to scientific research literature, the principal qualitative and quantitative scientific research designs as well as research ethics. This module lays the strategic foundation for selecting appropriate scientific research designs in adherence to ethical research principles, satisfying problem statement requirements and the purpose of the intended research. (Total notional time: 300 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 notional time: 300 hours)

#### **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 notional time: 300 hours)

#### **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 notional time: 300 hours)

