

DIPLOMA IN SPORT MANAGEMENT

Dip (Sport Management) - NQF Level 6 (360 credits)

Qualification code: **DPSM19**

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

Campus where offered:

Pretoria Campus

REMARKS

a. Admission requirement(s) and selection criteria:

Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, www.tut.ac.za.

• **FOR APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED 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 WITH A NATIONAL SENIOR CERTIFICATE OBTAINED 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** (excluding Life Orientation).



Assessment procedure(s):

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) AT NQF LEVEL 4:**

Admission requirement(s):

A National Certificate (Vocational) at NQF Level 4 with a bachelor's degree or a diploma endorsement, with at least 50% for English (home language or first additional language), and 40% for Mathematics or 50% for Mathematical Literacy, and 40% for Life Orientation (excluded for APS calculation), and 50% for any other three compulsory vocational subjects.

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 **24** (excluding Life Orientation).

Assessment procedure(s):

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.

b. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.

c. *Intake for the qualification:*
January only.

d. *Presentation:*
Day classes.

e. *Minimum duration:*
Three years.

f. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.

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 |
| SPI206D | 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. At time of publication, 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)**

This module covers, an overview of the origin and development of physical education and sport. 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. This module also presents an overview of teaching children skills and games; inclusive coaching for children with disabilities; drugs and nutrition in sport; sport injuries and first aid; lesson planning for physical education; and assessment and evaluation skills within sport. (Total notional time: 240 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 notional time: 100 hours)

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

Provides 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). Online exams are mapped with End-User Computing: SAQA 49077 (61591) Core Element as well as Internet and Computing Core Certification (IC3). (Total notional time: 100 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 notional time: 240 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 notional time: 20 hours)

L**LIFE SKILLS I (LF1125X)****CONTINUOUS ASSESSMENT*****(Module custodian: Directorate of Student Development and Support)***

Personal, socio-emotional and academic skills development for students in higher education. This module includes: 1. Intra- and interpersonal skills (e.g. emotional intelligence, relationships, and conflict management); 2. General study skills (e.g. time management, goal setting, learning styles); 3. Health and wellness (e.g. HIV/AIDS, GBV issues, substance abuse); 4. Student life and adjustment (e.g. identity development, adjusting to a higher education environment); and 5. Financial management. (Total notional time: 20 hours)

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

The purpose of this module is 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 notional time: 240 hours)

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 notional time: 240 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 notional time: 300 hours)

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

With a focus on Outdoor Recreation, 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 notional time: 320 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 notional time: 240 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 notional time: 300 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 notional time: 320 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 notional time: 300 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 notional time: 320 hours)

SPORT PUBLIC RELATIONS II (SPI206D)**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 notional time: 300 hours)

