

diploma in sport management

NQF level 5, 240 credits, 2-year learning programme (full time or correspondence) and part time-accelerated learning

course description

This sport management diploma learning programme provides a great balance of theory learning, practical training and work-based experiential learning to prepare graduates for work in the exciting field of sport and sport management. Graduates are able to work in sport academies, sport clubs, schools or private institutions in a range of areas which include event management, sport tournaments, volunteer management, stadium management, sport team management and sport tourism. With modules such as principles of fitness and client screening (included in the course), graduates are also able to work in the health and fitness industry. Through the **eta** process of personalised teaching and exposure to physical activity and sport, students are able to successfully achieve their assessment criteria. A qualifying student is able to:

- demonstrate business and finance management skills
- plan and conduct a sport event
- understand the requirements of facility management
- screen for physical activity readiness
- demonstrate knowledge of sport sociology
- manage disabilities in a sport environment
- manage sport team logistics
- demonstrate knowledge of leadership in business
- demonstrate knowledge of sport marketing and sport tourism
- work with talent identification and athlete development programmes
- demonstrate knowledge of sport law and athlete representation

specialisations

Students can add on additional skills and choose any of the **eta** specialisation modules on offer during their course, at an extra fee. These options include aerobic, step and tone classes to music, coaching sport (cricket, football, hockey, netball or rugby, beginner to intermediate level), indoor cycle classes to music, massage for sport and fitness, nutrition for performance, pilates basic mat, sport psychology, vinyasa yoga. Sport management students need to complete exercise science in order to *qualify* in these specialisation modules and this can be done through self study. Learning material is included but assessment will cost extra.

course modules

first year

1. business and finance management
2. sport event management
3. facility management
4. screening for physical activity, sport psychology
5. sport sociology
6. managing special needs in sport
7. team management and logistics

second year

1. mentoring and coaching
2. leadership
3. sport marketing, sponsorships and public relations
4. wellness programmes
5. sport tourism
6. talent identification and development
7. sport law and athlete representation

first year modules and subjects**1. business and finance management**

- business and finance
- principles of marketing and sales
- Principles of customer care
- business communication and record keeping

2. sport event management

- event planning and implementation
- volunteer management
- health, safety and security

3. facility management

- governance in sport
- sustainable structures in sport
- facility management
- facility and equipment maintenance

4. screening for physical activity

- principles of physical activity
- screening
- personal development
- psychology 1

5. sport sociology

- diversity and equity
- sport sociology

6. managing special needs in sport

- HIV and Aids
- special needs and disabilities

7. team management and logistics

- team ethics
- team monitoring and evaluation
- public relations and media liaison
- touring logistics

second year modules and subjects**1. mentoring and coaching**

- mentoring and coaching
- vocational education systems

2. leadership

- emotional intelligence
- leadership and strategy
- team building
- project planning
- social responsibility

3. sport marketing, sponsorships and public relations

- marketing, sport sponsorships and public relations

4. wellness programmes

- wellness programmes

5. sport tourism

- international sport and sport statistics
- sport tourism

6. talent identification and development

- talent identification and development
- sport science support services
- athlete representation

7. sport law

- legal and professional issues
- sport law
- negotiation skills