

diploma in sport, recreation and fitness management

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

course description

The learning programme provide education, practical training and work related experience to prepare students for work in the fitness, recreation or sport management industry regionally, nationally and internationally. Students learn how to plan implement and organise a sport tournament or event, handling volunteers, managing athletes and organising spectators. On completion, qualifying students are able to:

- conduct athlete public relations and media liaison
- show good governance in sport
- demonstrate knowledge of sport law
- project manage corporate wellness programmes
- demonstrate the ability to market sport, including sponsorship packaging, customer care and sport tourism
- organise talent identification and athlete development programmes

specialisations

In their first year, students will learn about sport event planning, organisation and implementation. The second year specialisation is sport tourism which links to the sport event planning in first year, bringing in the additional element of tourism in sport.

course modules

first year

- 1.principles of physical activity; personal growth and development; risk screening
- 2.diversity and equity; applying sport sociology
- 3.business management; finance management; business communication; principles of marketing; customer care
- 4.planning events; organising and administering events, managing volunteers; health and safety
- 5.governance in sport; sustainable sport organisations; managing a sport or recreation facility; facility maintenance
- 6.HIV in sport, managing participants with disabilities
- 7.team ethics, team management and logistics, athlete public relations and media liaison

second year

- 1.mentoring in the workplace; workplace coaching; talent identification and development; sport science support services
 - 2.business and emotional intelligence; leadership; team building; social responsibility programmes
 - 3.project planning; corporate wellness programmes
 - 4.operating in international sport; sport statistics; sport marketing; public relations
 - 5.designing a sport tourism programme
- legal and professional issues; sport law; athlete representation;
negotiation skills and conflict management



leading sport and fitness education

cape town

tel: 021 671 1060 • fax: 021 671 4813 • web: www.exerciseacademy.com