



 **DUT**  
DURBAN  
UNIVERSITY OF  
TECHNOLOGY

 **FACULTY OF  
APPLIED  
SCIENCES**

# 2019 HANDBOOK SPORT STUDIES

# **HANDBOOK FOR 2019**

**FACULTY OF  
APPLIED  
SCIENCES**

**DEPARTMENT of  
SPORT STUDIES**

## **IMPORTANT NOTICES**

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the institution and, if permitted, will be in accordance with the rules applicable at that time.

The rules in this departmental handbook must be read in conjunction with the General Rules (G Rules) contained in the DUT General Handbook for Students as well as the relevant Study Guides.

With respect to an appeal, your attention is specifically drawn to Rules G1 (8) and (9), and to the process of dealing with student's issues.

**STRATEGIC DIRECTION (2015-2019)**  
**FACULTY OF APPLIED SCIENCES**  
**[Educate. Engage. Innovate.]**

**VISION**

Leading innovation through science and technology.

**MISSION STATEMENT**

- Educate students
- Generate new scientific knowledge
- Engage communities

**VALUES**

1. **Accountability:** We take ownership of all activities, resources and tasks required of us. We deliver on our promises and responsibilities.
2. **Integrity:** We adhere to moral standards and principles. We are transparent and consistent in all our actions, and lead by example.
3. **Dedication:** We are committed to achieving our goals and expectations.
4. **Professionalism:** We operate within clear boundaries with respect to our code of conduct.
5. **People Oriented:** We are committed to sustaining the morale and holistic development of staff and student. We value diversity in all forms.

**DEPARTMENT OF SPORT STUDIES**

**VISION**

A recognised sport institute of innovative graduates to industry.

**MISSION STATEMENT**

Empowering students to build sustainable futures in sport.

**VALUES**

1. **Commitment:** We keep our promises. Always accountable)
2. **Integrity:** We are honest and fair in all our dealings. We have pride for what we do.)
3. **Professionalism:** We maintain highest standards of ethics. We walk the talk)
4. **Health and Wellness:** We promote a physically active and healthy lifestyle)
5. **People-Centered:** We have respect for all. We embrace diversity)
6. **Collaboration:** We value partnerships with key stakeholders. Our success depends on their success)

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## I. DEPARTMENTAL & FACULTY CONTACT DETAILS

### All departmental queries to:

Secretary: Ms Shobana Singh  
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Fax No: 031 373 5184  
Email: shobanas@dut.ac.za  
Location of Department: 4th Floor, B Block ML Sultan Campus

### All Faculty queries to:

Faculty Officer: Ms G Shackleford  
General Enquiries No: 031 373 2506  
Facsimile No: 031 373 2175  
Email: fas@dut.ac.za  
Location: Block S4 Level 3, Steve Biko Campus

Faculty Assistant: Sphamandla Masuku  
General Enquiries No: 031 373 3036  
Facsimile No: 031 373 2175  
Email: spha@dut.ac.za  
Location: Block S4 Level 3, Steve Biko Campus

### Executive Dean:

Executive Dean's Secretary: Prof S Singh  
Telephone No: Ms Nirvana Naidoo  
031 373 2720  
Facsimile No: 031 373 2724  
Email: fas@dut.ac.za  
Location: Between Block S6 and S7, Level 4,  
Steve Biko Campus

## 2. DEPARTMENTAL STAFF

**Head of Department:** Prof C Pienaar, PhD (Human Movement Studies) D. Com.

**Lecturers:** Ms C Lotz, M Tech: Marketing (DUT), B Tech: Marketing (DUT), ND: Marketing (DUT).

Dr S B Hussain, PhD: Marketing (DUT), M Tech: Public Relations (DUT), B Tech: Public Relations (DUT), ND: Public Relations (DUT).

Ms S Currie, Master of Sport Science (UNIZULU), BSc (Hons) Sport Science Biokinetics (UNIZULU), BSc Human Movement Science (UNIZULU).

**Secretary:** Ms S Singh, B Tech: Management (UNISA), ND: Office Management & Technology (UNISA)

## 3. QUALIFICATIONS OFFERED BY THE DEPARTMENT

The following programmes are offered in this department:

Qualification	Qualification Code	Important dates	SAQA NLRD ID
HC: Sport Management Science	HCSMSI	1 <sup>st</sup> Offered January 2017	99614
ND: Sport Management	NDSPMI	Revised structure from Jan 2011	72263
B.Tech: Management (Sport Option)	BTMNSI	1 <sup>st</sup> Offered January 2017	72147

## 4. HIGHER CERTIFICATE: SPORT MANAGEMENT SCIENCE (HCSMSI)

### Purpose of Qualification

The Higher Certificate in Sport Management Science empowers graduates to obtain the necessary knowledge, skills, and practical ability to function within the sport business management environment.

This will be achieved by providing a unique blend of comprehensive knowledge, skills and understanding in management and sport science. Graduates would be competent in analysing and practically applying relevant skills in a global context in the sport industry.



## 4.1 PROGRAMME STRUCTURE (1 YEAR) (HCSMSI)

Code	Modules Offering	Year of Study	Compulsory/ Elective	Assessment Method	SAQA Credits	NATED Credits	Pre-requisite Subjects
PCHN101	Principles of Coaching	1a	C	CA	16	0.131	N/A
SPBA101	Sport Business Administration	1a	C	CA	12	0.097	N/A
CSTN101	Cornerstone 101 (IGE)	1a	C	CA	12	0.094	N/A
CSKS101	Communication Skills	1a	C	CA	12	0.097	N/A
BEEF101	Business Economics: Entrepreneurship & Finance	1a	C	CA	12	0.096	N/A
TPAC101	Teaching Physical Activity to Children	1b	C	CA	16	0.131	N/A
PSMA101	Sport Management 1: Principles of Sport Management	1b	C	CA	12	0.096	N/A
PSMK101	Sport Marketing 1: Principles of Sport Marketing	1b	C	EX	12	0.096	N/A
PJMNI101	Project Management	1b	C	CA	8	0.064	N/A
MPAPI01	Management Principles of Anatomy and Physiology	1b	C	CA	12	0.097	N/A

KEY: All subjects are compulsory.

Assessment Method: Ex=Examination; CA=Continuous Assessment

Year of Study: Numbers indicates the year of study, "a" = Semester 1, "b" =Semester 2 (eg 1b=Year 1, Semester 2)

A pre-requisite subject means this subject must be passed prior to registration for the subsequent subject  
FGE = Faculty General Education Module, IGE = Institutional General Education Module

## 4.2 PROGRAMME INFORMATION

All lectures for the HC: Sport Management Science will be conducted on a full-time basis over a period of one year.

### 4.2.1 Academic Integrity

Refer to the DUT General Rules pertaining to academic integrity G13(1)(o) - covering falsification of academic records, plagiarism and cheating. These will be enforced wherever necessary to safeguard the worthiness of our qualifications, and the integrity of the Faculty of Applied Sciences at DUT.

### 4.2.2 Code of Conduct for Students

A professional code of conduct pertaining to behaviour, appearance, personal hygiene and dress shall apply to all students registered with the Faculty of Applied Sciences, at all times. Refer to Programme Rule 4.3.8 below.

### 4.2.3 Attendance

Students are expected to attend all planned academic activities as these are designed to provide optimal support for the required competency. Students are expected to be punctual for all academic activities. Penalties may be applied for late or poor attendance. Refer to Programme Rule 4.3.9 below.

### 4.2.4 Work Integrated Learning (WIL)

This programme does not include a WIL component.

#### 4.2.5 Assessment and Moderation

Students are expected to work steadily through the period of registration in order to achieve the highest results possible.

- Assessment details are listed under each subject at the back of this handbook.
- Assessments could include a variety of testing methods including, but not limited to, written tests, oral tests, theoretical and/or practical examinations, group work and assignments.
- Assignments must be handed personally to the lecturer who will record their receipt. Late submission will be penalized.
- In the case of a continuous assessment subject (a subject which has no final examination/s or supplementary examination/s) opportunities for reassessment are provided for students who fail assessments. These are stipulated in the relevant study guide.
- Moderation follows the DUT Assessment Policy stipulations.

Refer to Programme Rule 4.3.9 below.

#### 4.2.6 Employment Opportunities

Graduates can enter into careers as Sport Administrator, Sport Coaches, School and Club Sport Coordinators, Sport Event Coordinators, Gym Administrators and Managers, Entrepreneurs, Project Managers and Sport Marketing and Retail.

### 4.3 PROGRAMME RULES

*(Programme rules approved by Senate Rules Comm 2016/10, unless otherwise specified)*

#### 4.3.1 Minimum Admission Requirements

In addition to DUT Rule G7, the following minimum entrance requirements and the selection criteria outlined in 4.3.2 apply for applicants with reference to: -

##### 4.3.1.1 Academic Achievement

In line with the above, the applicants' school leaving academic achievement must comply with the following subject at the stated minimum rating as outlined in the table below:

- A National Senior Certificate (NSC) with endorsement for a certificate; *(Approved by Senate 2017/08)*
- A Senior Certificate (SC) with matriculation exemption; *(Approved by Senate 2017/08)*
- A National Certificate Vocational (NCV) Level 4;

Compulsory Subject/s	NSC	SC		NCV
	Rating	HG	SG	
English	3 (40-49%)	E	D	50%

*(Approved by Senate 2017/08)*

(iv) Scoring System

Applicants must obtain a minimum of 24 points in either the National Senior Certificate (NSC) or the Senior Certificate (SC), as detailed hereunder: -

- National Senior Certificate  
Applicants' National Senior Certificate subject Achievement Levels (AL) will be added to obtain a total of 24 points. No points will be allocated for Life Orientation.

The table example below may be used as a guide to calculate points for the National Senior Certificate (NSC) achievement level.

Subjects	NSC Achievement Level
English	5
Afrikaans	3
Mathematics	3
Geography	4
Business Studies	5
Life Sciences	4
Life Orientation	5
<b>Total AL Score</b>	<b>24 (excl LO)</b>

- Senior Certificate  
Applicants' Senior Certificate symbols allocated points using the equivalent mark allocation listed for Higher Grade and Standard Grade in the table below, eg English symbol C will be converted to 6 on Higher Grade (HG) or 4 on Standard Grade (SG).

SC Symbol	Mark allocated to HG Subjects	Mark allocated to SG Subjects
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2

*(Approved by Senate 2017/08)*

#### 4.3.2 Selection Criteria

In addition to the Minimum Admission Requirements (Rule 4.3.1), the following selection process will determine acceptance into the programme:

- All applicants must apply through the Central Applications Office (CAO).
- Initial shortlisting for selection is based on the applicant's academic performance in Grade 12 (Grade 11 or Grade 12 trial marks will be used for current matriculants).
- Selection will be based on the ranking of applicants who meet the minimum requirements.
- No new applicants will be accepted for registration in the

second semester.

### **4.3.3 Pass Requirements**

In addition to rule G12(1) a sub-minimum of 40% is required for the practical component of all modules in which the semester mark is made up of theory and practical components. These are indicated in Table 4.1 Programme Structure.

### **4.3.4 Progression Rules**

In addition to the DUT Rule G16, and all prerequisite modules as identified in Table 4.1 Programme Structure, the following programme rules apply: -

#### **4.3.4.1 Promotion from Semester 1 to Semester 2**

Students must pass two module to proceed to semester 2.

### **4.3.5 Exclusion Rules**

In addition to DUT Rule G17, a first semester student who fails three or more modules with a final result of less than 40% in each of the failed modules is not permitted to reregister in this programme. Deregistration from any module to the provision of DUT Rule G6.

### **4.3.6 Interruption of Studies**

In accordance with DUT Rule G21A(b), the minimum duration for this programme will be 1 year of registered study and the maximum duration will be 2 years of registered study, including any periods of WIL. Should a student interrupt their studies by more than three (3) years, the student will need to apply to the department for permission to reregister and will need to prove currency of appropriate knowledge prior to being given permission to continue with registration.

### **4.3.7 Code of Conduct**

In addition to the Student Code of Conduct in the DUT General Handbook for Students, and the relevant requirements as stated in the appropriate Study Guides, the following rules apply:

#### **4.3.7.1 Dress Code and Conduct of Students in Practical Laboratory Facilities**

Strict adherence to instructions issued by technical, supervisory or academic staff is required due to the need to ensure effective and safe practice in these facilities. Misconduct or disregard for instructions will be referred to the relevant disciplinary procedure.

### **4.3.8 Attendance and Assessment**

**4.3.8.1** A student who, for any valid reason, is absent from planned academic activity must provide written proof of the reason for the absence to the lecturer concerned, within five (5) working days of returning to the institution in order to be considered for a special assessment.

**4.3.8.2** The DUT Rule G13(3)(a) which refers to special examinations also refers to special assessments set within departments for students who have missed coursework assessments. In these cases, the department will

determine the validity of the student's reason for not taking the assessment, and the nature of the special assessment.

#### **4.3.9 Health and Safety**

Students must adhere to all Health and Safety regulations both while at DUT and in WIL placements. Failure to do so will be treated as a breach of discipline. Refer to the appropriate Health and Safety policies.

#### **4.3.10 General Education Modules**

Students must comply with the University's General Education requirement. This includes the following compulsory standalone General Education module:

- Cornerstone 101 (IGE)

#### **4.3.11 Articulation into the National Diploma: Sport Management**

- (i) Students must have passed the Higher Certificate: Sport Management Science to be considered for articulation into the National Diploma: Sport Management.

**4.3.11.1** In accordance with Rule G9A(1), students will be granted exemptions based on the DUT rules.

### **5. NATIONAL DIPLOMA: SPORT MANAGEMENT (NDSPMI) Purpose of Qualification**

This qualification prepares students to obtain the necessary knowledge and skills in aspects of management, such as event and sporting facility management; marketing and public relations relating to sports events and products; and all aspects of sports coaching. Students learn anatomy and physiology as fundamentals to sport requirements. The practical aspect of exercise and various sports, for individuals and teams, are integrated with the theoretical subjects.

## 5.1 PROGRAMME STRUCTURE (3 YEAR) (NDSPM1)

Code	Subjects Offering	Year of Study	Assessment Method	SAQA Credits	NATED Credits	Pre-requisite Subjects
SPMT101	Sport Management 1	1	Ex	24	0.200	
SPBR101	Sport Public Relations 1	1	Ex	24	0.200	
SPMK101	Sport Marketing 1	1	Ex	24	0.200	
SPMC101	Sport Media and Communication 1	1	CA	30	0.250	
EUCM111	End-User Computing 1 (Module 1)	1a	CA	12	0.100	
SPRS111	Sport and Physical Recreation Studies 1 (Module 1)	1a	Ex	12	0.100	
EUCM121	End-User Computing 1 (Module 2)	1b	CA	12	0.100	
SPRS121	Sport and Physical Recreation Studies 1 (Module 2)	1b	Ex	12	0.100	
SPRS211	Sport and Physical Recreation Studies 2 (Module 1)	2a	Ex	15	0.125	SPRS111 & SPRS121
SPRS221	Sport and Physical Recreation Studies 2 (Module 2)	2b	Ex	15	0.125	SPRS111 & SPRS121
SPMT201	Sport Management 2	2	Ex	30	0.250	SPMT101
SPBR201	Sport Public Relations 2	2	Ex	30	0.250	SPBR101
SPMK201	Sport Marketing 2	2	CA	30	0.250	SPMK101
SPRS301#	Sport and Physical Recreation Studies 3	3	CA	30	0.250	SPRS211 & SPRS221
SPMT301#	Sport Management 3	3	Ex	30	0.250	SPMT201
SPMK301#	Sport Marketing 3	3	CA	30	0.250	SPMK201

**KEY:** All subjects are compulsory.

Assessment Method: Ex=Examination; CA=Continuous Assessment

Year of Study: Numbers 1 to 3 indicates the year of study, "a"= Semester 1, "b"=Semester 2 (eg 2b=Second year, Semester 2)

# These subjects are final level subjects.

A pre-requisite subject means this subject must be passed prior to registration for the subsequent subject

## 5.2 PROGRAMME INFORMATION

All lectures for the ND: Sport Management will be conducted on a full-time basis over a period of three years.

### 5.2.1 Academic Integrity

Refer to the DUT General Rules pertaining to academic integrity G13(1)(o) - covering falsification of academic records, plagiarism and cheating. These will be enforced wherever necessary to safeguard the worthiness of our qualifications, and the integrity of the Faculty of Applied Sciences at DUT.

### 5.2.2 Code of Conduct for Students

A professional code of conduct pertaining to behaviour, appearance, personal hygiene and dress shall apply to all students registered with the Faculty of Applied Sciences, at all times. Refer to Programme Rule 4.3.8 below.

### 5.2.3 Attendance

Students are expected to achieve 100% attendance for all planned academic activities as these are designed to provide optimal support for the required competency. Students are expected to be punctual for all academic activities. Penalties may be invoked for late attendance. Refer to Programme Rule 4.3.9 below.

### 5.2.4 Work Integrated Learning (WIL)

This programme does not include a WIL component.

### **5.2.5 Assessment and Moderation**

Students are expected to work steadily through the period of registration in order to achieve the highest results possible.

- Assessment details are listed under each subject at the back of this handbook.
- Assessments could include a variety of testing methods including, but not limited to, written tests, oral tests, theoretical and/or practical examinations, group work and assignments.
- Assignments must be handed personally to the lecturer who will record their receipt. Late submission will be penalized.
- In the case of a continuous assessment subject (a subject which has no final examination/s or supplementary examination/s) opportunities for reassessment are provided for students who fail assessments. These are stipulated in the relevant study guide.
- Moderation follows the DUT Assessment Policy stipulations.

Refer to Programme Rule 4.3.9 below.

### **5.2.6 Employment Opportunities**

Graduates can enter into careers as Sport Programme Manager, Sport Retail, Coaching Manager, Sport Administrators, Sport Development Officer, Recreation Officer, Sport Coaches, School and Club Sport Coordinators, Fitness Coaches and Fitness Professionals, Sport Event Coordinators, Gym Administrators and Managers, Sport Media Broadcasting.

## **5.3 PROGRAMME RULES**

*(Programme rules approved by Senate Rules Comm wef 2014/10, unless otherwise specified)*

### **5.3.1 Minimum Admission Requirements**

In addition to DUT Rule G7, the following minimum entrance requirements and the selection criteria outlined in 4.3.2 apply for applicants with reference to:-

#### **5.3.1.1 Academic Achievement**

In line with the above, the applicants' school leaving academic achievement must comply with the following subject at the stated minimum rating as outlined in the table below:

- (i) A National Senior Certificate (NSC) with endorsement for a diploma;
- (ii) A Senior Certificate (SC) with matriculation exemption;
- (iii) A National Certificate Vocational (NCV) Level 4 with statutory requirements for a diploma;

Compulsory Subject/s	NSC	SC		NCV
	Rating	HG	SG	
English	4 (50-59%)	E	D	50%
<b>Any one (1) of the following subjects:</b> - Mathematics - Physical Science - Life Science	3	E	D	50%

(iv) Higher Certificate in Sport Management Science (or equivalent).

(v) Scoring System

Applicants must obtain a minimum of 26 points in either the National Senior Certificate (NSC) or the Senior Certificate (SC), as detailed hereunder: -

- National Senior Certificate  
Applicants' National Senior Certificate subject achievement levels (AL) will be added to obtain a total of 26 points. No points will be allocated for Life Orientation (LO).

The table example below may be used as a guide to calculate the points for the National Senior Certificate (NSC) achievement level.

Subjects	NSC Achievement Level
English	6
Afrikaans	3
Mathematics	3
Geography	4
Business Studies	5
Life Sciences	5
Life Orientation	5
<b>Total Score</b>	<b>26 (excl LO)</b>

- Senior Certificate  
Applicants' Senior Certificate symbols allocated points using the equivalent mark allocation listed for Higher Grade and Standard Grade in the table below, eg English symbol C will be converted to 6 on Higher Grade (HG) or 4 on Standard Grade (SG).

SC Symbol	Mark allocated to HG Subjects	Mark allocated to SG Subjects
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2

*(Approved by Senate 2018/11)*



- National Certificate Vocational

Subjects	NCV
English	4 (50 -59%)
<b>Any one (1) of the following subjects:</b> - Mathematics - Physical Science - Life Science	4 (50-59%)

### 5.3.1.2 Admission Requirements based on Work Experience, Age and Maturity; and Recognition of Prior Learning

The DUT Rules G7(3), and G7(8) respectively, will apply.

### 5.3.1.3 Admission of International Students

The DUT's Admissions Policy for International Students and DUT Rules G4 and G7(5) will apply.

International students must meet the equivalent programme minimum entrance requirements as stated above.

### 5.3.1.4 Admission of Students from other Institutions

In addition to the relevant DUT Rules a transferring student will only be accepted if there are places available and the student has met the applicable entrance requirements of the university.

## 5.3.2 Selection Criteria

In addition to the Minimum Admission Requirements (Rule 4.3.1), the following selection process will determine acceptance into the programme:

- All applicants must apply through the Central Applications Office (CAO).
- Initial shortlisting for selection is based on the applicant's academic performance in Grade 12 (Grade 11 or Grade 12 trial marks will be used for current matriculants).
- Selection will be based on the ranking of applicants who meet the minimum requirements.
- Provisional acceptance is given to selected applicants awaiting National Senior Certificate\* (NSC) results. If the final Grade 12 NSC\* results do not meet the minimum entrance requirements, this provisional acceptance will be withdrawn.
- Final selection for placement will be based on results of the above ranking process, as well as available places (refer to DUT Rule G5) \*(or SC / NC(V))

## 5.3.3 Pass Requirements

The DUT Rules G12, G14 and G15 apply.

## 5.3.4 Progression Rules

In addition to the DUT Rule G16, and all prerequisite subjects as identified in

the Programme Structure (4.1), the following programme rules apply:-

#### **5.3.4.1 All Levels of Study**

In order to progress to the next level of study, students must pass a minimum of 2 subjects from the following major subjects:

- Sport Management;
- Sport Marketing;
- Sport and Physical Recreation Studies (comprising both modules)

#### **5.3.5 Exclusion Rules**

In addition to DUT Rule G17, a first year student who fails three or more subjects with a final result of less than 40% in each subject is not permitted to Re-register in this programme. Deregistration from any subjects is subject to the provision of DUT Rule G6.

#### **5.3.6 Interruption of Studies**

In accordance with DUT Rule G21A(b), the minimum duration for this programme will be 3 years of registered study and the maximum duration will be 5 years of registered study, including any periods of WIL. Should a student interrupt their studies by more than three (3) years, the student will need to apply to the department for permission to reregister and will need to prove currency of appropriate knowledge prior to being given permission to continue with registration.

### **5.3.7 Work Integrated Learning Rules**

This programme does not include a WIL component.

### **5.3.8 Code of Conduct**

In addition to the Student Code of Conduct in the DUT General Handbook for Students, and the relevant requirements as stated in the appropriate Study Guides, the following rules apply:

#### **5.3.8.1 Conduct of Students in Practical Facilities**

Strict adherence to instructions issued by technical, supervisory or academic staff is required due to the need to ensure effective and safe practice in these facilities. Misconduct or disregard for instructions will be referred to the relevant disciplinary procedure.

#### **5.3.8.2 Uniforms**

Students must adhere to instructions issued by technical, supervisory or academic staff regarding the specific dress code required during practicals. Non-compliance will result in the student being denied access to the venue.

### **5.3.9 Attendance and Assessment**

**5.3.9.1** A student who, for any valid reason (Refer to Programme Rule 4.3.9.2 below), is absent from a particular practical or test, must provide written proof of the reason for the absence to the lecturer concerned, within five (5) working days of returning to the institution in order to be considered for a special assessment.

**5.3.9.2** The DUT Rule G13(3)(a) which refers to special examinations also refers to special assessments set within departments for students who have missed coursework assessments. In these cases the department will determine the validity of the student's reason for not taking the assessment, and the nature of the special assessment.

### **5.3.10 Health and Safety**

Students must adhere to all Health and Safety regulations both while at DUT and in WIL placements. Failure to do so will be treated as a breach of discipline. Refer to the appropriate Health and Safety policies.

## **6. BACHELORS OF TECHNOLOGY IN MANAGEMENT (SPORT OPTION) (BTMNSI)**

### **Purpose of Qualification**

The course focuses on the professional marketing management of sport and sport science that addresses the challenges of both the African and global sport industry. It aims at providing the student with the knowledge and skills to become a manager in the sport, fitness and wellness industry. The student is empowered with knowledge in sport management, sports marketing and exercise science at local, national and international levels. Commitment to academic excellence as well as an active involvement in sport will facilitate a successful career in sport management.

## 6.1 PROGRAMME STRUCTURE (1 YEAR) (BTMNSI)

Code	Subjects Offering	Year Study	Assessment Method	NATED Credits	NQF Level
MGNT401	Management 4	Annual	Ex	0.250	7
RMMN201	Research Methodology 4	Annual	CA	0.250	7
SPRS401	Sport & Physical Recreation Studies 4	Annual	CA	0.125	7
SPMK401	Sport Marketing 4	Annual	CA	0.125	7
FMSM201	Financial Management for Sport Managers 2	Annual	Ex	0.250	7

**KEY:** All subjects are compulsory.

Assessment Method: Ex=Examination; CA=Continuous Assessment

## 6.2 PROGRAMME INFORMATION

BTech students register full-time and complete the course in one year. The appropriate sequence of registration for the subjects is available from the department.

## 6.3 PROGRAMME RULES

*(Programme rules approved by Senate 2018/11, unless otherwise specified)*

### 6.3.1 Minimum Admission Requirements

- (i) Students must obtain a 60% aggregate or above in their National Diploma: Sport Management.
- (ii) National Diploma: Sport Management OR an equivalent qualification.

### 6.3.2 Selection Criteria

- (i) Selection for placement will be ranked based on academic merit in the National Diploma, the interview and available spaces.
- (ii) Students must apply in writing to the Department of Sport Studies by the end of September each year.

### 6.3.3 Pass Requirements

The DUT Rules G12, G14 and G15 apply.

### 6.3.4 Re-registration Rules

The DUT Rule G16 applies.

### 6.3.5 Exclusion Rules

The DUT Rules G17 and G23A(a)(4) apply.

### 6.4.6 Interruption of Studies

In accordance with Rule G23A(a), the minimum duration for this programme will be 1 year of registered study and the maximum duration will be 2 years of registered study. Should a student interrupt their studies by more than 3 years, the student will need to apply to the department for permission to reregister and will need to prove currency of appropriate knowledge prior to being given permission to continue with registration.

## 7. SERVICED SUBJECTS

The servicing department's rules apply to all serviced subjects. The following subjects are serviced externally to this department.

Servicing Department	Serviced Subject	Subject Code
Centre for General Education	Cornerstone 101 (IGE)	CSTN101
Department of Information Technology	End User Computing 1 Module 1	EUCM111
	End User Computing 1 Module 2	EUCM121
Department of Entrepreneurial Studies and Management	Management IV	MGNT401
	Research Methodology	RMMN201

## 8. SHORT COURSES

The department currently offers various short courses. For more information, please contact the department.

## 9. SUBJECT CONTENT

### 9.1 HIGHER CERTIFICATE: SPORT MANAGEMENT SCIENCE

Students are to read this section in conjunction with the relevant study guides.

#### CORNERSTONE 101 (IGE) (CSTN101)

##### SYLLABUS:

The module content will be developed around the concept of journeys, across time, across space, and across human relationships. The metaphor of the journey will be sustained across the module and will be applied to personal journeys, historical, political, and social journeys, with a specific focus on gender. Each section will draw in issues of ethics, diversity and critical citizenry. The design team may later take a different metaphor or theme, but with the same outcomes and attributes.

The final section of the module will identify and integrate learning from earlier sections, and examine implications for further learning. At each stage of the module, activities such as the weekly reflection and class discussion will involve personal development and build communicative practices. There will be a concluding section in which students will identify their learning and examine the implications for their roles as students, as professionals and as citizens.

##### ASSESSMENT PLAN:

###### Course Mark

Weekly reflections	10%
Tutorial attendance	10%(forfeited if student attends less than 80% of tutorials)
Research Project (major)	36%
Oral presentation	40%
Information Literacy	4%

###### Final Mark

No Examination - Continuous Assessment: 100% year mark

#### PRINCIPLES OF COACHING (PCHN101)

##### SYLLABUS:

Principles of Coaching, 5C's of Coaching, Coaching Plans, Values and Ethics of Coaching, The Coaching Philosophy, Coaches Code of Conduct, Motives for sport participation, The LTPD model, SA Coaching Framework.

##### ASSESSMENT PLAN:

###### Course Mark

2 x Theory test:	60%
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1 x Practical Assignment: 20%

1 x Tutorship Programme: 20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**SPORT BUSINESS ADMINISTRATION (SPBA101)**

**SYLLABUS:**

Introduction to sport business, Sport Governance, Club, Team and association Management & Administration, Fiscal practices in sport Business, Sport and Recreation Program Development and Administration, Tournaments/Competition Operations.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test: 60%

1 x Assignment: 20%

1 x Tutorial Programme: 20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**COMMUNICATION SKILLS (CSKS101)**

**SYLLABUS:**

Small group communication, communicating in today's global business environment. Oral communication, Audience, purpose & register, Academic writing, Application of writing skills; correspondence (letters, email, memo, faxes), Employment procedures, Report writing, Meeting documentation & procedures.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test: 60%

1 x Assignment: 20%

1 x Tutorial Programme: 20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**BUSINESS ECONOMICS: ENTREPRENEURSHIP & FINANCE (BEEF101)**

**SYLLABUS:**

Introduction to Financial Management Procedures, analyse financial Statements, Microeconomics and Macroeconomics in sport, Budgeting, Introduction to entrepreneurship, managing processes of entrepreneurship.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test: 60%

1 x Assignment: 20%

1 x Tutorial Programme: 20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**TEACHING PHYSICAL ACTIVITY TO CHILDREN (TPAC101)**

**SYLLABUS:**

Reasons for sports participation by children, Child Growth and Development, Age and

trainability, Managing children and parents, Child Safety and Protection.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test:	60%
1 x Assignment:	20%
1 x Tutorial Programme:	20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**SPORT MANAGEMENT I: PRINCIPLES OF SPORT MANAGEMENT (PSMA 101)  
SYLLABUS:**

Introduction to Sport Management, Management Functions, Problem Solving and Decision Making, Human Resource Management Process, the Nature of Leadership, Leadership Styles, Organisational Structure.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test:	60%
1 x Assignment:	20%
1 x Tutorial Programme:	20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**SPORT MARKETING I: PRINCIPLES OF SPORT MARKETING (PSMK101)  
SYLLABUS:**

Introduction to sport marketing, Evolution of Marketing, Strategic marketing, Marketing environments, designing a customer driven market strategy, Marketing mix and extended marketing mix, Marketing information systems, Consumer markets.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test:	60%
1 x Assignment:::	20%
1 x Tutorial Programme:	20%

**Final Mark**

Examination: 1 x 2 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

**PROJECT MANAGEMENT (PJMNI01)**

**SYLLABUS:**

Principles of project management, Project management processes, Project resource management, Project costs, scheduling and quality, Risk management, Contractual aspects of project management, Project scope management, Project evaluation.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test:	60%
1 x Assignment:	20%
1 x Tutorial Programme	20%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

## **MANAGEMENT PRINCIPLES OF ANATOMY AND PHYSIOLOGY (MPAP101)**

### **SYLLABUS:**

Introduction to the Management of Anatomy & Physiology, Skeletal System, Muscular System, Cardiovascular System, Pulmonary System, Nervous System.

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test:	60%
1 x Practical Assignment:	20%
1 x Tutorial Programme:	20%

#### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

## **9.2 NATIONAL DIPLOMA: SPORT MANAGEMENT**

Students are to read this section in conjunction with the relevant study guides.

## **END USER COMPUTING I – MODULE 1 (EUCM111)**

### **SYLLABUS:**

**Theory:** Computer Hardware, Computer Software, Operating Systems

**Practical:** Windows Application, Word Processing, Presentation Software

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test:	50%
2 x Practical:	50%

#### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

## **END USER COMPUTING I – MODULE 2 (EUCM121)**

### **SYLLABUS:**

**Theory:** Networks and Internet, Electronic Mail, Using the internet

**Practical:** Excel Software, Database

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test:	50%
2 x Practical:	50%

#### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

## **SPORT MANAGEMENT I (SPMT101)**

### **SYLLABUS:**

Sport Management overview, Non-Profit Organisations, Management Functions, Managing and leading Sport organisations, Human Resources in Sport Management, Leadership and Sport Administration

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test:	60%
2 x Assignment:	40%

#### **Final Mark**



Examination: 1 x 2 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT MANAGEMENT 2 (SPMT201)**

### **SYLLABUS:**

Facility Management, Event Management, Finance, Economics and Budgeting in the Sport Industry, Sport Law / Legal Principles Applied to Sport Management, Sport Agency, Management theory and practice in Sport Organisations, Organisational Structure

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test: 60%

2 x Assignment: 40%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT MANAGEMENT 3 (SPMT301)**

### **SYLLABUS:**

Ethics, Sport Tourism and Tourism Industry, Recreation, International Sport, Controlling for quality and productivity, Solving problems and decision making, Strategic and operational planning.

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test: 60%

2 x Assignment: 40%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT AND PHYSICAL RECREATION STUDIES I – MODULE 1 (SPRS111)**

### **SYLLABUS:**

#### **Anatomy:**

Elements of Human Anatomy, the Skeletal Systems, Muscle Tissues, Principle Skeletal Muscles.

#### **Biomechanics:**

Definition of Terms, Nature of Motion, Nature of Forces, Three Classes of Levers, Concept of Centre of Gravity, Analysis of various types of movement common to sport and exercise.

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test: 60%

2 x Assignment: 40%

#### **Final Mark**

Examination: 1 x 2 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT AND PHYSICAL RECREATION STUDIES I – MODULE 2 (SPRS121)**

### **SYLLABUS:**

#### **Exercise Physiology:**

Basic energy systems in the Human Body, Cardiovascular system during exercise, Respiratory system,

The neuromuscular system of movement, Hormonal regulation during exercise.

**Principles of Coaching and Conditioning:**

Coaching Principles, Physical fitness components, Values and Ethics in Coaching Courses.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test: 60%

2 x Assignment:: 40%

**Final Mark**

Examination: 1 x 2 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

**SPORT AND PHYSICAL RECREATION STUDIES 2 – MODULE 1 (SPRS211)**

**SYLLABUS:**

**Nutrition and Concepts of Physical Fitness:**

Macronutrients and Micronutrients, Optimal Nutrition for Exercise and Sport, Common Nutritional Ergogenic Aids Performance, Common Pharmacological Aids to Performance

**Application of Conditioning:**

Strength and Resistance training, Safety Considerations, Body mechanics and application to physical health, Benefits of physical activity.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test: 60%

2 x Assignment: 40%

**Final Mark**

Examination: 1 x 2 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

**SPORT AND PHYSICAL RECREATION STUDIES 2 – MODULE 2 (SPRS221)**

**SYLLABUS:**

**Sport Psychology:**

The Science of Sport Psychology, Personal factors affecting sport performance, Adapting Coaching Psychology theory to various population, Regulating Stress, Anxiety and Arousal, Coping with sport stress.

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test: 60%

2 x Assignment: 40%

**Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

**SPORT AND PHYSICAL RECREATION STUDIES 3 (SPRS301)**

**SYLLABUS:**

**Sport Psychology:**

Sport Psychology Interventions, Aggression in Sport, and Leadership in Sport Coaching focus, Team Cohesion and Dynamics, Communication and Mentoring Techniques, Applied Exercise Psychology

**Injury Management:**

Definition of Acute & Chronic Injury, Management of Acute & Chronic Injury

Common Injuries related to Sports

### **Exercise Physiology:**

Training the Anaerobic and Aerobic Energy Systems, Training muscles to become stronger, Factors affecting physiological function: The environment and Special Aids to Performance, Body Composition, Obesity, and Weight Control, Exercise, Successful Aging, and Disease Prevention

**Application of Conditioning:** Measurement and interpretation of body composition, Evaluation and Application to physical fitness and health. Physical and Health Fitness and Testing, Sport Injuries, First Aid.

### **ASSESSMENT PLAN:**

#### **Course Mark**

3 x Theory test:	60%
1 x Project:	20%
3 x Assignment:	20%

#### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

## **SPORT PUBLIC RELATIONS I (SPBR101)**

### **SYLLABUS:**

#### **Sport Public Relations Theory**

The Characteristics, Functions and Basic Skills in Sport Public Relations, the Public Relations Programme, Techniques of Sport Public Relations including Sponsorships, Special Events, Corporate Social Responsibility, Exhibitions, Conferences and Seminars, Corporate Image and Corporate Identity.

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test:	60%
2 x Assignment:	40%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT PUBLIC RELATIONS 2 (SPBR201)**

### **SYLLABUS:**

#### **Public Relations Theory:**

Research, Public Relations in Commerce and Industry: Crisis Communication

Public Relations in Non-Profit Organisations: Developing and Supporting Charitable organizations

Public Relations in the Public Sector: SA Government and Protocol for Planning Major Sport Events

Integrating Public Relations with Strategic Management

### **ASSESSMENT PLAN:**

#### **Course Mark**

2 x Theory test:	60%
2 x Assignment:	40%

#### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

## **SPORT MEDIA AND COMMUNICATION I (SPMC101)**

### **SYLLABUS:**

The communication process, Communication contexts, Communication barriers, Written Communication: Business Letters, Memorandums and Meetings and Minutes, News and News

Sources, Print Media, Electronic Media, New Media, Media Relations, Interviewing Techniques, Intercultural Communications, Application of Writing Skills: Short Messages

**ASSESSMENT PLAN:**

**Course Mark**

3 x Theory test: 75%

1 x Assignment: 25%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**SPORT MARKETING I (SPMK101)**

**SYLLABUS:**

Introduction into the Sport Industry, Evolution of Sport Marketing, Marketing Concepts, designing a customer driven market strategy, Organisation and Marketing Strategy, Sport marketing environment, Services marketing mix, Market research and marketing information systems, Consumer markets and behaviour

**ASSESSMENT PLAN:**

**Course Mark**

2 x Theory test: 60%

2 x Assignment: 40%

**Final Mark**

Examination: 1 x 2 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

**SPORT MARKETING 2 (SPMK201)**

**SYLLABUS:**

Foundation of Marketing through Sport, Four domains of Sport Marketing, Marketing through sports, Sponsorship concepts, objectives, and components, Sponsorship foundations, Pre-Event Evaluation, Leveraging techniques, Ambush marketing, Post event success and failure, Venue Naming Rights

**ASSESSMENT PLAN:**

**Course Mark**

3 x Theory test: 75%

1 x Assignment: 12½%

1 x Project: 12½%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**SPORT MARKETING 3 (SPMK301)**

**SYLLABUS:**

Segmentation of the sport consumer markets, Strategic decisions for sport products and the basic product concepts, Sport Promotional Strategies, Understanding the factors that influence pricing and general implementation strategies, Sport Marketing plans

**ASSESSMENT PLAN:**

**Course Mark**

3 x Theory test: 75%

1 x Assignment: 12½%

1 x Project: 12½%

## **Final Mark**

No Examination - Continuous Assessment: 100% year mark

### **9.3 B TECH: MANAGEMENT (SPORT OPTION)**

Students are to read this section in conjunction with the relevant study guides.

#### **MANAGEMENT 4 (MNGNT401)**

##### **SYLLABUS:**

Module A: The process of strategic management, with case studies

Module B: Integrated Management

##### **ASSESSMENT PLAN:**

###### **Course Mark**

1 x Theory test: 50%

2 x Assignment: 50%

###### **Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

#### **RESEARCH METHODOLOGY (RMSP201)**

##### **SYLLABUS:**

The aim and importance of research. Aids in research. Development of the techniques required to conduct a research project. Introduction to the Design of Experiments.

##### **ASSESSMENT PLAN:**

###### **Course Mark**

2 x Theory test: 40%

3 x Assignment: 20%

1 x Project: 20%

1 x Presentation: 20%

###### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

#### **SPORT AND PHYSICAL RECREATION STUDIES 4 (SPRS401)**

##### **SYLLABUS:**

Exercise Physiology and Sports Performance, Field test for Sports Performance, Lifestyle Management Special Population groups – Classifications, Contra-indications, Considerations and Safety

##### **ASSESSMENT PLAN:**

###### **Course Mark**

2 x Theory test: 40%

1 x Project: 20%

1 x Assignment + Practical: 20%

1 x Practical Tes: 20%

###### **Final Mark**

No Examination - Continuous Assessment: 100% year mark

#### **SPORT MARKETING 4 (SPMK401)**

##### **SYLLABUS:**

Trends which will impact on the Sport Marketing Manager over the next 20 years. The impact of Technology on the Sport Marketing Manager and the way s/he does business in the next 10 years. Identify and examine emerging socio-cultural trends in the sport marketing environment and interpret their impact on sport marketing management. An analysis of the South African

demographic landscape and the impact of demographic shifts on the sport marketer, Investigate the Economics of knowledge and technological connectivity. Analyse the current and future state of sport consumerism, discuss the nature of sport communication media to 2020.

**ASSESSMENT PLAN:**

**Course Mark**

3 x Theory test: 75%

2 x Assignment: 25%

**Final Mark**

No Examination - Continuous Assessment: 100% year mark

**FINANCIAL MANAGEMENT FOR SPORT MANAGERS 2 (FM201)**

**SYLLABUS:**

Basic Financial Concepts, Business Structures, Principles of Financial Analysis, Time Value of Money, Capital Structuring, Capital Stocks, Capital Budgeting, Short-Term Financial Management, Inventory and Production Management, Profits and Losses.

**ASSESSMENT PLAN:**

**Course Mark**

3 x Theory test: 75%

3 x Mini Projects: 25%

**Final Mark**

Examination: 1 x 3 hour theory paper

Final Mark: Course Mark (40%) + Examination Mark (60%)

**E&OE**