



DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE



FACULTY OF
APPLIED
SCIENCES

SPORT STUDIES

2021 HANDBOOK

HANDBOOK FOR 2021

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 GI (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:	Mrs Shobana Singh
Tel No:	031 373 6878
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
Facsimile No:	031 373 2720
Email:	031 373 2724
Location:	fas@dut.ac.za
	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).

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

Mr N Neveling, M Tech: Sport & Exercise Technology (TUT), BA: Human Movement Studies, BA (Hons): BioKinetics (UP).

Dr J C Tee, D Phil: Sport Science (UJ), M.Sc. (Med) Exercise Science (WITS), Post-Graduate Certificate in Education (Senior Phase and Further Education and Training) (UNISA); B.Sc. (Med.) (Hons): Exercise Science (UCT), B.Sc. Sport Science (UJ).

Secretary: Mrs 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 st Offered January 2017	99614
ND: Sport Management	NDSPMI	Revised structure from Jan 2011 (Phase out 2019)	72263
Bachelor: Sport Science & Management	BASSMI	1 st Offered January 2020	109085

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
PJMN101	Project Management	1b	C	CA	8	0.064	N/A
MPAP101	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 Higher certificate; *(Approved by Senate 2017/08)*
- A Senior Certificate (SC)
(Approved by Senate 2017/08)
- A National Certificate Vocational (NCV) Level 4;

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

(Approved by Senate 2019/11)

(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
Total AL Score	24 (excl LO)

- Senior Certificate

Applicants' Senior Certificate symbols allocated points using the equivalent mark allocation listed for Higher Grade and Standard Grade in the table below will be added to obtain a total of 24 points.

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 Bachelor of Sport Science and Management

- (i) Students must have passed all 10 modules in either the Higher Certificate: Sport Management Science or the Higher Certificate: Sport Coaching Science at the first attempt in the 1st year of registration, to be considered for articulation into the Bachelor of Sport Science and Management programme. *(Approved by Senate 2020/11)*
- (ii) A maximum of 10% of the available space, as per approved enrolment plan in the Bachelor of Sport Science and Management programme be allocated to students who have graduated from the Higher Certificate programmes.
- (iii) Students will be ranked according to the aggregate mark obtained in the Higher Certificate: Sport Management Science and Higher Certificate: Sport Coaching Science.
- (iv) Students need to apply to the Department by end of September of each year.

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) PHASED OUT IN 2019

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:

- A National Senior Certificate (NSC) with endorsement for a diploma;
- A Senior Certificate (SC) with matriculation exemption;
- 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%
Any one (1) of the following subjects: - 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
Total Score	26 (excl LO)

- 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%)
Any one (1) of the following subjects: <ul style="list-style-type: none">- 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. BACHELOR IN SPORT SCIENCE AND MANAGEMENT (BASSMI)

Purpose of Qualification

The Bachelor of Applied Science in Sport Science and Management empowers graduates to obtain the necessary knowledge, skills and understanding to function within the sport industry. Graduates would be able to display competency in practically applying knowledge in work related activities in a global context within the sport science and management industry. The theoretical underpinnings of this qualification have a core discipline of sport science and the management aspects play a supportive role which allows the student to apply this knowledge base in a practical context. This symbiotic relationship that exists between sport science and management complements one another and will produce a student that is holistically skilled and educated in the fields of sport science and management. In order to meet the ever-changing needs of the sport industry, students will need to understand the scientific principles of human movement before they can manage their clients or teams appropriately – neither the science nor the management can exist without the other if we wish to create a student that is capable of handling the ever challenging needs to this growing industry.

6.1 PROGRAMME STRUCTURE (3 YEARS) (BASSMI)

Module Code	Module Offering	Study Period	NQF Level	SAQA Credits	NATED Credits	C/E*	Pre-Req	Co-Req	Exam*
PRCO101	Principles of Coaching	1a	5	16	0.134	C	Nil	Nil	No
AAK1101	Applied Anatomy & Kinesiology	1a	5	12	0.100	C	Nil	Nil	Yes
SMPS101	Sport Management I: Principles of Sport Management	1a	5	12	0.100	C	Nil	Nil	No
SMCO101	Sport Media Communication	1a	5	8	0.068	C	Nil	Nil	Yes
ICTL101	IGE I - Information and Communication Technology Literacy and Skills	1a	5	8	0.067	C	Nil	Nil	No
CSTN101	Cornerstone 101	1a	5	12	0.094	C	Nil	Nil	No
EXPH101	Exercise Physiology I	1b	5	16	0.135	C	Nil	Nil	No
APCO101	Applied Physical Conditioning I	1b	5	16	0.134	C	Nil	Nil	No
SMSM101	Sport Marketing I: Principles of Sport Marketing	1b	5	12	0.100	C	Nil	Nil	Yes
SMCO101	Sport Media Communication	1b	5	8	0.068	C	Nil	Nil	Yes
NFCO101	National Federation Coaching I	1b	6	8	0.068	C	Nil	Nil	No

TPAC201	Teaching Physical Activity to Children	2a	5	16	0.133	C	Nil	Nil	No
IASC101	FGE 1 – Introduction to Applied Sciences	2a	5	12	0.100	C	Nil	Nil	No
SMLF201	Sport Management 2: Legal & Financial aspects	2a	6	12	0.100	C	Sport Management 1: Principles of Sport Management	Nil	Yes
SPAN201	Sport Anthropology	2a	7	12	0.100	C	Nil	Nil	Yes
APCO201	Applied Physical Conditioning 2	2a	6	12	0.100	C	Applied Physical Conditioning 1	Nil	No
CENG101	IGE 2 – Choice of 1 of the following modules: <ul style="list-style-type: none"> Community Engagement Project Equality and Diversity HIV and communicable diseases in KZN 	2b	6	8	0.067	E	Nil	Nil	No
EQDV101									
HIVD101									
EXPH201	Exercise Physiology 2	2b	6	12	0.100	C	Exercise Physiology 1	Nil	No
SMSE201	Sport Marketing 2: Sport Environment Strategies	2b	6	16	0.133	C	Sport Marketing 1: Principles of Sport Marketing	Nil	Yes
ATIM201	Athletic Injury management	2b	7	12	0.100	C	Nil	Nil	No
NFCO201	National Federation Coaching 2	2b	7	8	0.067	C	National Federation Coaching 1	Nil	No
MOME101	IGE 3 – Choice of 1 of the following modules: <ul style="list-style-type: none"> Management of the Maritime Environment The Entrepreneurial Edge The Global Environment 	3a	6	8	0.067	E	Nil	Nil	No
TENE101									
GENV101									
ASSD101	FGE 2 – Applied Science for Sustainable Development	3a	6	12	0.096	C	Nil	Nil	No
EXPH301	Exercise Physiology 3	3a	7	12	0.096	C	Exercise Physiology 2	Nil	No
SMOS301	Sport Marketing 3: Operation Sport Marketing Strategies	3a	7	8	0.064	C	Sport Marketing2: Sport Environment Strategies	Nil	Yes
SMEF301	Sport Management 3: Event & Facility Management	3a	7	8	0.065	C	Sport Management 2: Legal & Financial Aspects	Nil	Yes
STRE301	Sports Research techniques	3a	7	8	0.065	C	Nil	Nil	Yes
RASS101	FGE 3 – Role of Applied Science in Society	3b	6	12	0.096	C	Nil	Nil	No
SPRP301	Sport Research Project	3b	7	16	0.129	C	Nil	Nil	No
APCO301	Applied Physical Conditioning 3	3b	7	8	0.065	C	Applied Physical Conditioning 2	Nil	No
TESS301	Trends in Exercise and Sport Science	3b	7	12	0.096	C	Nil	Nil	Yes
SPPY301	Sport Psychology	3b	7	8	0.065	C	Nil	Nil	No
RESC301 PERT301 NFCO301	Departmental Elective: Choice of 1 of the following modules: <ul style="list-style-type: none"> Recreational Science Personal Training National Federation Coaching 3 	3b	7	12	0.096		Nil	Nil	
						E	Nil	Nil	Yes
						E	Nil	Nil	No
						E	National Federation Coaching 2	Nil	No
	Minimum Total Credits required to Graduate			364					

6.2 PROGRAMME INFORMATION

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

6.2.1 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.

6.2.2 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 7.3.8 below.

6.2.3 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 7.3.9 below.

6.2.4 Work Integrated Learning (WIL)

This programme does not include a WIL component.

6.2.5 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 7.3.9 below.

6.2.6 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.

6.3 PROGRAMME RULES

(Programme rules approved by Senate Rules Comm 2019/11, unless otherwise specified)

6.3.1 Minimum Admission Requirements

In addition to DUT Rule G7, the following minimum entrance requirements and the selection criteria outlined in 7.3.2 apply for applicants with reference to: -

6.3.1.1 Academic Achievement

In line with the above, applicants' academic achievement must comply with one of the following:-

- (i) a National Senior Certificate (NSC) with endorsement for degree entry with the following subjects at the stated minimum ratings;
(Approved by Senate 2019/11)
- (ii) a Senior Certificate is matriculation exemption with the following subjects at the stated minimum ratings *(Approved by Senate 2019/11)*
- (iii) a National Certificate (Vocational) Level 4 with statutory requirements for a degree entrance and the following subjects at the stated minimum ratings *(Approved by Senate 2019/11)*

Compulsory Subjects	NSC	SC		NCV
	Rating	HG	SG	
English	4	D	B	60%
Mathematics	4	D	B	60%
Physical Science or Life Sciences	4	D	B	70%
Any three (3) compulsory vocational subjects				70%

; or

6.3.1.2 A Higher Certificate in Sport Management Science; or

6.3.1.3 A Higher Certificate in Sport Coaching Science.

(iv) Scoring System

In addition to the requirements in item 7.3.1.1 above, applicants must obtain a minimum of 28 points in either the National Senior Certificate (NSC) or the Senior Certificate (SC) or National Certificate Vocational (NCV) as detailed hereunder: -

- National Senior Certificate

Applicants' National Senior Certificate subject achievement levels (AL) of six subjects, which shall include the compulsory subjects, must be added together to obtain a minimum score of at least 28

points. No points will be allocated for Life Orientation.

- **Senior Certificate**
Applicants' Senior Certificate symbols shall be converted to a points format and totalled using the equivalent mark allocation listed for Higher Grade and Standard Grade in the table below:-

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

(Approved by Senate 2019/11)

- **National Certificate Vocational**
Applicants' NCV Level 4 symbols will totalled to obtain a minimum score of at least 28 points.

6.3.2 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.

6.3.3 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 7.1 Programme Structure.

6.3.4 Progression Rules

In addition to the DUT Rule G16, and all prerequisite modules as identified in Table 7.1 Programme Structure, the following programme rules apply: -

6.3.5 Exclusion Rules

In addition to DUT Rule G17, a student in their first year of studies who fails 50% plus one of the modules with an average of less than 40% in each of the

failed modules is not permitted to reregister in this programme. Deregistration from any modules is subject to the provision of DUT Rule G6A.

6.3.6 Interruption of Studies

The DUT Rule G6B pertaining to interruption of studies will apply.

6.3.7 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:

6.3.7.1 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.

6.3.8 Attendance and Assessment

6.3.8.1 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.

6.3.8.2 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.

6.3.9 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.

6.3.10 Institutional General Education Modules - IGE

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

- Cornerstone 101
- Information and Communication Technology Literacy and Skills (IGE 1)

The following Electives in the Institution General Education modules will include:

IGE 2 – Choice of 1 of the following modules:

- Community Engagement Project
- Equality and Diversity
- HIV and communicable diseases in KZN

IGE 3 – Choice of 1 of the following modules:

- Management of the Maritime Environment
- The Entrepreneurial Edge
- The Global Environment

6.3.11 Faculty General Education Modules - FGE

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

- FGE 1 – Introduction to Applied Sciences
- FGE 2 – Applied Science for Sustainable Development
- FGE 3 – Role of Applied Science in Society

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
	Information & Communication Technology Literacy & Skills	ICTL101
	The following IGE 2 & IGE 3 electives: <ul style="list-style-type: none">• Community Engagement Project• Equality and Diversity• HIV and communicable diseases in KZN• Management of the Maritime Environment• The Entrepreneurial Edge• The Global Environment	CENG101 EQDV101 HIVD101 MOME101 TENE101 GENV101
Department of Information Technology	End User Computing 1 Module 1	EUCM111
	End User Computing 1 Module 2	EUCM121

8. SHORT COURSES

The department will not be offering short courses in 2021.

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 test:	60%
1 x Project:	20%
1 x Tutorship Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project:	20%
1 x Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project:	20%

1 x Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project: 20%

1 x Tutorial Programme 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project: 20%

1 x Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project: 20%

1 x Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project:	20%
1 x Tutorial Programme:	20%

Final Mark

Examination: 1 x 2 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project:	20%
1 x Tutorial Programme	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 Project:	20%
1 x Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

9.2 NATIONAL DIPLOMA: SPORT MANAGEMENT (PHASE OUT 2019)

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

END USER COMPUTING I – MODULE I (EUCMI11)**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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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%)

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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%)

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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%)

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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

2 x Theory test: 60%

1 x Assignment: 40%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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%)

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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%)

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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%)

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

9.3 BACHELOR OF SPORT SCIENCE AND MANAGMENT

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

INSTITUTIONAL GENERAL EDUCATION MODULE (IGE)

CORNERSTONE 101 (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%

Final Mark

No Examination - Continuous Assessment: 100% year mark

Assessment Plan is subject to change due to the COVID'19 pandemic*INSTITUTIONAL GENERAL EDUCATION MODULE****IGE 1 – INFORMATION AND COMMUNICATION TECHNOLOGY LITERACY AND SKILLS (ICTLI01)****SYLLABUS:**

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

ASSESSMENT PLAN:*Course Mark**

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

Assessment Plan is subject to change due to the COVID'19 pandemic*INSTITUTIONAL GENERAL EDUCATION MODULE****IGE 2****COMMUNITY ENGAGEMENT PROJECT (CENG101)****SYLLABUS:**

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

ASSESSMENT PLAN:*Course Mark**

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

Assessment Plan is subject to change due to the COVID'19 pandemic*IGE 2****EQUALITY AND DIVERSITY (EQDVI01)****SYLLABUS:**

The purpose of this module is to enable students to appreciate diversity in self, others and society, and to participate in the development of equality and mutual respect in their communities.

The module aims to help students think critically, develop values, understand traditions, respect diverse cultures and opinions, and most importantly, put that knowledge to use. There will be no examination for this module. The learning outcomes will be assessed by means of:

ASSESSMENT PLAN:*Course Mark**

Attendance: 10% (forfeited if student attends less than 80% of classes)

Online Discussion Participation: 10%

2 x Assignment: 80% (40% per assignment)

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

INSTITUTIONAL GENERAL EDUCATION MODULE

IGE 2

HIV AND COMMUNICABLE DISEASES IN KZN (HIVD101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

INSTITUTIONAL GENERAL EDUCATION MODULE

IGE 3

MANAGEMENT OF THE MARITIME ENVIROMENT (MOME101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

INSTITUTIONAL GENERAL EDUCATION MODULE

IGE 3

THE ENTREPRENEURIAL EDGE (TENE101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

INSTITUTIONAL GENERAL EDUCATION MODULE

IGE 3

THE GOBAL ENVIRONMENT (GENV101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

ASSESSMENT PLAN:*Course Mark**

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

FACULTY GENERAL EDUCATION MODULE**FGE 1 – INTRODUCTION TO APPLIED SCIENCES (IASC101)****SYLLABUS:**

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

ASSESSMENT PLAN:*Course Mark**

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

FACULTY GENERAL EDUCATION MODULE**FGE 2 – APPLIED SCIENCE FOR SUSTAINABLE DEVELOPMENT (ASSD101)****SYLLABUS:**

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

ASSESSMENT PLAN:*Course Mark**

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

FACULTY GENERAL EDUCATION MODULE**FGE 3 – ROLE OF APPLIED SCIENCE IN SOCIETY (RASS101)****SYLLABUS:**

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

ASSESSMENT PLAN:*Course Mark**

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

APPLIED ANATOMY AND KINESIOLOGY (AAK1101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

APPLIED PHYSICAL CONDITIONING I (APCO101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

APPLIED PHYSICAL CONDITIONING 2 (APCO201)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

APPLIED PHYSICAL CONDITIONING 3 (APCO301)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

EXERCISE PHYSIOLOGY 1 (EXPH101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

EXERCISE PHYSIOLOGY 2 (EXPH201)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

EXERCISE PHYSIOLOGY 3 (EXPH301)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

NATIONAL FEDERATION COACHING I (NFCO101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

NATIONAL FEDERATION COACHING 2 (NFCO201)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

PRINCIPLES OF COACHING (PRCO101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT MEDIA COMMUNICATION (SMCO101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project: 40%

Tutorial Programme: 20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT MANAGEMENT I: PRINCIPLES OF SPORT MANAGEMENT (SMSP101)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test: 40%

2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT MANAGEMENT 2: LEGAL AND FINANCIAL ASPECTS (SMLF201)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT MANAGEMENT 3: EVENT AND FACILITY MANAGEMENT (SMEF301)

SYLLABUS:

Introduction to Sport Management, the Management Functions, Planning, Organizing, Leading, Control, the Human Resource Management Function

***ASSESSMENT PLAN:**

Course Mark

1 x Test:	40%
2 x Project:	40%
Tutorial Programme:	20%

Final Mark

No Examination - Continuous Assessment: 100% year mark

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT MARKETING 1: PRINCIPLES OF SPORT MARKETING (SMSM101)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test:	60%
Student Participation:	40% (Participation in a structured tutorial programme, e-Learning and formative assessments)

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT MARKETING 2: SPORT ENVIRONMENT STRATEGIES (SMSE201)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing

strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT MARKETING 3: OPERATION SPORT MARKETING STRATEGIES (SMSE201)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

ATHLETIC INJURY MANAGEMENT (ATIM201)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT ANTHROPOLOGY (SPAN201)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

TEACHING PHYSICAL ACTIVITY TO CHILDREN (TPAC201)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT ANTHROPOLOGY (SPAN201)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT PSYCHOLOGY (SPPY301)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORT RESEARCH PROJECT (SPRP301)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

SPORTS RESEARCH TECHNIQUES (STRE301)**SYLLABUS:**

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

TRENDS IN EXERCISE AND SPORT SCIENCE (TESS301)**SYLLABUS:**

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

DEPARTMENT ELECTIVE: CHOICE OF 1 OF THE FOLLOWING MODULES:**NATIONAL FEDERATION COACHING 3 (NFCO301)****SYLLABUS:**

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

PERSONAL TRAINING (PERT301)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

RECREATION SCIENCE (RESC301)

SYLLABUS:

Introduction into the sporting industry, Evolution of marketing, Organisation and marketing strategy, 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 Test: 60%

Student Participation: 40%

Final Mark

Examination: 1 x 3 hour theory paper

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

***Assessment Plan is subject to change due to the COVID'19 pandemic**

E&OE