

# COURSE CONTENT

## Postgraduate Diploma in Management in Sport Management

### **BUS4035 Q/R INTRODUCTION TO SPORT MANAGEMENT**

18 NQF credits at NQF level 8

**Convener:** D. Maralack

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Sport Management or by approval of the PGDip Convenor.

#### **Course aim and outline:**

This course contributes to the Postgraduate Diploma in Management in Sport, focusing on the factors specific to sport that increase effectiveness as a manager. The course contributes to understanding the context within which organisations operate and how systems, people and finances are managed in response to competing demands.

Objectives of the Introduction to Sport Management course include: (a) critically examining the meaning and value(s) of sport to individuals and society; (b) providing an overview of the international sport landscape, its operations and successes of sport organisations and events; (c) critical reflections on sport policies and strategies at global, national, provincial and local levels; (d) providing foundational knowledge for scientific thinking and the role of strategy, data management and science in sport. The student will be challenged, through readings and case studies, to understand how managers think and approach a challenge. Students will use various research methodologies, science, technology, and sports information to understand and seek to improve sport in South Africa, Africa and globally.

Students will be challenged to balance key theoretical and conceptual approaches with practical applications.

**DP requirements:** Attendance of all tutorials and submission of all assignments as indicated in the course outline to be distributed at the beginning of the course.

**Assessment:** Tutorials and assignments 70%, Final assessment 30%.

**Contact time per week:** 4 hours

## **BUS4000 Q/R INTRODUCTION TO APPLIED MARKETING, FINANCE AND COMMUNICATION FOR BUSINESS**

18 NQF credits at NQF level 8

**Convener:** P. Broster

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Business Communication, Entrepreneurship, Marketing or Sport Management or by approval of the Course or Programme Convenor.

### **Course aims and outcomes:**

This course aims to introduce the students to concepts and practices that are foundational to the management principles and processes employed in modern business enterprises. These principles and practices aim to build the foundational competencies that all applied management students require irrespective of their diploma specialisations by focusing on Marketing, Finance and Business Communication. This course is designed to support students to complete a capstone assessment that shows integration and application of principles and practices of all three key focus areas.

## **BUS4039 Q/R SPORT MANAGEMENT IN PRACTICE**

18 NQF credits at NQF level 8

**Convener:** D. Maralack

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Sport Management or by approval of the PGDip Convenor.

### **Course aim and outline:**

The course aims to give students an appreciation of how sport theory is applied practically within the sport environments. Students will gain an understanding of processes required to grow a sport, identify and nurture talent, improve the overall performance of organisations, teams and individuals and ultimately improve sport at elite and community levels.

The course will cover a broad range of topics that a sport manager will encounter in the industry. This will include applications of strategic thinking and management, business strategy, leadership, managing high-performance athletes and teams, sport development and sport for development, social entrepreneurship, coaching and development, and risk management safeguarding. Many of the inputs are industry-based and practical applications and will be presented by academics and industry leaders.

Students will be challenged to balance key theoretical and conceptual approaches with practical applications.

**DP requirements:** Attendance of all tutorials and submission of all assignments as indicated in the course outline to be distributed at the beginning of the course.

**Assessment:** Coursework 70%, Final assessment 30%.

**Contact time per week:** 4 hours

## **BUS4040 Q/R SCIENCE OF SPORT**

18 NQF credits at NQF level 8

**Convener:** D Maralack

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Sport Management or by approval of the PGDip Convener.

### **Course aims and outline:**

The course provides students with a holistic understanding of core scientific approaches to sport management. Students will develop a broad understanding of the ways in which disciplines such as research and science, physiology, sports medicine, human movement, biomechanics, sports nutrition, high performance, performance analysis, and monitoring are connected and how these disciplines impact sport management.

Students will apply a scientific methodology to exercise and sport and, in particular, focus on managing, analysing, and monitoring sports performance.

Students will be able to engage with the physiology of athletes (muscle, cardiovascular system, genetics, metabolism, and neurophysiology), the principles of training for fitness, injury and rehabilitation (adaptation and de-adaptation; team monitoring and fatigue management over a season). Students will engage with debates in sports nutrition, performance enhancement in sport (supplements, banned substances, anti-doping protocols) and mental approach to physical performance.

Students will be exposed to tools for analysis and monitoring of performance to enable them to effectively manage sports teams, elite athletes, and individuals seeking to improve their health and fitness. DP requirements: Attendance of all tutorials and submission of all assignments as indicated in the course outline to be distributed at the beginning of the course.

**Assessment:** Coursework 70%, Final assessment 30%.

**Contact time per week:** 4 hours

## **BUS4041 Q/R SPORT ADMINISTRATION AND BUSINESS**

18 NQF credits at NQF level 8

**Convener:** D Maralack

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Sport Management or by approval of the PGDip Convenor.

### **Course aim and outline:**

The course will provide students with theoretical and practical appreciation of administration, governance, business and finance principles within sports-related organisations. Students will be exposed to the different specialist sports management disciplines across law, development, marketing, marketing research, the major business and related components of sport, and specifically how funds are raised, managed and circulated within the industry. The key governance, policy and economic drivers in the sports industry will be explored, aiming to create effective and efficient sports clubs, institutions, events and sports development programmes.

The course will enable students to apply general administration methodologies in different organisation types (South African Sports Confederation and Olympic Committee, national federations, tertiary institutions, professional teams, and fitness and recreation organisations). These methodologies will help analyse sports policies and systems and contribute to the students' ability to critically assess various sport governance systems, sport finance structures and apply the principles of law to ameliorate risks in sports. Practical exposure will be provided to students to appreciate the general principles of sports facilities management, competition management, various sports development systems (designing and managing mass participation programmes, life-skills programmes), sport marketing and marketing research, and applications of broadcasting, sponsorship, media, public relations, event management and sport tourism management in the sports industry. DP requirements: Attendance of all tutorials and submission of all assignments as indicated in the course outline to be distributed at the beginning of the course.

**Assessment:** Coursework 70%, Final assessment 30%.

**Contact time per week:** 4 hours

## **BUS4094 Q/R EVENTS MANAGEMENT**

18 NQF credits at NQF level 8

**Convener:** A. Meadows

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Business Communication, Entrepreneurship, Marketing or Sport Management or by approval of the Course or Programme Convenor.

### **Course aim and outline:**

This course covers the key elements of successful events management and focuses on core theories, best practice and strategic management application in a range of events. Students will develop both the theoretical understanding and practical skills to meet global standards in the organisation and execution of events from start to finish.

Events management examines in detail the requirements of managing an event of any size and requires students to learn about the strategic alignment of events and the optimal design, administration and marketing of events. Topics include risk, bidding, project management, financial management, sustainability design, marketing, and sponsorship.

**Assessment:** Coursework 50%, Final assessment 50%.

**Contact time per week:** 3 hours

## **BUS4112 T SPECIALISED TOPICS IN SPORT MANAGEMENT**

18 NQF credits at NQF level 8

**Convener:** D. Maralack

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Business Communication, Entrepreneurship, Marketing or Sport Management or by approval of the Course or Programme Convenor.

### **Course aim and outline:**

This course aims to help students to engage with a specialised topic in the sports management discipline. Students are exposed to research methods and are required to understand key concepts and analytical tools and write a research report of 7 500 words on a relevant topic in a sports discipline.

**DP requirements:** Students are required to achieve a minimum of 50% for the coursework component.

**Assessment:** Coursework and research proposal 50%, Research report 50%

**Contact time per week:** 3 hours

## **BUS4113 T RESEARCH PROJECT IN SPORT MANAGEMENT**

18 NQF credits at NQF level 8

**Convener:** D. Maralack

HEMIS Course Level: 44 NQF Level 8 (non-res)

**Course entry requirements:** Registration for the Postgraduate Diploma in Management in Business Communication, Entrepreneurship, Marketing or Sport Management or by approval of the Course or Programme Convenor.

### **Course aim and outline:**

This is the final capstone phase of the Postgraduate Diploma, in which the student submits a research project of 12 000 – 15 000 words. The research project should demonstrate the student's ability to apply the material covered in the Postgraduate program to a concrete sports management or development problem. It is desirable, although not required that the research project address a sports problem linked to the student's work experience.

**DP requirements:** Students are required to achieve a minimum of 50% for the coursework component.

**Assessment:** Final submission of research project 100%

**Contact time per week:** 3 hours