

diploma in sport management

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

course description

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

- explain the benefits of physical activity and conduct risk screening
- plan and conduct a sport event
- provide for health and safety in a sport environment
- manage disabilities in a sport environment
- manage a sport team on tour
- manage athlete public relations and media liaison
- understand good governance in sport as well as sport law
- manage a corporate wellness programmes
- demonstrate knowledge of sport marketing and sport tourism
- demonstrate knowledge of business management and customer care
- work with talent identification and athlete development programmes

specialisations

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

course modules

first year

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

second year

1. Talent Identification and development
2. Leadership
3. Wellness programmes
4. Sport marketing, sponsorships and Public relations
5. Sport law and athlete representation

