

# diploma in sport and recreation management

LEARN MORE



# about this programme



360 Credits,  
NQF Level 6  
SAQA ID: 97237

This diploma programme will appeal to those with an interest in the world of sport development and physical education in the context of sport and recreation business management, sport marketing and public relations as well as event management and its administration processes.

The programme includes human capital management and volunteer management, giving insight into the management of individuals and teams in a range of sport and recreation contexts. With community sport development as an outcome, you also learn about physical education, ensuring the ability to plan, implement and manage physical education programmes in schools and communities.

In the final year you choose from electives such as sport skills development, sport business development or sport marketing. You are also placed in internships that provide the experiential learning needed for sport and recreation management.



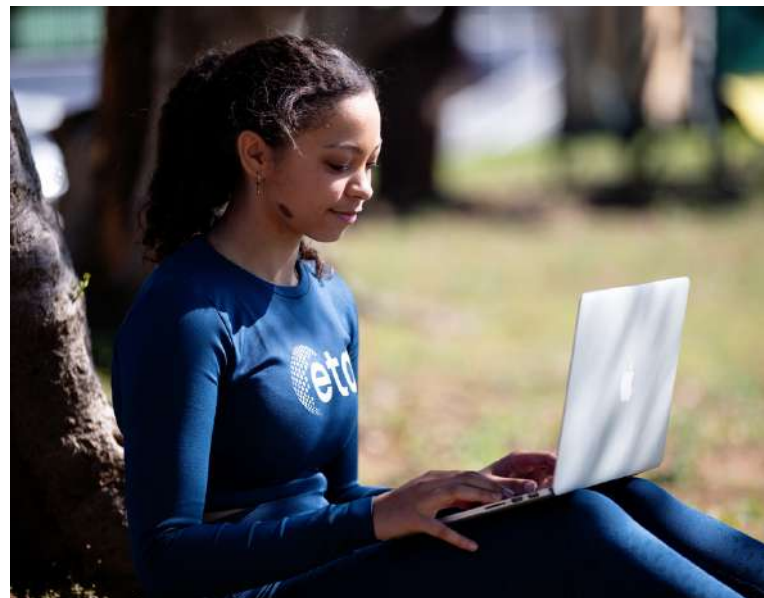
3 years



Assessment is both theory and practical.



Our learning environment is technology driven so you will need to bring a laptop to class.

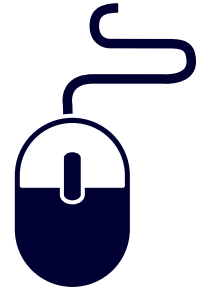


**REGISTER NOW**



# technical requirements

eta Connect



You must have your own device, especially a laptop. If you do not have your own laptop or PC, these are available for you when on campus.

## USING A MOBILE DEVICE:

The learning activities and content of our programmes require that the primary device that you will use should be a desktop computer and/or a laptop computer. Although you may find it beneficial to use a mobile device like a smartphone or a tablet when you are “on the move” to quickly access your programme, mobile devices are not considered sufficient to meet the technical requirement of our programmes. There are computers available at each campus to assist you on your eta journey.



Own data is essential if you work off-campus. Wifi is free on campus and can be accessed before, during and after classes.



eta provides study spaces with devices and wifi.  
eta has a no-homework policy so you can complete your studies while on campus.



Access to all learning resources, library books and journals are included in eta tuition fees.

**PLEASE REFER TO OUR LEARNER  
MANAGEMENT GUIDE TO  
READ MORE DETAILS**

**DOWNLOAD GUIDE**



# fee breakdown (Y1)

Registration fee:  
R1500 (forms part of  
the total fee)



## EARLY BIRD

R54 500

(total fee due end of December 2022)



## UPFRONT

R56 500

(total fee due end of January 2023)



## TERM PAYMENTS

R60 500

(total fee due over 4 payments)

1

### Term 1

R 13 625 (31st Jan)

2

### Term 2

R 15 125 (7th April)

3

### Term 3

R 15 125 (7th July)

4

### Term 4

R 15 125 (7th Oct)

# admission requirements



## Admission to Diploma, NQF Level 6

The minimum requirement for admission to Diploma programmes is either:

- A National Senior Certificate (NSC) with Diploma admission with minimum of 30% in English, coupled with an achievement rating of 3 (moderate achievement 40-49% or better in four recognised NSC 20-credit subjects).
- A National Certificate Vocational (NCV). A student must (a) achieve at least 50% in three fundamental subjects including the language of learning and teaching in the higher education institution, (b) achieve at least 60% in the three compulsory vocational subjects.
- A Senior Certificate (SC) (with relevant endorsement) or equivalent. A Further Education and Training Certificate (NQF 4) in a cognate field e.g. fitness, coaching or sport administration.
- A Higher Certificate or Advanced Certificate in a cognate field.

# programme accreditation

Exercise Teachers Academy PTY Limited (trading as eta College) is registered as a private higher education institution in terms of Section 54 (1) (c) of the Higher Education Act, 1997 (Act No. 101), and Regulation 16 (4) (a) of the Regulations for Registration of Private Higher Education Institutions, 2002.

This NQF level 6 Learning programme is accredited by the Council on Higher Education (CHE). The qualification it achieves is registered on the Higher Education Qualifications Sub Framework.

# recognition of prior learning (RPL)



RPL emerges from a global demand to increase access to higher education. RPL policies encourage providers to develop systems that enable the recognition of learning, allowing previously disadvantaged people, for whatever reason, to be able to have access to a learning pathway in higher education. The RPL driving force is social justice and fairness, so no-one should be excluded from higher education. At eta College, RPL can enable access to a qualification that allows you to work in the fast-growing sport and fitness sector, where competent employees are critical for the growth of the profession (Skills Development Act, 1998, Skills Development Amendment Act, 2008).

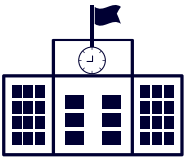
There are different types of RPL, which includes the following:

- RPL for Access process which is specifically designed for those students who have not been able to meet the minimum requirements for access.
- If you have prior formal learning in credit-bearing modules or a completed qualification, it is possible for such credits to be recognised and for you to be exempt from learning you have already completed.
- If you are someone of advanced standing and did not complete a Matric (NSC) or your results were not sufficient to access higher education in the past, your work and life experience may enable you to access higher learning now.
- If you have relevant and recent work experience that matches the learning in the qualification you want, it is possible for your knowledge and skills to be recognised and to access a higher education pathway. You may even be exempt from some modules if your work experience has given you the right level of knowledge and skills.

[LEARN MORE](#)



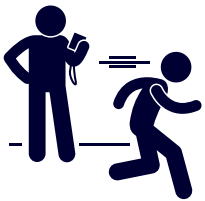
# how will this qualification help differentiate you?



You would like to manage a sport or fitness facility with appropriate marketing plans, operational procedures and resource management.



You currently work at a sport facility and would like the ability to manage a sport tournament and implement a volunteer strategy to achieve event outcomes.



You see yourself co-ordinating athlete and team support, including sports team logistics, public relations and media liaison.

## **AFTER COMPLETING THIS PROGRAMME YOU'LL BE CONFIDENT IN YOUR ABILITY TO:**

- Manage a sport tournament.
- Co-ordinate athlete and team support.
- Manage a sport or fitness facility.
- Apply administration and business management skills.
- Engage in community sports development.
- Conduct sports-specific marketing strategies.

# what will you learn on this programme?

## YEAR 1

### **COURSE CATEGORY 1**

#### **SPORT AND RECREATION STUDIES**

Introduction to Sport and Recreation Studies

Recreation and Leisure Studies

### **COURSE CATEGORY 2**

#### **SPORT AND RECREATION BUSINESS AND MANAGEMENT STUDIES**

Introduction to Business and Financial  
Management

Financial and Business Development of Sport  
Structures

Human Capital Management in Sport and  
Recreation

### **COURSE CATEGORY 3**

#### **MARKETING AND PUBLIC RELATIONS**

Principles of Sport Marketing

Event Marketing and Public Relations

### **COURSE CATEGORY 4**

#### **EVENT AND PROJECT MANAGEMENT**

Introduction to Event Management

Team Tour Logistics and Sport Tourism

### **COURSE CATEGORY 5**

#### **SPORT AND EXERCISE SCIENCE**

Principles of Physical Movement and Applied Exercise  
Science





# what will you learn on this programme?

## **COURSE CATEGORY 6**

### **SPORT SOCIOLOGY**

Introduction to Sport Sociology

## **COURSE CATEGORY 7**

### **SPORT INFORMATICS**

Introduction to Sport informatics

## **YEAR 2**

### **COURSE CATEGORY 1**

#### **SPORT AND RECREATION STUDIES**

Sport Organisation and Administration

Sport Talent Management and Presentation

### **COURSE CATEGORY 2**

#### **SPORT AND RECREATION**

#### **BUSINESS AND MANAGEMENT STUDIES**

NGO and NPO Management

Health and Wellness Programme

Experiential Work and Project Based Learning

### **COURSE CATEGORY 3**

#### **MARKETING AND PUBLIC RELATIONS**

Community marketing and Market Research

Corporate Marketing and Sponsorships

### **COURSE CATEGORY 4**

#### **EVENT AND PROJECT MANAGEMENT**

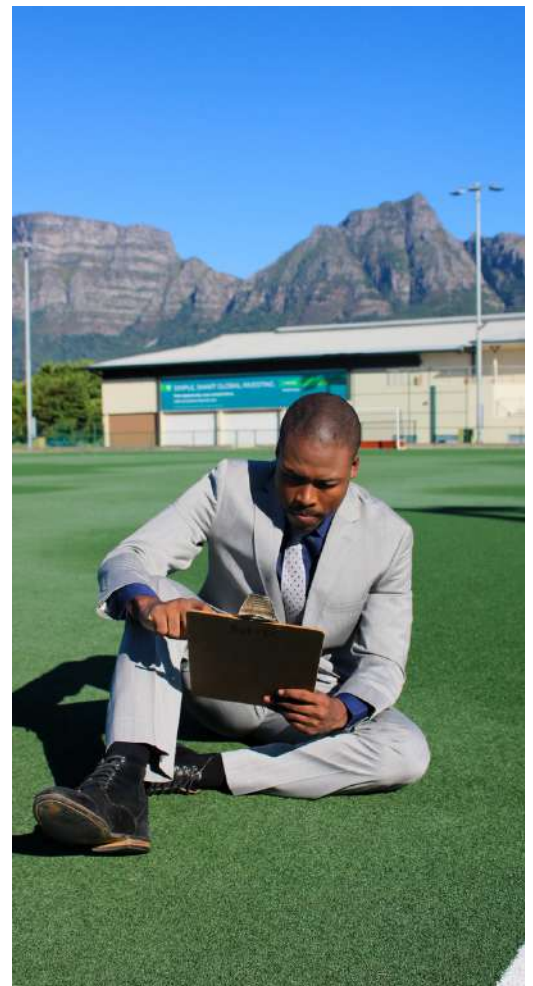
Social Sport Development Programmes

Sport Development and Long Term Participant Development

### **COURSE CATEGORY 5**

#### **SPORT AND EXERCISE SCIENCE**

Physical Education and Talent Identification



# what will you learn on this programme?

## **COURSE CATEGORY 6**

### **SPORT SOCIOLOGY**

Psycho-Social and Cultural Dynamics

## **COURSE CATEGORY 7**

### **SPORT INFORMATICS**

Project Management, Database Management  
and Social Networks

## **YEAR 3**

### **COURSE CATEGORY 1**

#### **SPORT AND RECREATION STUDIES**

Students must choose two electives:

Master Sport Plans

SRS Internship and Work Placed Learning

Capstone Research Project

Facility Management

Sport Market Research

School Sport and Physical Education

Development and Management

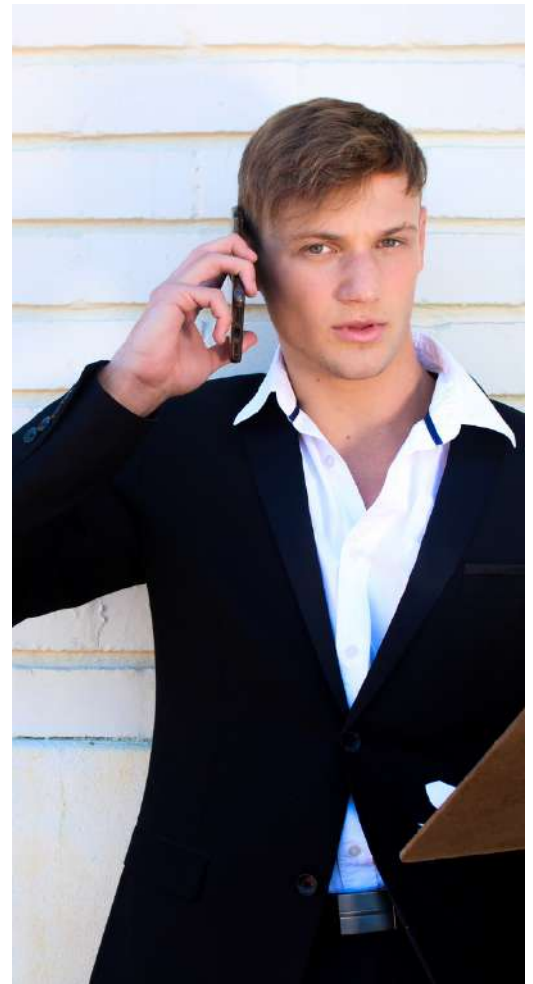
### **COURSE CATEGORY 2**

#### **SPORT AND RECREATION**

#### **BUSINESS AND MANAGEMENT STUDIES**

Advanced Sport Business Development and  
Strategies

Internship and Work Placed Learning



# why study at a campus?

- Qualified Academic Instructors
- Scheduled sessions
- Exposure to industry professionals through the campus
- Technologically mediated teaching
- Superior facilities
- Opportunity to make friends
- Guided practical sessions
- Resource centre
- In-class feedback
- Attend a graduation
- Access to eta Connect (Learning Management System)
- Access to e-library (eBooks, journals, articles and so much more)
- Access to Office 365 account
- Industry-ready when qualified



# what career can you go into once you are qualified?

The programme allows you entry into the sport, recreation and fitness industry.

- Project developer
- Sport or recreation event developer
- Sport promotions manager
- Facility developer or manager

## Who will hire you?

- Schools
- Sports Clubs and Recreation Centres
- Self employment – as a business owner and entrepreneur

**THIS SOUNDS PERFECT  
FOR MY CAREER**

**I'M READY TO REGISTER**



# NOT QUITE WHAT YOU'RE LOOKING FOR?

Other students found the following programmes relevant to their career goals:

BACHELOR OF  
MANAGEMENT  
IN SPORT AND  
LEISURE



DIPLOMA IN  
SPORT AND  
EXERCISE



HIGHER  
CERTIFICATE  
IN  
FITNESS



## CONTACT US:

Complete an online enquiry form

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