



eta

Bachelor of Management in Sport and Leisure

LEARN MORE

SCHOOL OF BUSINESS

Enter the ever changing world of sport and leisure

about this programme



360 Credits,
NQF Level 7
SAQA ID: 112053

This Bachelor of Management in Sport & Leisure programme emphasises the theories and principles of business management and how they are applied to the commercial worlds of sport and leisure.

The programme has a strong emphasis on leadership, emotional intelligence and communication, ensuring you of the knowledge and skills needed to lead and manage others.

Sport and Leisure studies include subjects like sports law, sport sociology, legal and ethical issues in sport, sport development and transformation. In your final year you can choose exciting electives such as sport commentary, sport reporting, sport tourism, event management, athlete representation or facility 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



Students must have their own device, especially a laptop.

WORD OF CAUTION:

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 students 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 likes to work on a no-homework policy so students can complete their studies on campus.



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

PLEASE REFER TO OUR LEARNER MANAGEMENT GUIDELINE TO READ MORE DETAILS

VIEW GUIDELINE HERE



fee breakdown (Y1)

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



EARLY BIRD

R 73 250

(total fee due end of December 2026)



UPFRONT

R 78 500

(total fee due end of January 2027)



TERM PAYMENTS

R 83 500

(total fee due over 4 payments)

1

Term 1

R 19 375

2

Term 2

R 20 875

3

Term 3

R 20 875

4

Term 4

R 20 875

admission requirements



Admission to Bachelor degree, NQF Level 7

The minimum requirement for admission to Bachelor Degree programmes is either:

- A National Senior Certificate (NSC) with bachelor degree admission with minimum of 30% in English, coupled with an achievement rating of 4 (adequate achievement 50-59%) or better in four recognised NSC 20-credit subjects.
- A National Certificate Vocational (NCV). A student must achieve at least 60% in three fundamental subjects, including the language of learning and teaching in the higher education institution, and achieve at least 70% in four vocational subjects, chosen from the NC (V) Level 4 subjects.
- A Senior Certificate (SC) (with relevant endorsement).
- 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 7 Learning programme is accredited by the Council of 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 access to a learning pathway in higher education. The RPL driving force is social justice and fairness, so no-one should be barred 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).

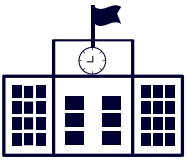
There are different types of RPL, which includes the following

- 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 to 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



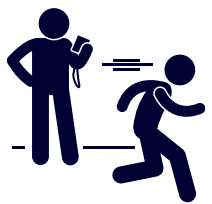
how will this qualification help differentiate yourself?



You see yourself gaining knowledge of sports, sport structures and the business of sport, and implementing how each element will function and how this is needed for this fast-growing world of sport.



There is also a strong emphasis on leadership, emotional intelligence and communication skills to ensure you have the knowledge and skills needed to lead and manage others. These are all highly transferable skills and can lead to a management role in any sector.



The world of sport and leisure management calls for strong vocational skills in both the psycho-social and socio-cultural areas. Graduates will be able to use these skills to lead and manage others within the public and private sector.

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

- Demonstrate a comprehensive and integrated knowledge of theories and principles of management and how they are applied to the business of sport
- Apply relevant project management knowledge and skills to the business of sport and sporting events
- Apply current theories and principles of leadership to the management of individuals and teams
- Apply relevant psycho-social and socio-cultural knowledge to leadership and management
- Demonstrate a comprehensive knowledge of sports, sport structures and the business of sport, showing a deep understanding of the contexts in which they function

what will you learn on this programme?

Find out more about what you will learn as you progress through the three years of this programme. There are 26 compulsory courses, six optional courses, some of which include an experiential learning component.

YEAR 1

COURSE CATEGORY 1

SPORT AND LEISURE STUDIES

Sport Sociology: Evolution and Socialisation of Sport
Sport Structures and Sporting Bodies

COURSE CATEGORY 2

BUSINESS AND MANAGEMENT STUDIES

Theories and Principles of Business and Management
Economic Literacy
Organisational Behaviour
Principles of Marketing and Promotions

COURSE CATEGORY 3

EVENTS AND PROJECTS MANAGEMENT

Project Management Principles, Theories, Systems
Technologies and Systems

COURSE CATEGORY 4

PSYCHO SOCIAL STUDIES

Academic Thought and Practice: Introduction to
Research and Professional Development
Psychological Principles of Health Promotion, Motivation
and Communication



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YEAR 2

COURSE CATEGORY 1 SPORT AND LEISURE STUDIES

Sport and Recreation Policy, Sport Development and Transformation

Sports Law, Legal and Ethical Issues of Sport
Sport Reporting, Commentary and Broadcasting

COURSE CATEGORY 2 BUSINESS AND MANAGEMENT STUDIES

Finance Management, Governance, Policy and Professional Practice

Marketing, Sales and Customer Care

Human Resources Management and Industrial Relations

COURSE CATEGORY 3 EVENTS AND PROJECTS MANAGEMENT

Event Management, Event Safety, Sport Tourism

COURSE CATEGORY 4 PSYCHO SOCIAL STUDIES

Academic Thought and Practice: Ethics and Methods of Research

Psychology and Health Promotion: Positive Psychology and Mental Resilience

Leadership: Emotional Intelligence, Critical Self-Reflection, Communication and Presentation Skills



what will you learn on this programme?

YEAR 3

COMPULSORY MODULES

COURSE CATEGORY 2

BUSINESS AND MANAGEMENT STUDIES

Business Research and Evaluation

Corporate Social Responsibility

Corporate Finance and Regulations

Business Management Application and Practice

COURSE CATEGORY 4

PSYCHO-SOCIAL STUDIES

Academic Thought and Practice: Monitoring and Evaluation

Leadership: Leading Change and Leading Teams

OPTIONAL MODULES

COURSE CATEGORY 1

SPORT AND LEISURE STUDIES

Sport Commentary

Sport Reporting

COURSE CATEGORY 2

BUSINESS AND MANAGEMENT STUDIES

Athlete Representation

Sport or Leisure Club Management

COURSE CATEGORY 3

EVENTS AND PROJECTS MANAGEMENT

Sport Event Management

Sport Tourism

why study at a campus?

- Qualified lecturers
- 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 i go into once i am qualified

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

- Athlete Representative
- Sport Agent
- Facility Manager in Sport or Recreation
- Sport Business Manager
- Sport Event Manager

WHO WILL HIRE ME?

- Schools
- Sports clubs and recreation centres
- Self employment – as a business owner and entrepreneur
- Sports venues
- Sports marketing and player management companies
- Sporting federations

**THIS SOUNDS PERFECT
FOR MY CAREER**

REGISTER NOW



NOT QUITE WHAT YOU'RE LOOKING FOR?

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

BACHELOR OF
EXERCISE IN
SPORT &
LEISURE



HIGHER
CERTIFICATE IN
SPORT,
RECREATION &
FITNESS
MANAGEMENT



DIPLOMA IN
SPORT
AND
EXERCISE



CONTACT US:

Complete an online enquiry form

CLICK HERE

