



2027

Prospectus

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mission & vision



Mission

To provide transformative, relevant, and accessible education to diverse communities, integrating Wellness, Innovation, Sustainability, Engagement (WISE) values into all aspects of teaching and learning.

Vision

The **eta** College is Africa's leading university college in sports education, offering a technology-driven, world-class learning environment that produces agile, employable, and future-ready graduates.

“Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela

Purpose

The **eta**'s purpose is to provide transformative, future-fit education that equips students with knowledge, skills, and a distinctive philosophy that guides their learning, lives, and careers. Our Wellness, Innovation, Sustainability, and Engagement (WISE) curriculum model is the foundation of our academic mission and organisational identity. It fosters resilient, resourceful, socially conscious, and entrepreneurial graduates.

We are guided by Chan Kim and Renée Mauborgne's Blue Ocean Strategy, through which we deliberately create new educational value in uncontested spaces. Rather than compete in overcrowded markets, **eta** strategically undertakes to eliminate outdated practices, reduce inefficiencies, raise the quality of student experience, and create innovative learning opportunities that set us apart. This enables us to consistently produce excellent graduates who are job-ready and capable of creating opportunities for others.

Together, our WISE-informed pedagogy and Blue Ocean mindset ensure that **eta** is more than an educational provider but a catalyst for positive personal, professional, and societal transformation. This purpose inspires pride in all our stakeholders and role-players as they co-create a distinctive, values-driven future for higher education.



eta prides itself on being the leader in educational programmes for the sport and fitness industry. As a single-purpose sport and fitness college, we dedicate ourselves to providing dynamic learning programmes that lead to internationally benchmarked qualifications.

Our higher education programmes are accredited by the Council on Higher Education (CHE), and our occupational programmes are approved by CATHSSETA under the mandate of the QCTO. All qualifications are registered on the National Qualifications Framework (NQF) by the South African Qualifications Authority (SAQA).

In fulfilling our accreditation criteria, our campuses are registered with the Department of Higher Education and Training (DHET) as a private higher education institution.

To ensure that we meet the sport and fitness needs in South Africa, **eta** is also a licensed service provider with Sport and Recreation South Africa (SRSA).

Our qualifications are benchmarked against international best practice in sport and fitness; thus, our graduates can find employment in South Africa and internationally. Students can study coaching science, fitness or sports management.

There is the option of pursuing full-time studies, ideal for school leavers or part-time studies, which are well-suited to those seeking a career change or aiming to deepen their expertise. Distance Learning is a perfect solution for those wanting flexibility with their studies.

The **eta** distinguishes itself by being a specialist sport and fitness college that totally immerses its students in their subject matter of sport, fitness or sport management.

We balance classroom theory and research with practical learning and work-integrated experiences. Our students leave us fitter, stronger than when they started, and they graduate skilled and ready for the workplace.



history



eta has become a highly respected international education provider offering learning towards registered qualifications.

The **eta** College was launched in 1983 to meet the education needs of the fast-developing health and fitness industry. In 1994, the directors, Linda Halliday and Dr Steve Harris, took over the **eta** from Dr Malcolm Marrison, who founded the organisation in Cape Town. The **eta** College evolved into a well-established private college offering courses all over South Africa. Our graduates can work anywhere in the world in the sport, fitness, recreation and leisure industries.

As the education landscape evolved, new expectations emerged for how quality and excellence are defined in sport education. The **eta** College embraced this shift as an opportunity — strengthening our quality management systems to ensure that our programmes are not only credible and accountable, but future-focused, learner-centred, and internationally relevant.

With a strong reputation in sport, exercise and leisure education, **eta** is now the leading provider of programmes that lead to qualifications in fitness, coaching science and management. Our programmes also address the capacity building and transformation needs of the South African society. This is done through **eta** Special Projects, which caters for learnerships, skills programmes and workplace training in sport, recreation and fitness.

organisational values

Passion for lifelong learning

Adaptability and resilience

Professionalism in academic and operational conduct

Accountability for student performance and institutional outcomes

Innovation and improvisation



Registration with the Department of Higher Education and Training (DHET)

Certificate No. 2001/HE07/006. The business registration of **eta** College is the Exercise Teachers Academy (Pty) Limited. The **eta** 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, to offer the registered higher education programmes listed below at the following campuses: Bloemfontein, Cape Town, Durban, East London, George, Johannesburg, Port Elizabeth, Pretoria and Stellenbosch.

Accreditation

In accordance with the requirements of the Higher Education Act 101 (1997), **eta** is accredited by the Council on Higher Education (CHE). In accordance with Regulation 16 of the SAQA Act 58 (1995), The **eta** is accredited with CATHSSETA, accreditation number 613/P/000007/2004. CHE accredited qualifications are registered on the Higher Education Qualifications Sub Framework (HEQSF). All programmes are HEQSF aligned and our accredited programmes lead to qualifications registered on the NQF by SAQA.

Accreditation by the Council on Higher Education (CHE)

Diploma in Sport and Exercise SAQA ID 100654
Diploma in Sport and Recreation Management SAQA ID 97237
Bachelor of Management in Sport and Leisure SAQA ID 112053
Bachelor of Exercise in Sport and Leisure SAQA ID:118403
Higher Certificate in Fitness SAQA ID 96793
Higher Certificate in Coaching Science SAQA ID 96792
Higher Certificate in Sport, Recreation and Fitness Management SAQA ID 96790
Advanced Certificate in Fitness in Sport Conditioning SAQA ID 97813
Advanced Certificate in Fitness in Special Populations SAQA ID 101430
Advanced Certificate in Coaching Science SAQA ID 104536
Advanced Certificate in Sport, Recreation and Fitness Management SAQA ID 116404

Accreditation by CATHSSETA

National Certificate: Coaching Science, SAQA ID 67695
National Certificate: Sport Management, SAQA ID 60309
National Diploma: Coaching Science, SAQA ID 67692

INTERNATIONAL COMPARABILITY

All **eta** qualifications are benchmarked against those offered in Australia, Canada, Great Britain, New Zealand and the USA, demonstrating high levels of similarity.

The **eta** qualifications are recognised and endorsed by REPSSA (Registration of Exercise Professionals South Africa). They are therefore accepted internationally and in all countries where ICREPS is established. The International Confederation of Registers of Exercise Professionals (ICREPs) is an international partnership between registration bodies around the world that register exercise professionals. We have been enabling graduates to launch their careers in fitness, sport coaching and the business of sport since 1984.

LANGUAGE POLICY AND MODE OF INSTRUCTION

The language of instruction is English. Content, presentations, and assessment are in English. However, when a flexible approach to language supports student learning, facilitators may use the language of the student group, provided that it does not exclude anyone from the learning experience.

There are two types of learning:

Contact Learning

Contact learning is defined as a blended, student-centred approach that combines face-to-face facilitation, practical application, work-integrated learning, and group-based activities. This integrated model ensures that students engage with academic content, apply their knowledge in real-world and workplace settings, and collaborate with peers. Through a purposeful blend of academic theory, hands-on learning, and work-integrated experiences, students graduate with the competence, confidence, and career readiness to succeed in the professional world. Contact learning is delivered at a campus.

Distance learning

The **eta** College's distance learning model combines flexible online study with structured academic and practical support through our Learning Management System.

The **eta** College has developed a technology-enabled, world-class education model that integrates theory, application, and experiential learning, ensuring graduates are well prepared for their chosen careers.

admission requirements



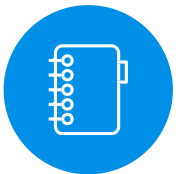
Short Courses

For NQF level 4 programmes, the minimum admission criteria are the achievement of general education and training (GET) up to and including senior school grade 9 (or equivalent).



Certifications

Personal Trainer - You need to have successfully completed Grade 12 and achieved your National Senior Certificate with a minimum overall pass rate of 30-39%.



Higher/National Certificates

A National Senior Certificate (NSC) with Higher Certificate admission and compliance with the language requirements for eta. The NSC pass required is an elementary achievement (rating code 2/F) with an overall score of 30-39% and a minimum pass of 30% in English.



Advanced Certificates

Admission to Advanced Certificates is based on the successful completion of a level 5 Higher Certificate or National Certificate in a cognate field.



Diplomas

The minimum admission requirement is a National Senior Certificate with a **minimum of 30% in the language** of learning and teaching of the higher education institution as certified by Umalusi, the Quality Assurance Council, coupled with an achievement rating of **3** (Moderate Achievement, **40% - 49%**) or better in four (4) recognised 20-credit subjects. Programme needs may require additional combinations of recognised NSC subjects and levels of achievement.



Degrees

The minimum admission requirement is a National Senior Certificate with a **minimum of 30% in the language** of learning and teaching of the higher education institution as certified by Umalusi, the Quality Assurance Council, coupled with an achievement rating of **4** (Adequate Achievement, **50% - 59%**) or better in four (4) recognised 20-credit subjects. Programme needs may require additional combinations of recognised NSC subjects and levels of achievement.

EXERCISE SCIENCE PROGRAMMES

Campus

Degree

Bachelor of Exercise in Sport and Leisure

Diploma

Diploma in Sport and Exercise

Advanced Certificate

Advanced Certificate in Fitness in Sport Conditioning

Higher Certificate

Higher Certificate in Fitness

Distance Learning

Degree

Bachelor of Exercise in Sport and Leisure

Advanced Certificate

Advanced Certificate in Fitness in Sport Conditioning

Higher Certificate

Higher Certificate in Fitness

campus programmes

Bachelor of Exercise in Sport and Leisure

CHE Accredited Programme (Higher Education)

The Bachelor of Exercise in Sport and Leisure provides the depth of theory and level of application needed to inform professional practice in sport, leisure and fitness environments. The core discipline is exercise science (also known as Sports Science) with modules in business management and sports psychology studies to ensure a well-rounded professional. The integration of these knowledge fields ensures that graduates are able to design, manage and implement scientifically-based programmes for a range of participants within a range of sport, fitness or leisure business environments.

Qualifying graduates are able to critically respond to the industries they serve, demonstrating the conceptual, applied and reflexive knowledge which informs professional practice. Educated with the latest theories and current science, graduates can apply their knowledge to the design of a range of programmes; leading others in terms of their needs, aims or goals and demonstrating the attributes needed to manage individuals or groups in a range of contexts.

NQF

Level 7

SAQA ID

118403

CREDITS

360

Diploma in Sport and Exercise

CHE Accredited Programme (Higher Education)

This unique 3-year diploma programme focuses on the fields of applied sports science, sports analytics, movement learning theory and sports coaching. It includes current scientific research, which informs professional practice and the ability to analyse sport in several ways. Emphasis is placed on applying current scientific theory to sports strategies and tactics to enhance athletic performance.

Graduates will have a depth of knowledge in performance analysis, sports conditioning and coaching science, allowing them to work as a Sports Conditioning Coach and register with the Register of Exercise Professionals South Africa (REPSSA). Or graduates can work as a sport-specific coach, coaching participants or emerging athletes. By meeting the professional designation criteria for the South African Confederation and Olympic Committee's (SASCOC) coaching framework and their Coaching Association of South Africa (CASA), graduates can register as a Coach, working with athletes, teams or sports participants who want to enhance their personal sports performance.

NQF

Level 6

SAQA ID

100654

CREDITS

360

Advanced Certificate in Fitness in Sport Conditioning

CHE Accredited Programme (Higher Education)

This one-year Advanced Certificate programme builds on the Higher Certificate. It provides a structured focus on the principles of sport science as they relate to sport-specific conditioning programmes. The qualification equips graduates to function as Sport Conditioning Coaches, with competence to advise on, conduct fitness assessments, and design sport-specific training programmes that enhance athletic performance.

NQF

Level 6

SAQA ID

97813

CREDITS

120

Higher Certificate in Fitness

CHE Accredited Programme (Higher Education)

This Higher Certificate in Fitness combines theoretical knowledge and practical application to pursue a career in the exercise, fitness and wellness industry. The programme emphasises the principles of exercise science, including screening procedures and fitness testing, to support the design of appropriate, individualised training programmes for health, fitness, and wellness.

Students are introduced to several training methods that promote health and improve physical fitness, while developing an understanding of health promotion and professional communication within the sector. The qualification also cultivates leadership skills for managing physical activities and delivering training in face-to-face and online settings and equips graduates with the competencies needed to establish and manage a successful fitness business.

NQF

Level 5

SAQA ID

96793

CREDITS

137

distance learning programmes

Bachelor of Exercise in Sport and Leisure

CHE Accredited Programme (Higher Education)

The Bachelor of Exercise in Sport and Leisure provides the depth of theory and level of application needed to inform professional practice in sport, leisure and fitness environments. The core discipline is exercise science (also known as Sports Science) with modules in business management and sports psychology studies to ensure a well-rounded professional. The integration of these knowledge fields ensures that graduates are able to design, manage and implement scientifically-based programmes for a range of participants within a range of sport, fitness or leisure business environments.

Qualifying graduates are able to critically respond to the industries they serve, demonstrating the conceptual, applied and reflexive knowledge which informs professional practice. Educated with the latest theories and current science, graduates can apply their knowledge to the design of a range of programmes; leading others in terms of their needs, aims or goals and demonstrating the attributes needed to manage individuals or groups in a range of contexts.

NQF

Level 7

SAQA ID

118403

CREDITS

360

Advanced Certificate in Fitness in Sport Conditioning

CHE Accredited Programme (Higher Education)

This one-year Advanced Certificate programme builds on the Higher Certificate. It provides a structured focus on the principles of sport science as they relate to sport-specific conditioning programmes. The qualification equips graduates to function as Sport Conditioning Coaches, with competence to advise on, conduct fitness assessments, and design sport-specific training programmes that enhance athletic performance.

NQF

Level 6

SAQA ID

97813

CREDITS

120

distance learning programmes

Higher Certificate in Fitness

CHE Accredited Programme (Higher Education)

This Higher Certificate in Fitness combines theoretical knowledge and practical application to pursue a career in the exercise, fitness and wellness industry. The programme emphasises the principles of exercise science, including screening procedures and fitness testing, to support the design of appropriate, individualised training programmes for health, fitness, and wellness.

Students are introduced to several training methods that promote health and improve physical fitness, while developing an understanding of health promotion and professional communication within the sector. The qualification also cultivates leadership skills for managing physical activities and delivering training in face-to-face and online settings and equips graduates with the competencies needed to establish and manage a successful fitness business.

NQF

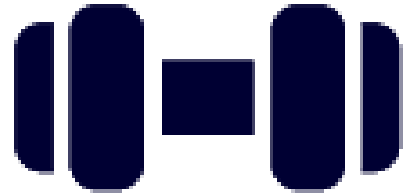
Level 5

SAQA ID

96793

CREDITS

137



EXERCISE SCIENCE

Degree

Bachelor of Exercise in Sport and Leisure

- Exercise Specialist
- Sport Conditioning Trainer
- Fitness Programme Manager
- Leisure Manager
- Sport Programme Manager
- Corporate Wellness Manager or Consultant

Advanced Certificate

Fitness (Sport Conditioning)

- Sport-Specific Conditioning Coach

Higher Certificate

Fitness

- Personal Trainer
- Group Exercise Instructor

SPORTS MANAGEMENT PROGRAMMES

Campus

Degree

Bachelor of Management in Sport and Leisure

Diploma

Diploma in Sport and Recreation Management

Higher Certificate

Higher Certificate in Sports, Recreation and Fitness Management

Distance Learning

Degree

Bachelor of Management in Sport and Leisure

Higher Certificate

Higher Certificate in Sport, Recreation and Fitness Management

Bachelor of Management in Sport and Leisure

CHE Accredited Programme (Higher Education)

The Bachelor of Management in Sport and Leisure emphasises the theories and principles of business management and how they are applied to the commercial worlds of sport and leisure. This programme emphasises leadership, emotional intelligence, and communication, ensuring graduates can lead and manage others. Sport and Leisure studies include subjects such as sports law, sports sociology, legal and ethical issues in sport, and sport development and transformation. The final year offers exciting electives like like sports commentary, sports reporting, sports tourism, event management, athlete representation or facility management.

NQF

Level 7

SAQA ID

112053

CREDITS

360

Diploma in Sport and Recreation Management

CHE Accredited Programme (Higher Education)

This programme prepares students for careers in sport development, physical education, and recreation management. The curriculum covers sport and recreation business management, marketing, public relations, and event administration, with additional focus on human capital and volunteer management. Emphasis is placed on community sport development and the planning and management of physical education programmes in schools and communities. In the final year, students choose electives such as sport skills development, sport business development, or sport marketing, and complete an internship that provides essential experiential learning in sport and recreation management.

NQF

Level 6

SAQA ID

97237

CREDITS

360

Higher Certificate in Sport, Recreation and Fitness Management

CHE Accredited Programme (Higher Education)

This one-year vocational programme gives students the vital knowledge and skills needed to embark on a career in the world of sport, recreation or fitness management. Students learn the basics of managing a sport or recreation organisation and how to implement events. Knowledge of sport informatics and sport sociology is also acquired, providing insight into the world of sport and recreation and the social contexts in which it operates. The knowledge and skills required to enter the field of sport and recreation management are developed throughout the programme.

NQF

Level 5

SAQA ID

96790

CREDITS

120

distance learning programmes

Bachelor of Management in Sport and Leisure

CHE Accredited Programme (Higher Education)

The Bachelor of Management in Sport and Leisure emphasises the theories and principles of business management and how they are applied to the commercial worlds of sport and leisure. This programme emphasises leadership, emotional intelligence, and communication, ensuring graduates can lead and manage others. Sport and Leisure studies include subjects such as sports law, sports sociology, legal and ethical issues in sport, and sport development and transformation. The final year offers exciting electives like sports commentary, sports reporting, sports tourism, event management, athlete representation or facility management.

NQF

Level 7

SAQA ID

112053

CREDITS

360

Higher Certificate in Sport, Recreation and Fitness Management

CHE Accredited Programme (Higher Education)

This one-year vocational programme gives students the vital knowledge and skills needed to embark on a career in the world of sport, recreation or fitness management. Students learn the basics of managing a sport or recreation organisation and how to implement events. Knowledge of sport informatics and sport sociology is also acquired, providing insight into the world of sport and recreation and the social contexts in which it operates. The knowledge and skills required to enter the field of sport and recreation management are developed throughout the programme.

NQF

Level 5

SAQA ID

96790

CREDITS

120



SPORTS MANAGEMENT

Degree

Bachelor of Management in Sport and Leisure

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

Diploma

Sport and Recreation Management

- Project Developer
- Sport or Recreation Event Developer
- Sport Promotions Manager
- Facility Developer or Manager

Higher Certificate

Sport, Recreation and Fitness Management

- Project Team Member
- Sport, Recreation Fitness Club Assistant
- Admin Assistant for Events
- Sport Team Assistant
- Athlete Representative
- School Level Team Manager

COACHING SCIENCE PROGRAMMES

Campus

Diploma

Diploma in Sport and Exercise

Higher Certificate

Higher Certificate in Coaching Science

Distance Learning

Higher Certificate

Higher Certificate in Coaching Science

Diploma in Sport and Exercise

CHE Accredited Programme (Higher Education)

This three-year diploma programme focuses on the field of applied sports science, sports analytics, movement learning theory and sports coaching. It includes current scientific research, which informs professional practice and the ability to analyse sport in a range of ways. The application of current scientific theory to sports strategies, tactics, and the enhancement of athletic performance is emphasised throughout this programme. On completion, a comprehensive understanding of performance analysis, sports conditioning, and coaching science is developed, enabling graduates to contribute effectively to optimising athletic preparation and performance within a range of sporting contexts.

NQF

Level 6



SAQA ID

100654



CREDITS

360

Higher Certificate in Coaching Science

CHE Accredited Programme (Higher Education)

This one-year programme provides foundational preparation for careers in sports coaching and supports progression within the coaching profession. The programme is aimed at coaching children and equips graduates to work alongside experienced coaches within schools, clubs, or sporting organisations in line with the requirements of their sport. Principles of exercise science - including screening, assessment, fitness testing, and the design of sport-specific training programmes - are addressed, together with methods to improve sports conditioning, refine technique, and enhance skills. Attention is given to the stages of child development, talent identification, leadership, and emotional intelligence, enabling graduates to motivate and support young athletes.

The programme also develops the ability to lead a variety of coaching activities, adapt to diverse contexts (including online coaching), and apply the knowledge to establish and manage a successful coaching business,

NQF

Level 5



SAQA ID

96792



CREDITS

120

distance learning programmes

Higher Certificate in Coaching Science

CHE Accredited Programme (Higher Education)

This one-year programme provides foundational preparation for careers in sports coaching and supports progression within the coaching profession. The programme is aimed at coaching children and equips graduates to work alongside experienced coaches within schools, clubs, or sporting organisations in line with the requirements of their sport. Principles of exercise science - including screening, assessment, fitness testing, and the design of sport-specific training programmes - are addressed, together with methods to improve sports conditioning, refine technique, and enhance skills. Attention is given to the stages of child development, talent identification, leadership, and emotional intelligence, enabling graduates to motivate and support young athletes.

The programme also develops the ability to lead a variety of coaching activities, adapt to diverse contexts (including online coaching), and apply the knowledge to establish and manage a successful coaching business,

NQF

Level 5



SAQA ID

96792



CREDITS

120



COACHING

Diploma

Sport and Exercise

- Senior Sport Coach
- Sport Conditioning Coach
- Sport Performance Analyst

Higher Certificate

Coaching Science

- Sports School Coach
- Sports Club Coach

NEWLY ACCREDITED PROGRAMMES

Postgraduate Diploma in Sport
Management

Postgraduate Diploma in Sport
Performance

Postgraduate Diploma in Sport Management

CHE Accredited Programme (Higher Education)

The Postgraduate Diploma in Sport Management is designed for ambitious professionals who want to lead, influence, and innovate in the fast-paced and highly competitive world of sport. Whether students are already working in the sports industry or looking to move into senior management and leadership roles, this programme equips them with the strategic, commercial, and leadership skills needed to succeed. This programme offers a practical, industry-relevant learning experience, combining advanced sport management theory with real-world application. Students engage with authentic sport industry challenges and develop the ability to think strategically, make data-driven decisions, and respond effectively to changing market, stakeholder, and organisational demands.

The programme focuses on the core drivers of success in modern sport organisations, including strategic management, commercialisation, leadership, and organisational culture. Students explore how sport organisations create value, generate revenue, manage people, and build sustainable competitive advantage in local and global sport markets. Digital technologies, data analytics, and innovative business models are embedded throughout the curriculum, ensuring graduates are prepared for a digitally enabled sport industry. Strong emphasis is placed on leadership and professional practice. Students develop advanced skills in stakeholder engagement, negotiation, crisis and risk management, and adaptive leadership, while also gaining insight into high-performance cultures, diversity, inclusion, and team dynamics within sport organisations. The programme prepares graduates to lead with confidence, ethical awareness, and cultural sensitivity.

The programme culminates in a Capstone Research Project, in which students apply their learning to a real-world workplace-based sport management challenge. This project allows students to investigate strategic issues, implement practical interventions, and produce evidence-based solutions that add value to their organisation and the broader sport industry.

Graduates of the Postgraduate Diploma in Sport Management are positioned for career advancement into leadership and management roles across sport federations, clubs, events, commercial sport enterprises, fitness and wellness organisations, and related sectors. This programme is ideal for professionals who want to future-focus their careers and make a meaningful impact in the business of sport.

NQF

Level 8

SAQA ID

TBC

CREDITS

120

Postgraduate Diploma in Sport Management

Practical Learning Requirements

The Work-Integrated Learning (WIL) component ensures that learning in the Postgraduate Diploma in Sport Management is firmly grounded in authentic sport industry practice. WIL provides structured, supervised engagement within a sport organisation, allowing you to apply theoretical knowledge, strategic frameworks, and leadership principles in real-world professional contexts.

You complete WIL within your current workplace or an approved sport organisation, where you are required to engage in meaningful management-level tasks such as strategic planning, stakeholder engagement, commercial analysis, operational decision-making, leadership activities, and organisational evaluation.

Learning is guided by clearly defined outcomes, reflective practice, and evidence-based workplace activities.

The WIL component emphasises professional competence, ethical practice, and reflective learning, enabling you to demonstrate how theory informs practice and how practice, in turn, deepens strategic understanding.

Assessment is based on documented workplace activities, reflective reports, and verification from a supervisor or the organisation.

Through WIL, you graduate with not only advanced academic knowledge but also demonstrable professional experience, positioning you to transition confidently into senior sport management and leadership roles.

Admission Requirements

The minimum admission requirement is an appropriate/cognate bachelor's degree or an appropriate Advanced Diploma with a minimum average of 60%.

What careers can I do with this qualification?

- Sport Manager
- Operations Manager (Sport or Fitness Organisations)
- Club Manager
- High-Performance Programme Manager
- Sport Development Manager
- Commercial Manager (Sport Organisations)
- Sponsorship and Partnerships Manager
- Revenue or Business Development Manager (Sport Organisations)
- Marketing and Fan Engagement Manager (Sport Organisations)
- Events and Sport Tourism Manager
- Team or Performance Manager (Sport Organisations)
- Organisational Culture and Change Manager (Sport Organisations)
- Stakeholder Relations Manager (Sport Organisations)

Postgraduate Diploma in Sport Performance

Programme Overview

The Postgraduate Diploma in Sport Performance is an advanced, industry-focused qualification designed for professionals seeking to operate at the forefront of high-performance sport. This one-year postgraduate programme integrates applied sport science with real-world performance practice, equipping graduates to optimise athletic performance across elite, developmental, and professional sporting environments. Grounded in evidence-based methodologies and contemporary performance systems, the programme develops the knowledge and practical competence required to assess, monitor, and enhance individual and team performance. Graduates emerge with the confidence to apply performance technologies, manage training load, support injury prevention and recovery, and contribute meaningfully within multidisciplinary high-performance teams.

This qualification is ideal for coaches, sport scientists, performance analysts, and practitioners who want to elevate their impact through advanced, applied sport performance expertise.

Why Choose This Programme?

- Industry-relevant and applied – bridges sport science theory with performance practice
- Evidence-based approach – grounded in contemporary research and global best practice
- Performance-focused curriculum – covering training optimisation, monitoring, recovery, and injury prevention
- Technology-enabled learning – exposure to modern performance analysis and monitoring tools
- Career-enhancing qualification – aligned to the needs of elite and high-performance sport environments

Designed by Industry Experts

This programme has been designed in collaboration with experienced sport performance professionals operating at the highest levels of global sport. Contributors include performance coaches, sport scientists, and managers with experience in professional leagues such as the Indian Premier League (IPL), consultants to national teams, elite athletes, and multidisciplinary medical and performance support staff.

Their collective expertise ensures the curriculum reflects the real demands of high-performance sport, aligning academic rigour with contemporary practice and international standards.

The qualification also provides a strong foundation for further postgraduate study in sport science, performance, or related disciplines.

NQF

Level 8

SAQA ID

TBC

CREDITS

120

Postgraduate Diploma in Sport Performance

Practical Learning Requirements

You will complete a structured Work-Integrated Learning (WIL) component with approved industry partners, including high-performance centres, sport federations, professional teams, academies, and rehabilitation or athlete-support environments.

Under the guidance of experienced professionals, you will translate theory into practice, applying sport performance principles in real-world settings while developing technical competence, professional judgement, and workplace readiness. The placement experience also enables you to build meaningful industry networks and gain exposure to contemporary sport performance practices.

Work-Integrated Learning is a defining feature of the programme, ensuring that as a graduate, you are career-ready, professionally confident, and equipped to contribute effectively and immediately within the sport performance sector.

Admission Requirements

The minimum admission requirement is an appropriate/cognate bachelor's degree or an appropriate Advanced Diploma with a minimum average of 60%.

What careers can I do with this qualification?

- Sport Performance Analyst
- Strength and Conditioning Coach
- High-Performance Sport Support Manager
- Athlete Development Specialist
- Performance Testing and Monitoring Specialist
- Sport Technology and Data Analyst
- Sports Performance Coach (individual or team sport)
- Athlete Monitoring and Performance Coordinator
- Academy or Elite Team Performance Staff Member
- Sport Consultant or Advisor

SHORT COURSE PROGRAMMES

Campus

Fitness Instructor
Advanced Personal Trainer
Sport Massage
Health and Wellness Coach
Strength and Conditioning Specialist
Sports Nutrition Specialist

Distance Learning

Fitness Instructor
Advanced Personal Trainer
Sport Massage
Health and Wellness Coach
Strength and Conditioning Specialist
Sports Nutrition Specialist
Group Exercise Instructor: Aerobics, Step & Tone
Group Exercise Instructor: Indoor Cycling
Group Exercise Instructor: Pilates Mat
Group Exercise instructor: Resistance, HIIT and Bootcamp
Group Exercise Instructor: Yoga

campus & distance learning short courses

Fitness Instructor

eta Certificate

A Fitness Instructor is an exercise professional responsible for introducing individuals to an exercise environment, guiding them through orientation and induction, and supervising their participation in sessions based on a pre-designed exercise programme. Subjects include Anatomy and Physiology, Exercise Screening and Preparation, Fitness Facility Orientation and Supervision, and Leading Exercise Sessions.

Sport massage

eta Certificate; REPSSA Endorsed

Sport Massage is a short course intended for continued professional development (CPD) for qualified fitness and coaching science professionals or candidates wishing to learn more about massage for their personal interest (no NQF or credits awarded). The course is recognised by the Register of Exercise Professionals South Africa (REPSSA). REPSSA is part of ICREPS, the International Confederation of Registers for Exercise Professionals enabling its members to work globally. On successful completion, the principles and theory of sport massage will be understood, and a range of sport massage techniques can be implemented.



CPD

20

Health and Wellness Coach

eta Certificate; REPSSA Endorsed

This course challenges participants to engage with and apply basic theories of health psychology, health promotion, and best practices. In the nutrition section, thinking around functional foods is broadened, and existing beliefs about nutrition as part of a holistic approach to well-being are influenced. As part of this wellness coach course, participants are equipped to manage, build, and promote a wellness business using relevant and current theories and ideas. Practical knowledge and skills are gained, while a transformative process of personal growth and the ability to lead change in others is experienced.



CPD

20

campus and distance learning courses

Advanced Personal Trainer

eta Certificate; REPSSA Endorsed

The Advanced Personal Trainer course includes modules such as Kinesiology, Exercise Science, Nutrition, Leading Exercise Sessions, Assessment and Testing, Exercise Programme Design and Implementation, Safety and Risk Management, Fitness Facility Orientation and Supervision, and Fitness Business Management. Two unique modules have been added to this programme, setting it apart from other Personal Trainer programmes: Psychology and Health Promotion Theories and Practice, and Health and Wellness Coaching Best Practices and Interventions. The modules provide cutting-edge knowledge and practical skills, empowering a holistic approach to training, coaching, and client well-being.



CPD
20

Strength and Conditioning Specialist

eta Certificate; REPSSA Endorsed

Whether supporting children, weekend warriors, or professional athletes, the Certified Strength Coach (CSC) course is designed to develop the knowledge and skills needed to enhance human performance. The CSC credential, recognised by high schools, colleges, professional organisations, and health clubs, is accredited nationally by the highest standards in the industry. The NCSF Certified Strength Coach programme is also approved as continuing education (8 CEU/20 CPD) for Certified Trainers, with theoretical and practical components included.



CPD
20

Sports Nutrition Specialist

eta Certificate; REPSSA Endorsed

The Sports Nutrition Specialist course is presented as the optimal educational path to nutrition expertise for fitness and sport. Through an easy-to-learn system, cutting-edge nutrition practices structured to help meet physical goals, including improved health, physical fitness, and performance, are made understandable. Expertise is developed, and myths surrounding current nutrition recommendations and popular diets are dispelled through science-based facts. Both theoretical and practical elements are included in the course.



CPD
20

campus and distance learning short courses

Group Exercise Instructor

eta Certificate; Aerobics, Step and Tone

Rhythm and style can be enhanced by enrolling in this short course, which offers in-depth knowledge of various training methods. The skills needed to adapt teaching methods and styles to suit individuals or groups are developed, and music is used as an effective instructional and motivational tool during training sessions through the interpretation of structure, timing, rhythm, tempo, and style.



CPD

12

Group Exercise Instructor

eta Certificate; Indoor cycling

Indoor Cycling, also known as Spinning, is a popular options for fitness enthusiasts. This short course gives you the theory and practical experience to lead and instruct indoor cycling confidently, using the right training methods and upbeat music as a motivational tool for participants.



CPD

12

Group Exercise Instructor

eta Certificate; Pilates Mat

Pilates, renowned for enhancing flexibility, strength, and mind-body awareness, has surged in popularity, making this Pilates instructor course an invaluable asset for any fitness professional. The course is meticulously designed to provide the knowledge and leadership skills necessary to plan and instruct safe and effective Pilates Mat exercise classes. A deep understanding of Pilates principles and teaching methodologies is ensured, allowing approaches to be tailored to individual and group needs.



CPD

12

campus and distance learning short courses

Group Exercise Instructor

eta Certificate; Resistance, HITT and Bootcamp

A strong foundation for a fitness career can be established through this in-depth course. The knowledge and skills needed to design and teach various training methods to suit individuals or groups are provided. Music is learned to be used as an effective instructional and motivational tool during choreographed resistance-based training sessions and High Intensity Interval Training (HIIT) bootcamp sessions.



CPD

12

Group Exercise Instructor

eta Certificate; Yoga

Whether it's on a beach in Bali or a mat at home – Yoga has become a way of life rather than just an exercise routine. This short course provides the knowledge and skills to lead and instruct Vinyasa Flow Yoga classes for individuals and groups. It delves into the philosophy and lifestyle of Yoga, providing a holistic approach to back the teaching methods and exercises taught.



CPD

12



application process



To apply online

1. Click on the 'Apply now' button on any course page or anywhere else on the website.
2. Complete the Application form.
3. Select the programme you want to study and the campus, or Distance Learning option, and complete the application process.
4. You will be notified of your admission status via email with further instructions for payment and final enrolment.



To manually apply:

1. Complete and sign the **eta** Application form available on the **eta** website under Admissions > Manual Applications along with the relevant Payment Schedule.
2. Attach any additional documentation as listed in application form.
3. Submit the form to the regional **eta** campus by hand or e-mail.
4. You will be notified of your admission status via email with further instructions for payment and final enrolment.



Student financial aid and loans

Full breakdown of our process can be found here
<https://www.etacollege.com/admissions/student-loans/>

recognition of prior learning (rpl)



Recognition of Prior Learning (RPL)

Recognition of Prior Learning (RPL) provides alternative pathways into higher education by formally recognising learning that has taken place outside of traditional schooling. This learning may have been acquired through formal study, workplace experience, professional practice, non-formal training, or life experience.

At **eta** College, RPL is implemented in accordance with national legislation, the National Qualifications Framework (NQF), and the requirements of the Council on Higher Education (CHE). All RPL decisions are governed by **eta** College's 2026 RPL and Credit Accumulation and Transfer (CAT) Policy.

RPL supports lifelong learning, promotes equity and access, and enables suitably prepared applicants to enter or progress within higher education, provided they can demonstrate readiness for the academic level and demands of the qualification.

What Does RPL Mean for You?

RPL means that you may be able to:

- Access a qualification even if you do not meet the traditional minimum entry requirements
- Have relevant prior learning formally recognised
- Avoid repeating learning where equivalence can be demonstrated
- Progress to a higher-level qualification through recognised learning pathways

RPL does not guarantee admission or credit. All applications are assessed to ensure academic readiness and a reasonable chance of success.

RPL for Access to a Programme

RPL for access allows applicants who do not meet the formal admission requirements to be considered for entry into a programme based on demonstrated prior learning and readiness for higher education study.

Prior learning considered for RPL for access may include:

- Formal learning
- Non-formal learning
- Informal learning, including relevant workplace or life experience

RPL for access enables admission to a programme only.

No credits are awarded through RPL for access.



recognition of prior learning (rpl)



Advanced Standing and Exemptions

Applicants who can demonstrate that they have already achieved learning outcomes equivalent to specific modules may be granted advanced standing or exemption.

Where approved:

- Modules are recorded as exempt
- The student is not required to repeat the learning
- No credits are awarded for exempted modules

In line with CHE requirements:

- Exemptions may not exceed 50% of the total credits of a programme
- No more than 10% of a registered cohort may be admitted or progressed through RPL-based advanced standing and exemptions

Credit Accumulation and Transfer (CAT)

Credit Accumulation and Transfer (CAT) applies where applicants have completed formal, accredited, credit-bearing learning at the same NQF level and in a cognate field.

Through CAT:

- Previously achieved credits may be recognised through exemption
- Students are not required to repeat equivalent learning
- A maximum of 50% of the total credits of a qualification may be exempted

All CAT applications require official academic transcripts and are subject to academic review and approval.

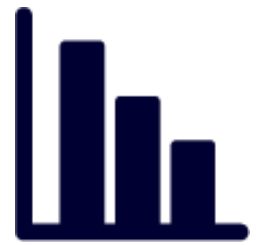
Important Notes

- Higher education qualifications registered on the HEQSF cannot be achieved through RPL alone
- Credit is awarded for demonstrated learning, not experience alone
- RPL and CAT decisions are based on academic equivalence and readiness
- Qualifications awarded do not indicate RPL on certificates

Find Out More

If you would like to explore RPL or CAT as a pathway into an **eta** College qualification, please contact us or chat to us online. Our team will guide you through the process and advise on the most appropriate academic pathway for your goals.





Legal status

The Exercise Teachers Academy (Pty) Limited is a registered private company. The CIPRO registration number is 2005/021935/07.

The **eta** qualifications offered at an **eta** outside of South Africa, requires that the accrediting body of that country in which **eta** is situated must also accredit **eta's** programmes.

Surety

In accordance with the requirements of the Department of Higher Education and Training, **eta** invests an agreed amount in financial security. The purpose is to protect students in the unlikely event of **eta** not meeting its obligations to students.

Membership

The **eta** is a member of the Association of Private Providers of Education, Training and Development (APPETD). APPETD is a registered financial services provider representing its members. They work with private providers towards establishing and maintaining the highest standards of education and training throughout the industry.

Recognition by REPSSA

As an accredited provider in fitness, **eta** is recognised by the Register of Exercise Professionals South Africa, enabling graduates to register with the officially recognised body.

HEALTH AND WELLNESS
POLICY



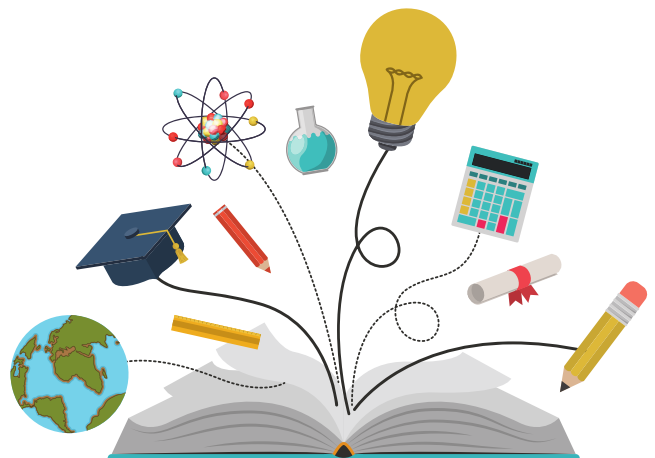
DISABILITY POLICY



STUDENT COMPLAINTS POLICY



CODE OF CONDUCT



special projects

eta Special Projects is a division of **eta** that deals with education and training programmes that do not take place within a traditional campus environment.

Learnerships and Skills Programmes

All organisations involved in sport and fitness can use the SETA (Sector Education and Training) system to apply for funding to upskill sports coaches, managers and fitness trainers. CATHSSETA is the SETA responsible for sport and fitness education and works in close consultation with the **eta** College as its accredited learning provider. The **eta** Special Projects takes its client through the application process and, if funding is awarded, conducts the training from induction to certification. The **eta** Special Projects also presents short programmes designed to equip candidates with specific, tailor-made skills for sport coaching, sport administration or fitness instruction.

Corporate Social Investment and Outreach

The **eta** Special Projects is involved in many partnerships with NGO's and has its own NGO called Active Communities Network which strives to use sport and fitness to improve the quality of life for youngsters in troubled communities.

Qualifications and Skills Programmes available

National Diploma Club Professional Golfing (240 credits; NQF Level 5)

National Certificate: Sport Management (120 credits; NQF level 5)

National Certificate: Coaching Science (120 credits; NQF level 5)

Further Education and Training Certificate: Sport Administration

Sports Club Administration

Sports Coaching and Administration Skills

Fitness Instructor

Golf Academies

The **eta** College is an official partner of the Professional Golf Association of South Africa (PGASA) and is accredited to offer the National Diploma Club Professional Golfing. This programme is rolled out at golf-specific campuses in the Western Cape, Gauteng and KZN with expert PGA-recommended tutors. We offer successful graduates a career pathway into the golfing profession. **View more.**





Teaching and Learning

In line with the vocational focus of our programmes, learning at **eta** College is intentionally structured across theory, applied learning, and practical components. The balance of these elements is determined by the outcomes of each course, with some modules placing greater emphasis on theoretical understanding and others on practical or applied competence. Recommended contact hours are defined in programme timetables and implementation plans to ensure consistency and quality delivery. Teaching and learning sessions are highly interactive and contextualised, enabling students to apply knowledge directly within the discipline. Guided by **eta**'s principle of Total Immersion, faculty ensure that all students experience a carefully planned integration of theory, applied learning, practical engagement, and work-based learning throughout their studies.

Student support

Students are supported through a comprehensive support framework that includes structured mentorship, technology-enabled academic guidance, portfolio reviews, and assessment planning and preparation sessions. This is complemented by ongoing academic monitoring and access to wellness support, ensuring students are supported academically and personally throughout their studies.

Work-based learning

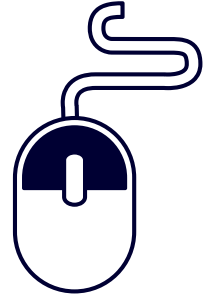
Work-integrated learning and work-based learning are core components of **eta**'s programmes, requiring students to complete a minimum number of structured hours in approved workplace settings. Each **eta** site of delivery maintains formal agreements—through Memoranda of Understanding or signed partnership arrangements—with relevant industry partners to ensure meaningful, supervised, and quality learning experiences.

Assessment

Assessment at **eta** is guided by clear, consistently applied policies and procedures aligned to programme and curriculum outcomes. Our assessment processes are rigorous, transparent, and supported by structured internal moderation to ensure fairness, validity, and academic integrity. Summative assessments are scheduled and conducted in line with the academic calendar, with assessment and moderation practices reviewed annually to ensure continued relevance and quality. A defined assessment strategy supports each programme, and students are encouraged to familiarise themselves with the Assessment Policy and Assessment Rules to understand their roles and responsibilities.

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. Computers are available at each campus to assist you on your **eta** journey.



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



The **eta** provides study spaces with devices and Wi-Fi

The **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 GUIDE TO
READ MORE DETAILS**



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WhatsApp: +27 81 583 1078
Email: bloemfontein@etacollege.com

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WhatsApp: +27 62 684 1664
Email: capetown@etacollege.com

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Email: online@etacollege.com

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