



HIGHER CERTIFICATE IN SPORT MANAGEMENT SCIENCE

(1 year full-time)

(CAO Code: H. Certificate – DUDSMS)

Purpose of the Qualification

The theoretical underpinning of this qualification has a blended learning approach which provides the necessary grounding for a career in sport. In addition, adding sport science and management aspects to the programme will develop a more holistic student. This qualification will elevate the status of sport coaches and sport managers through the provision of a structured academic qualification and ensure that graduates will be able to operate effectively and be recognized as a specialist by the sport industry. Students who graduate from this programme will have a formal qualification with which they may articulate into a higher qualification in Sport Science and Management within the Sport Studies Department.

A more detailed description of modules to be covered in the proposed Higher Certificate in Sport Management Science is as follows:

	Modules	Purpose
I (Semester I)	Principles of Coaching	To introduce the student to the theoretical and practical scientific application within the sport coaching environment.
	Sport Business Administration	To provide students with theory and practical knowledge of sport business management and administrative functions in the sporting industry.
	Cornerstone 101	To induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability.
	Communication skills	To develop the communication skills of students.
	Business economics: Entrepreneurship & Finance	To provide students with theoretical knowledge and practical application relevant

		to financial management and basic principles of entrepreneurship.
I (Semester 2)	Teaching Physical Activity to Children	To train candidates to a competent level, enabling them to plan and deliver safe and effective physical activities for children.
	Sport Management I: Principles of Sport Management	To provide students with knowledge and practical competencies in general principles of management as applied to sport.
	Sport Marketing I: Principles of Sport Marketing	To enable students to apply effective marketing strategies in the sporting industry.
	Project Management	To provide students with insight into the technical, financial and organisational aspects of project management
	Management Principles of Anatomy & Physiology	To introduce the learner to the basic principles of anatomy and physiology in relation to physical conditioning.

Entry requirements

- English at a level 3
- 24 points

Career opportunities

- Sport Administrator
- Sport Coaches
- School and club sport Coordinators
- Sport Event Coordinators
- Gym Administrators and Managers
- Entrepreneurs
- Project Managers
- Sport marketing and retail

Kindly contact the Department of Sport Studies for further information.

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