Overview of CHE programmes

SPORT
RECREATION
FITNESS
MANAGEMENT

Towards a Future in SRF

DIPLOMA
ADVANCED CERTIFICATE
HIGHER CERTIFICATE
This reference guide provides an overview of the CHE Programmes in Sport, Recreation and Fitness (SRF) Management at eta College. It is developed to gain an understanding of the different programmes in SRF Management.
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This reference guide was developed and compiled by:
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3 PROGRAMMES

HIGHER CERTIFICATE
SPORTS, RECREATION & FITNESS MANAGEMENT
120 Credits (NQF 5)
1 Year Programme
Minimum Entry Level: NSC (30-39%)

ADVANCED CERTIFICATE
SPORTS, RECREATION & FITNESS MANAGEMENT
120 Credits (NQF 6)
1 Year Programme
Minimum Entry Level: Higher Certificate

DIPLOMA
SPORT & RECREATION MANAGEMENT
360 Credits (NQF 6)
3 Year Programme
Minimum Entry Level: NSC (40-49%)
LEARNING PATHWAY

**HIGHER CERTIFICATE**
SPORTS, RECREATION & FITNESS MANAGEMENT

**ADVANCED CERTIFICATE**
SPORTS, RECREATION & FITNESS MANAGEMENT

**DIPLOMA**
SPORT & RECREATION MANAGEMENT

- Admission to the full programme
- Admission to the programme through RPL and additional modules
## CAREER PATHS

### HIGHER CERTIFICATE
**SPORTS, RECREATION & FITNESS MANAGEMENT**

- **Local and Provincial Government**: Only administrative assistant level
- **Events, MPPs**: Administrative assistant and event team member
- **SRF Enterprises**: Staff member; Assistant; Promotions Assistant
- **NGO & Communities**: Project Team member; SRF Club Assistant

### ADVANCED CERTIFICATE
**SPORTS, RECREATION & FITNESS MANAGEMENT**

- **Local and Provincial Government**: SRF Administrator; SRF sport structures Assistant manager
- **Events, MPPs**: Event team manager; Project Manager
- **SRF Enterprises**: Manager; Owner; Promotions co-ordinator
- **NGO & Communities**: Project Team leader; SRF Club Assistant Manager

### DIPLOMA
**SPORT & RECREATION MANAGEMENT**

- **Local and Provincial Government**: SRF Project Team Manager; SRF sport structures manager
- **Events, MPPs**: Event developer and manager; Project Developer and Manager
- **SRF Enterprises**: Manager; Owner; Promotions manager
- **NGO & Communities**: Project developer and Manager; SRF Club Manager

### Assistant Path
- **Local and Provincial Government**
- **Events, MPPs**
- **SRF Enterprises**
- **NGO & Communities**

### Manager Path
- **Local and Provincial Government**
- **Events, MPPs**
- **SRF Enterprises**
- **NGO & Communities**

### Pioneer Path
- **Schools**
- **Sport development**
- **Out door Adventure**
- **SRF Market Research**

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- **Schools**: Sport and activity co-ordinator
- **Sport development**: Manage sport talent; LTPD plan implementer;
- **Out door Adventure**: Facility Developer; Facility Manager
- **SRF Market Research**: Research Developer; Manager SRF market research team

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<thead>
<tr>
<th>Program</th>
<th>Courses</th>
<th>Credits/L Level</th>
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<tr>
<td><strong>Higher Certificate</strong></td>
<td>Business Management of Sport, Recreation and Fitness</td>
<td>50 credits: L5</td>
</tr>
<tr>
<td></td>
<td>Event and Project Management of Sport, Recreation and Fitness</td>
<td>50 credits: L5</td>
</tr>
<tr>
<td></td>
<td>Sport Sociology</td>
<td>10 credits: L5</td>
</tr>
<tr>
<td></td>
<td>Sport Informatics</td>
<td>10 credits: L5</td>
</tr>
<tr>
<td><strong>Advanced Certificate</strong></td>
<td>Business Management of Sport, Recreation and Fitness</td>
<td>40 credits: L6</td>
</tr>
<tr>
<td></td>
<td>Community Sport Development</td>
<td>40 credits: L6</td>
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<tr>
<td></td>
<td>Recreation and Leisure Studies</td>
<td>40 credits: L6</td>
</tr>
<tr>
<td><strong>Diploma</strong></td>
<td>Sport and Recreation Studies</td>
<td>130 credits: 30=L5, 100=L6</td>
</tr>
<tr>
<td></td>
<td>Sport and Recreation Management</td>
<td>110 credits: 30=L5, 80=L6</td>
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<tr>
<td></td>
<td>Marketing and Public Relations</td>
<td>20 credits: 10=L5, 10=L6</td>
</tr>
<tr>
<td></td>
<td>Event and Project Management</td>
<td>60 credits: 30=L5, 30=L6</td>
</tr>
<tr>
<td></td>
<td>Sport Sociology</td>
<td>20 credits: L5</td>
</tr>
<tr>
<td></td>
<td>Sport Informatics</td>
<td>20 credits: L5</td>
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</tbody>
</table>
There are five main focus areas within the programmes

- **Sport and Recreation Studies**: Studies that relate to the principles of SRF: Theory and strategy orientated
- **Business Studies**: Studies that focus on business, finances and marketing
- **Event and Project Management**: Studies to aim to develop events, projects and long term programmes
- **Sport Sociology**: Studies that aim to understand society and sport
- **Sport Informatics**: Studies that integrates technology in workplace
<table>
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<tr>
<th>Programme Summaries</th>
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</thead>
<tbody>
<tr>
<td><strong>HIGHER CERTIFICATE</strong>&lt;br&gt;Sports, Recreation &amp; Fitness Management</td>
</tr>
<tr>
<td>Credits</td>
</tr>
<tr>
<td>Exit NQF Level</td>
</tr>
<tr>
<td>Subjects streams</td>
</tr>
<tr>
<td>Total Modules</td>
</tr>
<tr>
<td>Logged WBL Hours</td>
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<tr>
<td>Duration</td>
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</table>
RPL AND ADDITIONAL COURSE WORK

HIGHER CERTIFICATE
SPORTS, RECREATION & FITNESS MANAGEMENT

Gain access to the Diploma in Year 2 and continues with Year 2 modules

ADVANCED CERTIFICATE
SPORTS, RECREATION & FITNESS MANAGEMENT

Gain direct access to the Advanced Certificate

To gain access to the Diploma in Year 3:
- Commence with all Year 3 subjects but a selection of Year 2 subjects must also be completed:
  - Sport Recreation Studies (Partial)
  - Sport and Recreation Management (Partial)
  - Sport Sociology (All modules)
  - Sport Informatics (All modules)
  - Additional 100 logged WBL hours required

DIPLOMA
SPORT & RECREATION MANAGEMENT
HIGHER CERTIFICATE
SPORTS, RECREATION & FITNESS
MANAGEMENT
THE START OF YOUR FUTURE IN THE SRF WORLD!

A great start to a career in Sport, Recreation and Fitness Management!

An introductory programme that provides you with:
• an understanding of the principles of basic business and finance management.
• the skills to develop and implement events.
• The ability to integrate technology in your work environment.
• Insight regarding the role of society in sport.
## Exit Level Outcomes

<table>
<thead>
<tr>
<th>Number</th>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
</table>
| 1      | Manage a sports tournament | • A sports tournament programme is designed, developed, and implemented in a community.  
• A secure environment is provided to conform to legislative requirements and ensures safe participation.  
• A volunteer strategy is planned and implemented to achieve event outcomes. |
| 2      | Co-ordinate athlete and team support | • Codes of good conduct are applied to ensure team discipline and appropriate behaviour.  
• The logistics of a sports team are coordinated to ensure that all necessary support services are available.  
• Public relations and media liaison is facilitated to promote athletes and sports teams. |
| 3      | Manage a sport or fitness facility | • Management principles are explained in the context of facilities and their equipment  
• A marketing plan is developed to enhance public relations of a facility.  
• Operational functions are described in accordance with best practice.  
• Knowledge of human resources and their purpose are described in the context of facility management  
• The appropriate governance principles are applied to the oversight and management structures to ensure sustainable facilities. |
| 4      | Apply administration and business management skills | • Sound financial and business principles are implemented to comply with best operating practices.  
• Safety and risk management practices are implemented to conform to legislative requirements.  
• Principles of sport law and good governance are applied in accord with local and international protocols. |
| 5      | Engage in community sport development | • Community structures are identified or established to address sport development issues.  
• Participants with disability are managed within the sport or fitness environment. |
| 6      | Conduct sport specific marketing | • Market research is conducted and analysed for a marketing plan.  
• A sponsorship proposal is developed to approach potential funders. |
| 7      | Information Management skills | • Information management skills are applied within sport and recreation projects.  
• Information technology is integrated in the creation of marketing campaigns, managing projects and communication between various parties.  
• Social media technology is used to manage information in sport and recreation projects. |
The start to a career

**Local and Provincial Government**
- Only administrative assistant level
- Administrator for local provincial academies
- Assistant in SRF departments at provincial government
- Assistant administrator for local government SRF departments
- Liaison assistant between sport federations and local/provincial departments

**Events, MPPs**
- Administrative assistant and event team member
- Event team member
- Assistant to event manager
- Assistant for MPPs
- Implementer of events and MPPs
- Small events planner

**SRF Enterprises**
- Staff member; Assistant; Promotions Assistant
- Floor staff in business
- Promotions implementer
- Office Administration Clerk

**NGO & Communities**
- Project Team member; SRF Club Assistant
- Project team member
- Implementer of programmes
- Administrative Assistant to club manager
- Assistant to maintenance manager of club
- Implementer of community based activities
<table>
<thead>
<tr>
<th>SUBJECT/MODULE</th>
<th>CREDITS</th>
<th>NQF LEVEL</th>
</tr>
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<tbody>
<tr>
<td>Business Management of Sport, Recreation and Fitness</td>
<td>25</td>
<td>5</td>
</tr>
<tr>
<td>Organisations (NQF Level 5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport, Recreation and Fitness Business</td>
<td>25</td>
<td>5</td>
</tr>
<tr>
<td>Facilities (NQF Level 5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events and Tournaments for Sport, Recreation and Fitness (NQF Level 5)</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Mass Participation Programmes (NQF Level 5)</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Team management and Touring Logistics (NQF Level 5)</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to Sport Sociology (NQF Level 5)</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to Sport Informatics (NQF Level 5)</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>
You will complete 7 modules in 4 subject streams. Some modules are year long modules. All assessments are continuous assessment. The assignments are a mix of practical, theory, question papers and essays.
You will understand the general principles of business management, financial management and the management of sport facilities and organisations. You will also gain an understanding of marketing and promoting various sport organisations.

**Business Management of Sport, Recreation and Fitness**

50 credits: L5

You will explore various events and long term projects and will gain the needed knowledge to manage events and projects. Furthermore, it provides you with the needed technical skills to implement and manage events and projects.

**Event and Project Management of Sport, Recreation and Fitness**

50 credits: L5

You will learn how there is a dynamic relationship between society and sport. It will provide you with the social context of sport and how society and social actions influence the development, growth and sustainability of sport.

**Sport Sociology**

10 credits: L5

You will gain an understanding of the management of information and how technology is incorporated into a variety of environments to enhance the understanding of sport, monitor the development of sport and increase participation in sport.

**Sport Informatics**

10 credits: L5
The subjects

You will understand the general principles of business management, financial management and the management of sport facilities and organisations. You will also gain an understanding of marketing and promoting various sport organisations.

Business Management of Sport, Recreation and Fitness

Module 1
SRF Business Organisations

You will gain an understanding of business and financial principles and will be able to develop business and marketing strategies for SRF small enterprises.

At the end of the module you will be able

- To write a business plan
- Operate a small enterprise
- Manage and conduct financial planning
- Develop business and marketing strategies
- Conduct market research

50 credits; L5

Module 2
SRF Facilities

You will learn how to develop business and financial strategies to run SRF facilities efficiently. You will gain an understanding of the importance of good governance and how to create sustainable SRF facilities.

At the end of the module you will be able

- Develop business strategies for SRF facilities
- Analyse and apply the principles of good corporate governance on SRF organisations
- Develop and operate SRF facilities that are sustainable and efficiently

50 credits; L5
You will explore various events and long term projects and will gain the needed knowledge to manage events and projects. Furthermore it provides you with the needed technical skills to implement and manage events and projects.

**Event and Project Management of Sport, Recreation and Fitness**

At the end of the module you will be able
- To conceptualise, plan and implement a small event
- To manage event staff and volunteer
- To identify risks and develop a plan to manage risks

**Module 1**
*Events & Tournaments for SRF*

You will gain an understanding of how to plan and implement a small sport event. You will also learn how to manage event staff as well as volunteers. You will learn how to develop risk management plans for events.

**Module 2**
*Mass Participation Programmes*

You will gain an understanding of the principles of mass participation programmes.

**Module 3**
*Team Management and Touring Logistics*

You will gain an understanding of the principles of mass participation programmes.
The subjects

You will understand the general principles of business management, financial management and the management of sport facilities and organisations. You will also gain an understanding of marketing and promoting various sport organisations.

Sport Sociology

10 credits; L5

Module 1
Introduction to Sport Sociology

You will gain an understanding of business and financial principles and will be able to develop business and marketing strategies for SRF small enterprises.

25 credits; L5

At the end of the module you will be able

- To write a business plan
- Operate a small enterprise
- Manage and conduct financial planning
- Develop business and marketing strategies
- Conduct market research
The subjects

You will explore various events and long term projects and will gain the needed knowledge to manage events and projects. Furthermore it provides you with the needed technical skills to implement and manage events and projects.

Sport Informatics

10 credits: L5

Module 1
Introduction to Sport Informatics

You will gain an understanding of how to plan and implement a small sport event. You will also learn how to manage event staff as well as volunteers. You will learn how to develop risk management plans for events.

At the end of the module you will be able
- To conceptualise, plan and implement a small event
- To manage event staff and volunteer
- To identify risks and develop a plan to manage risks
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