



**Vaal University of Technology**

*Your world to a better future*

## **Memorandum**

**Programme Accreditation and Curriculum  
Development**

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**To:** HEQSFonline  
**CC:** n/a  
**From:** O Evangelou  
Director: Programme Accreditation and Curriculum Development  
**Date:** 20 April 2015  
**Subject:** Application returned for Deferral

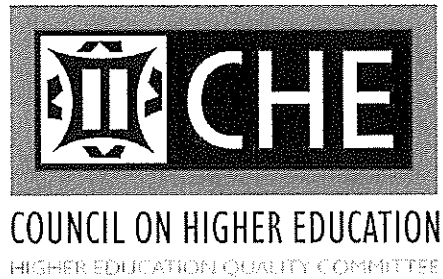
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To whom it may concern,

Kindly find attached clarification on the following programme:

**Diploma in Marketing (3204075)**

O Evangelou  
Director: Programme Accreditation and Curriculum Development



# HEQSF Category B Alignment

## Diploma in Sport Management

### 1. SPECIFIC AMENDMENTS TO THE DESIGN OF THE LEARNING PROGRAMME.

Programme Details						
Title of all modules	Compulsory (C)/ Elective (E)	NQF level	Credits	Total no of contact hours	Mode of delivery	Module status: Removed / Added / Modified / Unchanged
<b>Year 1 Semester 1</b>						
Sport Management 1.1	C	5	10	48	Lectures	Unchanged
Sport & Physical Recreation 1.1	C	5	10	48	Lectures	Unchanged
Marketing 1.1	C	5	10	48	Lectures	Unchanged
Public Relations 1.1	C	5	10	48	Lectures	Unchanged
Applied Communication Skills 1.1	C	5	8	48	Lectures	Unchanged
ICT Skills	C	5	10	64	Lecturer/ Lab	Unchanged
<b>Year 1 Semester 2</b>						
Sport Management 1.2	C	5	10	45	Lectures	Unchanged
Sport & Physical Recreation 1.2	C	5	10	45	Lectures	Unchanged
Marketing 1.2	C	5	10	45	Lectures	Unchanged
Public Relations 1.2	C	5	10	45	Lectures	Unchanged
Applied Communication Skills 1.2	C	5	8	45	Lectures	Unchanged
Sport Practical 1	C	5	10	52	Practical/ Stadium	Unchanged
			Total			

[illegible]

<b>CREDIT DISTRIBUTION</b>						
NQF LEVEL	NO OF CREDITS					
5	168					
6	140					
7	60					
<b>TOTAL</b>	<b>368</b>					

## 2. PURPOSE OF THE QUALIFICATION

The purpose of the Diploma in Sport Management is to develop graduates who can demonstrate focused knowledge and skills in the field of Sport and Recreation Management as well as gaining experience in applying such knowledge and skills in a workplace context.

The qualification is a planned combination of learning outcomes with a defined purpose that culminates in applied competence and serves as a basis for further learning in the field of Sport Management.

## 3. PROGRAMME REDESIGN AND ALIGNMENT WITH HEQSF

The qualification further supports the concept and objectives of the HEQF and the framework of the HEQF. It accommodates all forms of formal and non-formal learning through recognition within the stated specified outcomes framework. It also promotes mobility and articulation through the system of credits to the framework and specified outcomes. Finally critical cross-field outcomes form part of the education and training in this qualification.

Minimum credits in Knowledge areas	
Total	368
Management Sciences	276
Complementary Studies	52
Work Integrated Learning	30
Computing and IT	10

The qualification will be awarded to a learner who has provided evidence to the satisfaction of the assessors that the stated competence of the qualification as detailed in the specific outcomes has been achieved. This is achieved through education and training in the providers learning programmes or through experience that complies with specific outcomes (recognition of prior learning). This qualification also provides access to further study in Sport Management at NQF level 7.

### Qualification Outcomes

The learner completing this qualification will be required to meet the outcome competency which defines the following exit level outcomes.

- Apply theory and best practice with regard to administration of Sport Management in a work context.
- Apply the learned knowledge and skills in within the various contexts in Sport Management.
- Contribute to development of Sport Management in a workplace.

- Integrate business needs and Sport Management imperatives.
- The qualification will be awarded to a learner who has provided evidence to the satisfaction of the assessors that the stated competence of the qualification as detailed in the specific outcome has been achieved.
- This qualification also provided access to further study Sport Management at NQF level 7.
- Engaging in sport reaction practice via work integrated learning.
- Effectively working as an individual and in teams.
- Communicating technical information in a professional manner.

## ASSESSMENT CRITERIA

1.

Apply the management functions of planning, organizing, directing of staff and control  
 Compile annual budgets and monitor income and expenditure within such budgets  
 Appraise performance and take corrective action  
 Decisions on the outsourcing of security responsibilities or performing such responsibilities in-house  
 Develop security systems to safeguard staff, facilities and equipment  
 Stay within security budgeting constraints  
 Development of budgets for tournaments/events  
 Designing a time frame for critical actions to be taken  
 Assigning planning responsibilities to staff  
 Setting standards of performance, measuring actual performance and taking of corrective action  
 Understanding and staying within the parameters of the principles guiding the law of contract and sale  
 Understanding and staying within the parameters of legislation governing labour practice

2.

Conduct environmental scanning and competitor analysis to identify opportunities and threats  
 Conduct an internal audit to identify strengths and weaknesses  
 Apply market-forecasting techniques to determine potential demand  
 Understand marketing research procedures to conduct feasibility studies  
 Obtain consensus on marketing objectives  
 Conduct market segmentation to analyse the potential market  
 Apply criteria to select segments as target markets  
 Position the offering in the perception of the target market as having a differential advantage over competing products/services  
 Develop product/service features to meet the requirements of target markets  
 Develop a distribution network to allow access to target markets  
 Formulate pricing and discount policy

3.

Establishing the perception of constituent of the organization and its products/services  
 Apply the research process to obtain relevant information for corporate identification decision-making  
 Develop a corporate image strategy  
 Identify all constituents of the organisation  
 Select appropriate media strategies to communicate with constituents

Maintain press relations to ensure coverage of newsworthy incidents/events  
Preparation of press releases

4.  
Understand and apply sociological theories to the sport environment  
Apply principles of psychology for a variety of sport situations  
Execute psychological techniques to enhance sport performance in a variety of sport situations

#### **Integrated assessment**

It is important for learners to understand the relationship between business functions, sport sociology and psychological and exercise science and that the success of a team manager depend on how effective these aspects work together in the process of achieving the objectives of the team/sport management business. The integrated assessment summative takes the form of a project in which the learner must plan and execute a sport event. Formative assessment comprises class test, presentations and examinations.

#### **Assessment policies and producers**

All summative assessments are conducted in terms of the University Assessment regulations and are administered by the Examinations Section of the University. The assessment requirements both formative and summative for each individual module offering are incorporated in the Learner Guide and form an integral part of the teaching and learning process.

#### **4. OVERALL ASSESSMENT STRATEGY**

Each module, while addressing different content requirements, which contributes to the purpose of the qualification, will progressively contribute to achieving one or more of the exit level outcomes.

The exit level outcomes relevant to each module will be identified in the learner guide for that module. Assessments, both formative and summative, while intending to assess content knowledge pertinent to the purpose of the module, will be formulated within the context of the stipulated outcomes for what particular module.

This means that assessments will be structured to comply with evaluating the defined exit level outcomes for that particular module.

By this method all the stipulated qualification outcomes will be addressed progressively within the applicable context of each module up to the exit level of the qualification.

1. Written tests/examinations
2. Practical evaluation
3. Continuous assessment
4. Case based Study
5. Assignments ( individual or group)
6. Presentation
7. Documented project
8. Simulation

#### Exit Level Outcomes

1. Apply theory and best practice with regard to administration of Sport Management in a work context.
2. Apply the learned knowledge and skills in within the various contexts in Sport Management
3. Contribute to development of Sport Management in a workplace.
4. Integrate business needs and Sport Management imperatives.
5. The qualification will be awarded to a learner who has provided evidence to the satisfaction of the assessors that the stated competence of the qualification as detailed in the specific outcome has been achieved.
6. This qualification also provided access to further study Sport Management at NQF level 7.

Module	Assessment Purpose	Assessment Approach
<b>Year 1 Semester 1</b>		
Sport Management 1.1	ELO 1,2,3,4,	1,2,5,
Sport & Physical Recreation 1.1	ELO 1,2,3,4,	1,2,5,
Marketing 1.1	ELO 1,2,3,4	1,2,5,
Public Relations 1.1	ELO 1,2,3,4	1,2,5,
Applied Communication Skills 1.1	ELO 8,9	1,2,3,5,
ICT Skills	ELO 1,2,3,4,	3,4,9
Sport Practical 1	ELO 1,2,3,5,6	1,2
<b>Year 1 Semester 2</b>		
Sport Management 1.2	ELO 1,2,3,4,	1,2,5,
Sport & Physical Recreation 1.2	ELO 1,2,3,4,	1,2,5,
Marketing 1.2	ELO 4,8	1,2,5,
Public Relations 1.2	ELO 4,8	1,2,5
Applied Communication Skills 1.2	ELO 8,9	1,2,3,5
Sport Practical 1	ELO 1,2,3,5,6	1,2
<b>Year 2 Semester 1</b>		
Sport Management 2.1	ELO 1,2,3,4	1,2,5,
Sport & Physical	ELO 1,2,3,4,	1,2,5,

Recreation 2.1		
Marketing 2.1	ELO 1,2,3,4,	1,2,5,
Consumer Behaviour 1.1	ELO 1,2,3,4,	1,2,5,
Applied Communication Skills 2.1	ELO 8,9	1,2,3,5
Personal Selling 1.1	ELO 1,2,3,4,	1,2,5,
Sport Practical 2	ELO 1,2,3,5,6	1,2
<b>Year 2 Semester 2</b>		
Sport Management 2.2	ELO 1,2,3,4	1,2,5,
Sport & Physical Recreation 2.2	ELO 1,2,3,4,	1,2,5,
Marketing 2.2	ELO 1,2,3,4,	1,2,5,
Consumer Behaviour 1.2	ELO 1,2,3,4,	1,2,5,
Applied Communication Skills 2.2	ELO 8,9	1,2,3,5
Sport Practical 2	ELO 1,2,3,5,6	1,2
Personal Selling 1.2	ELO 1,2,3,4,	1,2,7
<b>Year 3 Semester 1</b>		
Sport Management 3.1	ELO 1,2,3,4,6	1,2,5,4
Sport & Physical Recreation 3.1	ELO 1,2,3,4,	1,2,5,4
Entrepreneurship 1.1	ELO 2,8	1,2,5
Sport Practical 3	ELO 1,2,3,5,6	1,2
<b>Year 3 Semester 2</b>		
Internship	ELO 1,2,4, 5, 7	2,3,4,5,8,9,

## 5. Learning Activities

Learning activities vary per module depending on the nature of the context and the ELO's that will be addressed within each module.

Year 1 –Semester 1	TOTAL			HOURS		
	Contact	Practical	Self-Study	Assessment	WIL	Notional Hrs
Sport Management 1.1	48		46	6		100
Sport & Physical Recreation 1.1	48		46	6		100
Marketing 1.1	48		46	6		100
Public Relations 1.1	48		46	6		100
Applied Communication Skills 1.1	52		22	6		80
ICT Skills 1.1	16	48	32	4		100
<b>TOTAL</b>	<b>260</b>	<b>48</b>	<b>238</b>	<b>34</b>		<b>580</b>
<b>Year 1 Semester 2</b>						
Sport Management	45		49	6		100



1.2						
Sport & Physical Recreation 1.2	45		49	6		100
Marketing 1.2	45		49	6		100
Public Relations 1.2	45		49	6		100
Applied Communication Skills 1.2	52		22	6		80
Sport Practical 1		52	42	6		100
<b>TOTAL</b>	<b>232</b>	<b>52</b>	<b>260</b>	<b>36</b>		<b>580</b>
<b>Year 2 Semester 1</b>						
Sport Management 2.1	48		46	6		100
Sport & Physical Recreation 2.1	48		46	6		100
Marketing 2.1	48		46	6		100
Consumer Behaviour 1.1	48		46	6		100
Applied Communication Skills 2.1	52		22	6		80
Personal Selling 1.1	48		46	6		100
<b>TOTAL</b>	<b>277</b>	<b>52</b>	<b>309</b>	<b>42</b>		<b>680</b>
<b>Year 2 Semester 2</b>						
Sport Management 2.2	45		49	6		100
Sport & Physical Recreation 2.2	45		49	6		100
Marketing 2.2	45		49	6		100
Consumer Behaviour 1.2	45		49	6		100
Applied Communication Skills 2.2	52		22	6		80
Personal Selling 1.2	45		49	6		100
Sport Practical 2		52	42	6		100
<b>TOTAL</b>	<b>277</b>	<b>52</b>	<b>309</b>	<b>42</b>		<b>680</b>
<b>Year 3 Semester 1</b>						
Sport Management 3.1	48		44	8		100
Sport & Physical Recreation 3.1	48		44	8		100
Entrepreneurship 1.1	48		46	6		100
Sport Practical 3		48	44	8		100
<b>TOTAL</b>	<b>144</b>	<b>48</b>	<b>178</b>	<b>30</b>		<b>400</b>
<b>Year 3 Semester 2</b>						

Internship	0	0	0	0	720	720
GRAND TOTAL	1205	200	1237	166	720	3540
PERCENTAGE	34%	6%	35%	5%	20%	100%

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### Learning Activities :Summary

Learning activities vary per module depending on the nature of the context and the ELO's that will be addressed within each module.

Types of learning Activities	Hours	Percentage
Direct contact time (Lecturer, face to face, limited interaction or technology-assisted, tutorials, Syndicate groups)	1205	34%
WIL ( Practical experiential learning, simulated learning, laboratory work, practical etc excluding workplace-based learning	200	6%
WIL (Workplace-based learning only )	720	20%
Independent self-study of standard texts and references and specially prepared materials (study guides, books, journal articles, case studies, multi-media)	1237	35%
Assessment	166	5%
Other (specify)		
Total	3540	100%

### 6. PROFESSIONAL BODY

No professional body exists

### 7. RECOGNITION OF PRIOR LEARNING

Recognition of prior learning (RPL) may be used to demonstrate to competence for admission to this programme. This qualification may be achieved in part through recognition of prior learning processes. Credits achieved by RPL must not exceed 50% of the total credits and must not include credits at the exit level.

RPL will be conducted in accordance with the PRL policy of the Vaal University of Technology.

### 8. Work Integrated Learning (WIL)

**Sport Management**

The arrangements regarding internship for students in Sport Management will continue in the same way as in previous years where students in their final year (3<sup>rd</sup>) will be placed in the industry and monitored through the Cooperative Education Department and completion of log books. The database of industry will be used for student placement and will be monitored by the Senior Lecturer (Sport Management).