

STADIO

HIGHER EDUCATION

SCHOOL OF COMMERCE

FUNDAMENTALS IN SPORT COMMERCE

12 WEEKS WITH MINIMUM FOCUSED LEARNING TIME OF 90 HOURS |
SELF-PACED LEARNING ONLINE | CREDITS: CERTIFICATE OF COMPLETION |
LANGUAGE: ENGLISH

MODE OF DELIVERY - SELF-PACED LEARNING ONLINE

Access resources provided from start date; self-paced learning online.

DESCRIPTION

In a time of a next industrial revolution, the growth of technology and changing consumer habits of a more informed momentous society also reveals an eSports revolution and a sports industry facing unprecedented levels of change. It seems if the global sports market is expected to reach approximately \$614.1 billion in 2022. The manner how to respond to these transformative effects requires new skills, fundamental skills and highly qualified professionals in all aspects of sport management. Sport managers include a wide spectrum of leaders involved with coaching, sport events, sport operations, sport facilities, school sport, club sport, sport marketing, sport sponsorships, sport finances and others.

COMPLEXITY LEVEL

STADIO's Online Short Learning Programmes (SLPs) are non- credit-bearing short courses, designed to provide you with high level knowledge in a particular field of study to assist you in the workplace if you don't have the time to enrol for a full-length programme. Successful completion of the Online SLP, however, can be included in your portfolio of evidence for Recognition of Prior Learning (RPL) for consideration when accessing a full qualification.

FEES

R 5 950.00

OUTCOMES

1. This Short Learning programme (SLP) CFSC is a sports management toolkit of the most important management tools and techniques available to those working in the sport and leisure industries. The reason behind the focus on sport commerce, is to merely emphasise the professional era over the amateur era. The curriculum is designed to bridge the gap between the classroom and the workplace / sport arenas. The three modules consist of 22 study units with a detailed introduction to the best practice in the core sports commerce management disciplines. The course is written in a clear, easy and straightforward style covers all the key functional areas of sport commerce within a South African context and from a South African perspective. Students will look at South African examples and this will provide them with the ability to apply specific theoretical concepts to South African cases.
2. All modules are core compulsory modules to the SLP - Fundamentals of Sport Commerce - CFSC.
3. All study material is included in this document. The body of knowledge is therefore integrated with the study guide and no textbooks are required. Students therefore do not have to buy any additional sources.
4. The study guide will guide you what to do. The CFSC framework entails three modules and 22 study units. Read carefully and distinguish between content for general reading and content for in-depth study. The content indicated as “study” will form part of the examination. The term used for “examination” is “assessment” and we distinguish between formative and summative assessment.
 - Formative assessment is related to assignments and student summaries in preparation for the final summative assessment. In this course the formative assignment is voluntary and self-assessed.
 - The summative assessment (final examination) is compulsory and need to be submitted to your lecturer during the third month of the course. You will be notified when and how to submit your summative assessment portfolio.
5. For easier understanding of the level descriptors (eg. to list versus explain) and the applied competencies you need to assess, you can refer to the key words in Bloom’s Revised Taxonomy to guide you in answering assignments/examination papers.
6. This assignment is recommended for formative assessment purposes AFTER you have studied all the study units.

ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

There are no entry requirements for this Online SLP. However, it is recommended that the applicant has achieved English language competence at a level that is equivalent to Grade 12.

COURSE CURRICULUM

MODULE 1: SPORT-LEISURE LEADERSHIP & GOVERNANCE

- This module elaborates on leadership vs management vs governance. The focus will be on sport leadership, visionary leadership and practical management of making sport successful and sustainable. The module commences with an overview of the history of sport management followed by study units that explore the concepts of leadership, organisational structures, and management functions in sport as well as legal considerations. The unit concludes by looking at enhancing the innovation and creativity of teams in a work setting and finally the integration of corporate social responsibility (CSR) into the sport organisation.

MODULE 2: SPORT ECONOMY, COMMERCE & MARKETING

- Students will understand sport as a business within the sport industry and within the sport economy. This module will therefore re-enforce or change the mind-set of sport officials towards sport commerce, sport finance and the marketing of sport products and services. It therefore needs to equip learners with the fundamental principles of economics, accounting, budgeting, cash flow management, financing sport as a public need, sport investments, generating streams of income, sponsorship management, strategic sport marketing and the marketing of sport products and services.

MODULE 3: SPORT OPERATIONS AND EVENT-PROJECT MANAGEMENT

- Students will understand the principles of adding value through sport operations, event management and the technical aspects of managing sport. This module will therefore focus on equipping learners with the fundamental principles of sport technologies, hosting sport events, sport facility management, sport safety, sport security, service quality of sport and sport housekeeping.

SPECIFIC REQUIREMENTS

- Optimised for Chrome, but works on all browsers
- Use any mobile or desktop device with a minimum of 128MB of RAM
- A reliable internet connection with continuous access and a minimum speed of 4MB (this product is not available offline)

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