

# STADIO



## FUNDAMENTALS IN SPORT COMMERCE

SHORT LEARNING PROGRAMME  
SELF-PACED LEARNING ONLINE



# FUNDAMENTALS IN SPORT COMMERCE

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

## CAREER OPPORTUNITIES

• SPORTS MANAGERS INVOLVED IN ALL TIERS OF SPORT INCLUDING COACHING, SPORTS EVENTS, SPORTS OPERATIONS, SPORTS FACILITIES, SCHOOL SPORTS, CLUB SPORTS, SPORTS MARKETING, SPORTS SPONSORSHIPS AND SPORTS FINANCES.

## 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.



## ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

- Understand the fundamental principles of sport commerce leadership for growth and sustainability of sport
- Understand the fundamental principles of sport as a business within sport industries and the global sport economy
- Understand the fundamental principles of adding value through practical and technical sport operations.

## 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.

## MODULE DESCRIPTIONS

### MODULE 1

- The 1st 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.

### MODULE 2

- The 2nd module elaborates on sport as a business, the sport industry within the sport economy, sport commerce and the marketing of sport products and services.

### MODULE 3

- The 3rd module elaborates on adding value through sport operations, the technical utilisation of sport technologies, hosting sport events, sport facility management, sport safety, sport security and sport housekeeping principles.

## 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)

## FEES

R9 750.00

## START DATE:

20 FEBRUARY 2023



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