



Faculty of Commerce



UNIVERSITY OF CAPE TOWN

Postgraduate Diploma in Management in Sport Management

From 2006, UCT's Faculty of Commerce is offering a new one-year full-time Postgraduate Diploma in Sport Management. This course will build on the recognised excellence of the existing Postgraduate Diplomas in Management which are highly valued in the marketplace.

The course is aimed at students and graduates with a passion for the business of sport, and an undergraduate degree (or equivalent) in such diverse areas such as science, commerce, humanities, engineering, human movement and others.

The Sport Management Postgraduate Diploma in brief

In the first semester, students complete a number of business courses, and are also introduced to sport management in the South African and international context. There are four sport management specific courses and a strategic management project in the second semester:

- **The Business of Sport** – provides an understanding of the major business and related components of sport, and specifically how funds are raised, managed and circulated.
- **Sports Administration** – a theoretical and practical focus on administration, governance and finance within sports organisations, across specialist sport management disciplines such as law, development, marketing, marketing research, facilities management and competition management.
- **Sport Management in Practice** – gives students an appreciation of how sport theory is applied practically within the local sporting environment, and provides an opportunity to apply the theoretical knowledge gained across all sport management disciplines.
- **Principles of Sports Medicine and Exercise Physiology** – covers key elements within the field of exercise physiology, sports medicine and science. This course will make extensive use of the staff and academics of the Sports Science Institute of South Africa.

What differentiates the Sport Management Postgraduate Diploma?

- The only qualification of its kind in South Africa, with a strong theoretical and practical grounding in the major management disciplines, as well as sport management, sports medicine and exercise physiology.
- Project collaboration and internships with the Sports Science Institute of South Africa.
- Extensive use of guest lectures, relevant case studies, action learning, group projects and interactive learning.
- A 6-week internship programme across a wide variety of sport management disciplines, organisations and locations.

Other fast facts

- Duration – One year course, full-time from mid February to the end of November
- Applications – Close 30 November of preceding year of intended study
- Student fees – Approximately R25,000 for 2006

The Sport Management Internship

Graduates of this programme will be flexible thinkers, with a rare combination of sport management knowledge and a broad range of management skills. The 6-week internship programme in September/October each year is designed to provide our students with practical work experience in the sport industry.

By hosting a student as an intern within your organisation, you will help enhance and broaden their management skills acquired during the course, as well as achieve a number of benefits for you and your organisation. Where required, UCT will support and advise organisations to ensure that both the student and the organisation benefits from the internship.

Benefits to the host organisation:

- Access to mature students with a broad range of practical and theoretical skills and knowledge, as well as fresh ideas and enthusiasm.
- Freedom to place the student where you choose within your organisation, allowing maximum benefit to your organisation.
- Practical assistance at minimal cost (travel costs are typically covered), often in an area where manpower, time or budget constraints are a hindrance. Students can assist with a broad range of activities such as market research, analysis, projects, events, operations, or even develop a case study for the course, that is related to your organisation.
- A pre-screened potential employee, with the opportunity to ensure that the needs of your organisation are well matched to the intern's skills and ability.
- Investment in skills development and education in a growing sector of the South African economy.

Overview of the Postgraduate Diploma Programme

Over the last ten years, the Postgraduate Diplomas in Management at UCT have developed a well-deserved reputation for providing graduates with a new set of specialist skills, general business skills and the knowledge to enter a specific career. In 2005 approximately 170 students will complete one of the four existing diplomas in:

- Marketing Management
- Human Resource Management
- Enterprise Management
- Tourism Management

The format of the five diplomas is similar. To ensure that students have a broader understanding of the business world and are able to make better-informed decisions, the first semester focuses on the fundamental components of business i.e. marketing, finance, information systems, business thinking and strategy, communication and career development. In the second semester students concentrate on the applied area of their diploma, in this case the various aspects of the management of sport.

More information

Contact the diploma convenor: ameadows@commerce.uct.ac.za
or visit www.commerce.uct.ac.za/managementstudies/pgdiplomas/

