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# University of Pretoria Yearbook 2017

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## BComHons Recreation and Sports Management (07240002)

**Duration of study** 1 year

**Total credits** 161

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### Admission requirements

Relevant BCom degree with at least 60% for Sport Sciences on 3rd year level.

1. Registration for a second field of study With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.

#### 2. Acknowledgement of modules

2.1. Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a Dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in question are attended and passed at this university.

2.2. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

### Additional requirements

#### 1. Registration for a second field of study

With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.

#### 2. Acknowledgement of modules

- a. Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a Dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in

question are attended and passed at this university.

- b. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

## Other programme-specific information

Elective modules can be any three modules offered in other department(s) in the Faculty of Economic and Management Sciences in which the candidate complies with the entrance requirements.

The curriculum should be compiled in consultation with the head of department.

## Examinations and pass requirements

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of a department determines, in consultation with the Dean

- when the honours examinations in his/her department will take place, provided that:
  - i. honours examinations which do not take place before the end of the academic year, must take place no later than 18 January of the following year, and all examination results must be submitted to the Student Administration by 25 January; and
  - ii. honours examinations which do not take place before the end of the first semester, may take place no later than 15 July, and all examination results must be submitted to the Student Administration on or before 18 July.
- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations;
- NB: For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an examination in a module, including a supplementary examination, more than three times.
- the manner in which research reports are prepared and examined in his department.

**NB:** Full details are published in each department's postgraduate information brochure, which is available from the head of department concerned. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which is available from the head of department concerned.



## Curriculum: Final year

Minimum credits: 161

### Core modules

#### Psychosocial aspects of recreation and sport 711 (MBK 711)

**Module credits** 27.00

**Service modules** Faculty of Economic and Management Sciences

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Sport and Leisure Studies

**Period of presentation** Year

#### Module content

The sociology of sport and recreation service delivery is studied in a national and international context. Motivations for desirable sport and recreation conduct are explained from a sport psychology perspective. (1 hour contact time per week with work assignments for the following week.)

#### Recreation and sports philosophy 714 (MBK 714)

**Module credits** 30.00

**Service modules** Faculty of Economic and Management Sciences

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Sport and Leisure Studies

**Period of presentation** Semester 1

#### Module content

The philosophy of sport and recreation examines the following themes: The history and basic philosophical principles of sport and recreation. Philosophic approaches to sport and recreation management. The future of and career perspectives on sport and recreation in the 21st century. Sportsmanship. Cheating and fair play in sport. Good competition and drug-enhanced performance. Sport and the technological image of man. Human dimensions of bodylines and their embodiment in sport and recreation. The nature of play and sport.

#### Research report: Sport and recreation 701 (NME 701)

**Module credits** 30.00

**Service modules** Faculty of Economic and Management Sciences

**Prerequisites** No prerequisites.



<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Year

#### Module content

This module makes use of the textbook by Thomas, JR, Nelson, JK and Silverman, SJ, 2010, Research Methods in Physical Activity, as the basis for research in sport and recreation. The subsections of this module are qualitative research, quantitative research and statistics. The student has the opportunity to demonstrate an understanding of the module through the medium of a research proposal, a research manuscript, a written examination and a research project presentation.

### Marketing of sport 780 (RKB 780)

<b>Module credits</b>	20.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	BEM 110 or BEM 781
<b>Contact time</b>	1 web-based period per week, 1 lecture per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

#### Module content

The aim of this module is to introduce students to a dynamic application field in marketing, namely sport and leisure marketing. The ultimate outcome is that students will be exposed to the multidimensional scope of sport and leisure marketing through an experiential process where relevant scientific theory is combined with practical applications. Other topics will also be covered: leisure, recreation, sport and adventure tourism.

### Elective modules

#### Strategic events management 721 (TBE 721)

<b>Module credits</b>	20.00
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Division of Tourism Management
<b>Period of presentation</b>	Semester 2



## Module content

The managing of events and attractions as key focus area within the tourism landscape is becoming more competitive and sophisticated. Both events and attractions are significant core elements that assist in providing a sense of place and creating a certain magic for a destination. Major components of attractions and event management include the essential elements to manage any event, events within the MICE industry; a study of cultural festivals; sports events; social media/e-marketing; managing flagship attractions and events; and Special Interest Tourism (SIT). Researching global trends and changes in the global industry is imperative to manage events successfully and benchmark attractions. The understanding of current and topical issues within this industry is crucial to hone skills and insight to gain the competitive advantage and make a worthy contribution to this dynamic industry tourism sector.

## Strategic destination marketing 722 (TBE 722)

**Module credits** 20.00

**Prerequisites** No prerequisites.

**Contact time** 1 other contact session per week, 1 lecture per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Division of Tourism Management

**Period of presentation** Semester 2

## Module content

In an increasingly competitive marketplace, destinations have to distinguish themselves through creative strategies. Rapid changes in marketing platforms require innovative approaches to attract and retain brand loyal visitors, but also to sustain industry partnerships. Based on established theoretical principles of marketing, this module explores current trends in and approaches toward destination marketing. Emphasis is placed on best practice case studies from around the world through exploration of strategic destination marketing plans as well as tactics used by destinations to capitalise on the latest relevant trends.

## Sport tourism management 716 (TBE 716)

**Module credits** 20.00

**Contact time** 1 lecture per week

**Language of tuition** Afrikaans and English is used in one class

**Academic organisation** Division of Tourism Management

**Period of presentation** Semester 1 or Semester 2

## Module content

This module aims to clarify the relationship between sport and recreation events and activities and tourism. The role of sport and recreation in the development of tourism will be clarified. The multi-dimensional impact of sport tourism on communities will be analysed from both a sport management and event management perspective.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to



familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.