

# University of Pretoria Yearbook 2016

## BA Option: Sport and Recreation Management (01130127)

**Duration of study** 3 years

**Total credits** 387

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### Programme information

This three-year full-time programme is aimed at those interested in careers in the sport and leisure industries. A broad knowledge base provides graduates with understanding and skill sets to interrogate, create, promote, lead and manage the potential, promise, possibilities and power of contemporary globalised sport and leisure. Students are guided toward specialisation in the areas of sports management, sports psychology, sport and leisure in society, or sports coaching sciences. This will prepare graduates for employment in public or private sectors in contexts of commercialised and professional sport, sports development, community development and mass participation, sports coaching and facilitating psycho-social wellness through sport and leisure.

On completion of this specialisation area a graduate will have fundamental and functional management competencies to manage sport and recreation environments and organisations. Graduates may find employment in private and public sectors as sports managers, recreation and corporate wellness managers, school sports managers, sports marketers, sports entrepreneurs, and educators in Business Studies (with Marketing Management as elective) in secondary education after completing a PGCE.

Closing date for applications: 30 September annually.

### Admission requirements

- Candidates who achieved an APS of 30 in Grade 11 and comply with the minimum subject requirements and achievement levels of these study programmes will automatically be granted placement in the study programmes, subject to the availability of space. The above-mentioned is not applicable to selection programmes.
- To retain admission, learners will be expected to obtain an APS of at least 28 in Grade 12. Prospective students who have already been granted provisional admission in these study programmes, but obtained at least an APS of 27 in Grade 12, will be considered by the Admission Committee should space be available. The Admission Committee of the Faculty of Humanities will consider these students once the results of the National Benchmark Test (NBT) are available and depending on the availability of space.
- The Faculty will assess satisfactory performance in the NBT in the light of its commitment to ensure that an appropriate proportion of the applicants will be drawn from the historically disadvantaged category of the population.
- Applicants with an APS of 30 but who do not comply with the subject requirements must write the NBT.
- Life Orientation is excluded when calculating the APS.



Minimum requirements for 2016				
Achievement Level				APS
Afrikaans or English				
NSC/IEB	HIGCSE	AS-Level	A-Level	
5	3	C	C	30

## Other programme-specific information

Students who are deemed to be at risk of their level of academic literacy are compelled to take ALL 110 and ALL 125.

Students who are deemed NOT to be at risk of their level of academic literacy are compelled to take language modules to the value of 12 credits from the list of language modules (see *Academic literacy*).

*Note: Either STK 110 or STK 113,123 are required for BEM 314*

A student may, in consultation with the programme manager, replace BEM or SOC with a recognised school subject from the belowmentioned list.

*The following school-aligned elective modules are available for the programme:*

Afrikaans:

AFR 110,114,120 [12 each] 214,210,220 [20 each] 311,321 [30 each] AFR 358 [15]

African Languages:

For speakers of isiNdebele as home language or first or second additional language:

AFT 121, NDE 110 [12 each] AFT 220, NDE 210 [20 each] AFT 320, NDE 310 [30 each]

Sepedi for beginners:

SEP 110, SEP 120 [12 each] SEP 210, SEP 220 [20 each] AFT 320, SEP 310 [30 each]

For speakers of Sepedi as home language or first or second additional language:

AFT 121, SEP 111 [12 each] AFT 220, SEP 211 [20 each] AFT 320, SEP 310 [30 each]

IsiZulu for beginners:

ZUL 110, ZUL 120 [12 each] ZUL 210, ZUL 220 [20 each] AFT 320, ZUL 310 [30 each]

For speakers of isiZulu as home language or first or second additional language:

AFT 121, ZUL 111 [12 each] AFT 220, ZUL 211 [20 each] AFT 320, ZUL 310 [30 each]

English:

ENG 110,120 [12 each] 210,220 [20 each] 310,311,320,322 [30 each]

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Historical and Heritage Studies:

GES 110,120 [12 each], 210,220 [20 each] 310,320 [30 each]

Modern European Languages:

DTS 104 [24] 113,123 [12 each] 211,221 [20 each] 361,362,363,364 [15 each]

FRN 104 [24] 113,123 [12 each] 211,221 [20 each] 361,362,363,364 [15 each]

Faculty of Natural and Agricultural Sciences:

Geography, Geoinformatics and Meteorology: ENV 101,301, GGY 156,166,252,266,356,361,366, GIS 221 WKD 164.

Mathematics: WTW 114, 126, 128, 211, 218, 220, 221, 310, 381, 383, 389

Faculty of Economic and Management Sciences:

Economics: EKN 110, 120, 214, 224, 234, 244, 310, 314, 320, 325

**Please note:** Consult the yearbook of the relevant faculty that offers these disciplines regarding the credit values, presentation modes and possible prerequisites.

**Notes:**

- a. Students will be required to obtain an accredited Level 0/1 Coaching Certificate in one sport of choice in YCS 120 at their own cost as part of the degree requirements. A sports coaching certificate can be obtained from any recognised National Sport Federation (NSF) in South Africa. Practical demonstration and application of sports coaching skills could be done on and off campus.
- b. Students will be required to obtain a Community Recreation Leader Certificate in YSL 110 at their own cost as part of the degree requirements. The department will make arrangements in this regard.

**Academic literacy**

The academic literacy of all students who enrol at the University of Pretoria for the first time and all new students enrolling with the Faculty of Humanities for the first time will be assessed at the start of the academic year by means of their NSC marks.

1. Students following a degree programme in English: The NSC Grade 12 English mark will be used to determine whether students in the Faculty of Humanities should register for the academic literacy modules (ALL 110 and ALL 125 in English):
  - Home Language: Students with a 4 or lower register for ALL 110 and ALL 125.
  - First Additional Language: Students with a 5 or lower register for ALL 110 and ALL 125.
2. Students following a degree programme in Afrikaans: The NSC Grade 12 Afrikaans mark will be used to determine whether students in the Faculty of Humanities should register for the academic literacy modules (VAG 110 and VAG 125 in Afrikaans):
  - Home Language: Students with a 4 or lower register for VAG 110 and VAG 125.

All students in the Faculty of Humanities who are identified as being at risk in terms of their level of academic literacy, are compelled to obtain at least 12 credits in the academic literacy modules ALL 110 or VAG 110 and ALL 125 or VAG 125.

All students in the Faculty of Humanities who are not at risk in terms of their level of academic literacy, are

compelled to obtain at least 12 credits in language modules:

**Department of English**

ENG 110 Introduction to literature in English (I)

ENG 120 Introduction to literature in English (II)

ENG 118 English for specific purposes

**Departement Afrikaans**

AFR 110 Afrikaanse taalkunde en letterkunde

AFR 120 Afrikaanse taalkunde en letterkunde

AFR 114 Afrikaans vir sprekers van ander tale (I)

**Department of African Languages**

NDE 110 Introduction to isiNdebele grammar – Capita selecta

\* Students who want to take isiNdebele in the second semester, should also register for AFT 121 (African languages literature: Capita selecta)

ZUL 110 IsiZulu for beginners

ZUL 111 Introduction to isiZulu grammar – Capita selecta

\* Students want to take isiZulu in the second semester, should also register for AFT 121 (African languages literature: Capita selecta)

SEP 110 Sepedi for beginners

SEP 111 Introduction to Sepedi Grammar – Capita selecta

\* Students who want to take Sepedi in the second semester, should also register for AFT 121 (African languages literature: Capita selecta)

STW 110 Setswana for beginners

STW 111 Introduction to Setswana Grammar – Capita selecta

\*Students who want to take Setswana in the second semester, should also register for AFT 121 (African languages literature: Capita selecta)

**Department of Modern European Languages**

DTS 104 German for beginners

DTS 113 German: Cultural-professional (1) \*Prerequisite: Grade 12 German

FRN 104 French for beginners

FRN 113 French: Cultural-professional (1) \*Prerequisite: Grade 12 French

SPN 101 Spanish for beginners

SPN 102 Spanish for beginners

PTG 101 Portuguese for beginners

**Department of Ancient Languages and Cultures**

HEB 110 Hebrew

LAT 110 Latin

GRK 110 Greek

# Curriculum: Year 1

**Minimum credits: 138**

## Fundamental modules

### Academic information management 101 (AIM 101)

**Module credits** 6.00

**Service modules**

Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology  
Faculty of Veterinary Science

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week

**Language of tuition** Both Afr and Eng

**Academic organisation** Information Science

**Period of presentation** Semester 1

**Module content**

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology. Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

### Academic information management 111 (AIM 111)

**Module credits** 4.00

**Service modules**

Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology

**Prerequisites** No prerequisites.

**Contact time** MAMELODI, 2 lectures per week

**Language of tuition** Both Afr and Eng

**Academic organisation** Information Science



**Period of presentation** Semester 1

**Module content**

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology.

**Academic information management 121 (AIM 121)**

**Module credits** 4.00

**Service modules**

Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology  
Faculty of Veterinary Science

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week, MAMELODI

**Language of tuition** Both Afr and Eng

**Academic organisation** Information Science

**Period of presentation** Semester 2

**Module content**

Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

**Academic literacy 110 (ALL 110)**

**Module credits** 6.00

**Service modules**

Faculty of Health Sciences  
Faculty of Theology

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week

**Language of tuition** English

**Academic organisation** Unit for Academic Literacy

**Period of presentation** Semester 1

**Module content**

This module intends to equip students to cope more confidently and competently with the reading and understanding of a variety of texts, to apply these skills in a variety of contexts and to follow the conventions of academic writing.

## Academic literacy for Humanities 125 (ALL 125)

<b>Module credits</b>	6.00
<b>Service modules</b>	Faculty of Health Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Unit for Academic Literacy
<b>Period of presentation</b>	Semester 2

### Module content

This module equips students to understand and use a range of discipline-specific terminology; apply the strategies of critical and comprehensive reading to their own academic literacy; apply the conventions of academic writing to their own writing, using the process approach, to produce intelligible academic texts and use the correct referencing technique as required by the faculty.

## Academic orientation 101 (UPO 101)

<b>Module credits</b>	0.00
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Humanities Dean's Office
<b>Period of presentation</b>	Year

## Core modules

### Foundations of recreation and sports management 110 (SRM 110)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Economic and Management Sciences Faculty of Health Sciences
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

## Module content

This module is a broad introduction to sport and recreation as products in the market. Students discover the nature of sport and recreation, the difference between the concepts and policies, plans, strategies and structures of sport and recreation in South Africa and Zone VI in Africa. The dynamic scope and nature of recreation and sports management are introduced and discussed. Emphasis is placed on basic management tasks and functions in sport and recreation contexts, interpersonal skills, leadership and control systems and techniques in sport and recreation. The module establishes a foundation of management knowledge and skills on which subsequent sport and recreation management modules are built.

## Leadership in sport and recreation 120 (SRM 120)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	SRM 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

## Module content

This module explores the difference between sports and recreation management and leadership and their application in sport and recreation. Selected classic and modern management and leadership theories are identified, described and compared in sport and recreation contexts. Students are guided towards selecting and demonstrating appropriate leadership styles and skills related to cross-cultural sport and recreation situations. Emphasis is placed on building leadership capacity through sport and recreation. This module establishes leadership competencies and confidence for subsequent academic service learning and community engagement activities.

## Foundations of sports coaching sciences 110 (YCS 110)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Health Sciences
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

## Module content

This module identifies, defines and examines the underlying theoretical dimensions and practical principles of scientific sports coaching to provide a platform for subsequent knowledge and application in sports coaching contexts.





## Teaching and learning in sport 120 (YCS 120)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Health Sciences
<b>Prerequisites</b>	YCS 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

### Module content

This module builds on the fundamental principles of sports coaching. It focuses on the processes and techniques of learning and teaching of skills within a sports paradigm. Methodological techniques as implemented by the coach in teaching and learning of sports skills are identified, discussed and applied. In this module the student gets the opportunity to obtain a Level 0/1 Sports Coaching certificate in a sport of choice.

## Foundations of leisure and recreation 110 (YSL 110)

<b>Module credits</b>	12.00
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

### Module content

This module provides a strong underpinning to the theoretical concepts of recreation and leisure in societies. Foundations of recreation and leisure, the multifaceted delivery systems and diverse service areas of recreation are identified, characterised and discussed in contemporary contexts. The power, promise, potential and possibilities of recreation and leisure in society are explained and illustrated practically. In this module students obtain an accredited community recreation leadership certificate to provide a foundation for subsequent community engagement and academic service learning components.

## Sport in society 120 (YSL 120)

<b>Module credits</b>	12.00
<b>Prerequisites</b>	YSL 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

## Module content

In this module the role and function of sport as a social phenomenon in society are discussed and explored from different perspectives. Contemporary issues and controversies within the world of sport are unpacked to equip students to recognise and contribute to discourses in the globalised world of sport.

## Foundations of sport, exercise and performance psychology 110 (YSP 110)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Health Sciences
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

## Module content

In this module basic principles of sport, exercise and performance psychology are identified as basis for subsequent modules. Fundamental principles of motivation, activation, attention, personality and aggression and their role in sport, exercise and performance are identified, defined and discussed in diverse sport contexts.

## Psychology of sport coaching 120 (YSP 120)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Health Sciences
<b>Prerequisites</b>	YSP 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

## Module content

This module introduces the basic principles, dynamics and skills involved in the psychology of sport coaching. Different roles of the coach as leader, motivator, facilitator and communicator are identified and explained from a psychological perspective. In this module the psychological principles constituting the development of children through sport and coaching will be explored and interpreted. The growth principles will be integrated with all the different life phases.

## Elective modules

### Afrikaans 110 (AFR 110)

<b>Module credits</b>	12.00
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<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Economic and Management Sciences Faculty of Law Faculty of Health Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week, 2 discussion classes per week
<b>Language of tuition</b>	Afrikaans
<b>Academic organisation</b>	Afrikaans
<b>Period of presentation</b>	Semester 1

#### Module content

*Taalkundekomponent:* Inleiding tot die Afrikaanse taalkunde met klem op lees-en skryfvaardigheid.

*Letterkundekomponent:* Inleiding tot die Afrikaanse en Nederlandse letterkunde aan die hand van kortverhale en gedigte.

### Afrikaans 114 (AFR 114)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Economic and Management Sciences Faculty of Law
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Afrikaans
<b>Academic organisation</b>	Afrikaans
<b>Period of presentation</b>	Semester 1

#### Module content

Afrikaans for speakers of other languages (1) \*No mother tongue speakers of Afrikaans will be allowed to take this module. A subject for advanced learners of Afrikaans. A basic knowledge of Afrikaans grammar and listening, reading, writing and speaking skills are required.

### Afrikaans 120 (AFR 120)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Economic and Management Sciences Faculty of Law Faculty of Health Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week, 2 discussion classes per week
<b>Language of tuition</b>	Afrikaans



**Academic organisation** Afrikaans

**Period of presentation** Semester 2

**Module content**

Taalkundekomponent: Inleiding tot die Afrikaanse sintaksis, fonetiek en taalgeskiedenis.

Letterkundekomponent: Inleiding tot die Romankuns Inleiding tot die Drama

**German for beginners 104 (DTS 104)**

**Module credits** 24.00

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week, 4 discussion classes per week

**Language of tuition** Double Medium

**Academic organisation** Modern European Languages

**Period of presentation** Year

**Module content**

\*No previous knowledge of or experience in German required for admission. Students who passed grade 12 German are not allowed to register for this module

An intensive introductory study of the German language focusing on the acquisition of basic communication skills, namely listening, reading, speaking and writing. It also offers a brief introduction to the culture of German-speaking countries. This module complies with the requirements for level A2 set by the "Common European Framework of Reference for Languages".

**German: Cultural-professional (1) 113 (DTS 113)**

**Module credits** 12.00

**Service modules** Faculty of Health Sciences

**Prerequisites** Grade 12 German

**Contact time** 2 lectures per week, 1 discussion class per week

**Language of tuition** Double Medium

**Academic organisation** Modern European Languages

**Period of presentation** Semester 1

**Module content**

Comprehensive review of German grammar; development of reading, writing, speaking and understanding skills; analysis and interpretation of texts.

**German: Cultural-professional (2) 123 (DTS 123)**

**Module credits** 12.00

**Service modules** Faculty of Health Sciences

**Prerequisites** DTS 113

**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** Double Medium

**Academic organisation** Modern European Languages

**Period of presentation** Semester 2

### Module content

Continuation of comprehensive review of German; further development of reading, writing, speaking and understanding skills; analysis and interpretation of texts.

## English 110 (ENG 110)

**Module credits** 12.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Law  
Faculty of Health Sciences

**Prerequisites** No prerequisites.

**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** English

**Academic organisation** English

**Period of presentation** Semester 1

### Module content

\*Alternative evening classes - 2 discussion classes per week Introduction to Literature in English (1) This module introduces the study of literature by examining a number of texts representing different genres (poetry, prose, drama). The texts studied here will be mainly from the pre-twentieth century era and may include texts written in English from both Africa and other parts of the world. The aim of this module is to equip students with the critical and analytical skills required for a perceptive reading of poetry, novels and plays.

## English 120 (ENG 120)

**Module credits** 12.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Law  
Faculty of Health Sciences

**Prerequisites** No prerequisites.

**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** English

**Academic organisation** English

**Period of presentation** Semester 2

## Module content

\*Alternative evening classes: 2 discussion classes per week

Introduction to Literature in English (2)

This module introduces the study of post-nineteenth century literature by examining a number of texts representing different genres (poetry, drama, prose). Texts will be from both Africa and other parts of the world. By the end of this module students should have the background and analytical skills to perceptively read modern and contemporary poetry, novels and plays.

## French for beginners 104 (FRN 104)

**Module credits** 24.00

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week, 4 discussion classes per week

**Language of tuition** Double Medium

**Academic organisation** Modern European Languages

**Period of presentation** Year

## Module content

\*No previous knowledge of or experience in French required for admission. Students who passed grade 12 French are not allowed to register for this module.

An intensive introductory study of the French language focusing on the acquisition of basic communication skills, namely listening, reading, speaking and writing. It also offers a brief introduction to the culture of French-speaking countries. This module complies with the requirements for level A2 set by the "Common European Framework of Reference for Languages".

## French: Cultural-professional (1) 113 (FRN 113)

**Module credits** 12.00

**Service modules** Faculty of Health Sciences

**Prerequisites** Grade 12 French

**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** Double Medium

**Academic organisation** Modern European Languages

**Period of presentation** Semester 1

## Module content

Comprehensive review of French grammar; development of reading, writing, speaking and understanding skills; analysis and interpretation of texts.

## French: Cultural-professional (2) 123 (FRN 123)

**Module credits** 12.00

**Service modules** Faculty of Health Sciences

**Prerequisites** FRN 113

<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Modern European Languages
<b>Period of presentation</b>	Semester 2

#### Module content

Comprehensive review of French grammar; further development of reading, writing, speaking and understanding skills; analysis and interpretation of texts.

### History 110 (GES 110)

<b>Module credits</b>	12.00
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<b>Service modules</b>	Faculty of Education Faculty of Law Faculty of Health Sciences
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<b>Prerequisites</b>	No prerequisites.
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<b>Contact time</b>	2 lectures per week
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<b>Language of tuition</b>	Both Afr and Eng
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<b>Academic organisation</b>	Historical and Heritage Stud
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<b>Period of presentation</b>	Semester 1
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#### Module content

The making of the Modern World: a survey

A selection of themes on Asia, Africa, the Americas and Europe and their contribution to the making of the Modern World.

### History 120 (GES 120)

<b>Module credits</b>	12.00
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<b>Service modules</b>	Faculty of Education Faculty of Law Faculty of Health Sciences
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<b>Prerequisites</b>	No prerequisites.
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<b>Contact time</b>	2 lectures per week
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<b>Language of tuition</b>	Both Afr and Eng
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<b>Academic organisation</b>	Historical and Heritage Stud
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<b>Period of presentation</b>	Semester 2
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#### Module content

Africa and South Africa: a survey

An overview focusing on the making of African and South African societies from the earliest times to the present with emphasis on the most significant historical forces, factors and events.

## Aspects of human geography 156 (GGY 156)

**Module credits** 8.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Health Sciences

**Prerequisites** No prerequisites.

**Contact time** 1 tutorial per week, 3 lectures per week

**Language of tuition** English

**Academic organisation** Geography, Geoinf + Meteor

**Period of presentation** Quarter 2

### Module content

This module begins by fostering an understanding of human geography. Then follows with the political ordering of space; cultural diversity as well as ethnic geography globally and locally; population geography of the world and South Africa: and four economic levels of development. The purpose is to place South Africa in a world setting and to understand the future of the country.

## Southern African geomorphology 166 (GGY 166)

**Module credits** 8.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Health Sciences

**Prerequisites** No prerequisites.

**Contact time** 4 lectures per week

**Language of tuition** English

**Academic organisation** Geography, Geoinf + Meteor

**Period of presentation** Quarter 3

### Module content

Investigating southern African landscapes and placing them in a theoretical and global context. The geomorphological evolution of southern Africa. Introduction to the concepts of Geomorphology and its relationships with other physical sciences (e.g. meteorology, climatology, geology, hydrology and biology). The processes and controls of landform and landscape evolution. Tutorial exercises cover basic techniques of geomorphological analysis, and topical issues in Geomorphology.

## Introduction to isiNdebele Grammar - Capita selecta 110 (NDE 110)

**Module credits** 12.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education





<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	isiNdebele
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 1

#### Module content

For speakers of isiNdebele as home language or first or second additional language.

Aspects of the grammar of isiNdebele such as an introduction to the word categories; an introduction to the structure, meaning and use of the noun, the adjective, the relative, the possessive; the verb; writing and spelling rules; dictionaries and dictionary use; grammatical analysis.

### Sepedi for beginners 110 (SEP 110)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Education Faculty of Health Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 1

#### Module content

\*For absolute beginners only.

\*Only students from the School of Healthcare Sciences may take this module during semester 2. All other students must take this module during semester 1. Also note that students from the School of Healthcare Sciences, who already possess the language skills taught in this module, may write an exemption examination. The acquisition of basic Sepedi communicative skills with emphasis on everyday expressions and suitable high frequency vocabulary, within specific social situations.

### Sepedi 120 (SEP 120)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Education
<b>Prerequisites</b>	SEP 110
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 2

## Module content

Sepedi - communication and grammar

The acquisition of more advanced communication skills in further social situations. More extensive vocabulary and more advanced language structures are acquired and used. Further awareness of the nature and function of language structures. Writing and spelling rules. Dictionaries and dictionary use. Reading and comprehension of basic texts.

## Setswana for beginners 110 (STW 110)

**Module credits** 12.00

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week, 1 discussion class per week

**Language of tuition** Double Medium

**Academic organisation** African Languages

**Period of presentation** Semester 1

## Module content

\* For absolute beginners only.

The acquisition of basic Setswana communicative skills with emphasis on everyday expressions and suitable high frequency vocabulary with specific social situations.

## Setswana 120 (STW 120)

**Module credits** 12.00

**Prerequisites** STW 110

**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** English

**Academic organisation** African Languages

**Period of presentation** Semester 2

## Module content

Setswana - communication and grammar

The acquisition of more advanced communication skills in further social situations. More extensive vocabulary and more advanced language structures are acquired and used. Further awareness of the nature and function of language structures. Writing and spelling rules. Dictionaries and dictionary use. Reading and comprehension of basic texts.

## Climate and weather of Southern Africa 164 (WKD 164)

**Module credits** 8.00

**Service modules** Faculty of Education  
Faculty of Humanities

<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	4 lectures per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Geography, Geoinf + Meteor
<b>Period of presentation</b>	Quarter 4

#### Module content

An introduction to the climate and general seasonal climatic circulation patterns of Southern Africa. Basic weather types and weather processes within the Southern African context. Interpretation of synoptic maps and synoptic station reports. Impacts of climate change and extreme climate events on society.

\*BSc (Geography) and BSc (Environmental Sciences) students may register for WKD 155. Students are not allowed to earn credits for both WKD 155 and WKD 164.

### isiZulu for beginners 110 (ZUL 110)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Education Faculty of Health Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 1 and Semester 2

#### Module content

\*For absolute beginners only

\*Only students from the School of Healthcare Sciences may take this module during semester 2. All other students must take this module during semester 1. Students from the School of Healthcare Sciences, who already possess the language skills taught in this module, may write an exemption examination.

The acquisition of basic isiZulu communicative skills with emphasis on everyday expressions and suitable high frequency vocabulary, within specific situations.

### isiZulu 120 (ZUL 120)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Education
<b>Prerequisites</b>	ZUL 110
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 2

## Module content

isiZulu - communication and grammar

The acquisition of more advanced communication skills in further social situations. More extensive vocabulary and more advanced language structures are acquired and used. Further awareness of the nature and function of language structures. Writing and spelling rules. Dictionaries and dictionary use. Reading and comprehension of basic texts

## Introduction to environmental sciences 101 (ENV 101)

**Module credits** 8.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week

**Language of tuition** English

**Academic organisation** Geography, Geoinf + Meteor

**Period of presentation** Quarter 1

## Module content

Introducing the basic concepts and interrelationships required to understand the complexity of natural environmental problems, physical and human environment, human induced environmental problems, the ways in which the natural environment affects human society and biodiversity, an introduction to major environmental issues in Southern Africa and sustainable development in the context of environmental issues.

## African languages literature: Capita selecta 121 (AFT 121)

**Module credits** 12.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education

**Prerequisites** NDE 110/SEP 111/ ZUL 111

**Contact time** 2 lectures per week

**Language of tuition** English and African languages

**Academic organisation** African Languages

**Period of presentation** Semester 2

## Module content

Aspects of the literature of isiNdebele/isiZulu/Sepedi such as an introduction to literary concepts such as literary text(s), topic, characters, events, time and place; the analysis of selected short stories.

## Introduction to Sepedi grammar - Capita Selecta 111 (SEP 111)

**Module credits** 12.00

<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Sepedi
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 1

#### Module content

\*For speakers of Sepedi as home language or first or second additional language.

Aspects of the grammar of Sepedi such as an introduction to the word categories; an introduction to the structure, meaning and use of the noun, the adjective, the relative, the possessive; the verb; writing and spelling rules; dictionaries and dictionary use; grammatical analysis.

### Introduction to isiZulu grammar - Capita selecta 111 (ZUL 111)

**Module credits** 12.00

<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	isiZulu
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 1

#### Module content

\*For speakers of isiZulu as home language or first or second additional language.

Aspects of the grammar of isiZulu such as an introduction to the word categories; an introduction to the structure, meaning and use of the noun, the adjective, the relative, the possessive; the verb; writing and spelling rules; dictionaries and dictionary use; grammatical analysis.

### Introduction to Setswana grammar - capita selecta 111 (STW 111)

**Module credits** 12.00

<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Setswana
<b>Academic organisation</b>	African Languages
<b>Period of presentation</b>	Semester 1

## Module content

\*For speakers of Setswana as home language or first or second additional language. Aspects of the grammar of Setswana such as an introduction to the word categories; an introduction to the structure, meaning and use of the noun, the adjective, the relative, the possessive; the verb; writing and spelling rules; dictionaries and dictionary use; grammatical analysis.

## Principles of marketing management 110 (BEM 110)

**Module credits** 10.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** No prerequisites.

**Language of tuition** Both Afr and Eng

**Academic organisation** Marketing Management

**Period of presentation** Semester 1

## Module content

Principles of marketing management and marketing instruments, customer centricity, the process of marketing management, market segmentation, positioning and marketing information systems, environmental analysis, identification of target markets, value creation, positioning strategies, consumer behaviour, relationship marketing, relationship intention, application of product, price, marketing communication and distribution strategies.

## Sociology 110 (SOC 110)

**Module credits** 12.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Law

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week, 1 tutorial per week

**Language of tuition** English

**Academic organisation** Sociology

**Period of presentation** Semester 1

## Module content

Part 1: The individual and society

An introduction to sociology, the classical sociological paradigm and the principles of sociological research.

Part 2: *The making of the South African order*

This section explores key factors involved in the making and shaping of the contemporary South African social order and considers the sociological implications thereof. Students will be introduced to the political economy of South Africa, with an emphasis on the nature of South Africa's industrialisation, the process of proletarianisation and the introduction of the migration labour system. In addition, the racial state, the foundations of its social project, and the spatial form of its 20th century racial modernity will be considered.

## Sociology 120 (SOC 120)

**Module credits** 12.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Law

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week, 1 tutorial per week

**Language of tuition** English

**Academic organisation** Sociology

**Period of presentation** Semester 2

## Module content

Part 1: *The sociology of institutions*

An introduction to the social dynamics of institutions such as the family, the state, the economy, religion, education, and civil society, with specific focus on Southern Africa.

Part 2: *Social stratification: Race, class and gender*

The nature and dynamics of social stratification and inequality will be explored. Race, gender and class are the foci of the section. The South African reality in this regard is highlighted.

## Marketing applications 122 (BEM 122)

**Module credits** 10.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 110 GS

**Language of tuition** Both Afr and Eng

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

## **Module content**

E-marketing, services marketing, not-for-profit marketing, business-to-business marketing, retailing, global marketing.



## Curriculum: Year 2

Minimum credits: 150

### Core modules

#### Sociology 210 (SOC 210)

**Module credits** 20.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology

**Prerequisites** SOC 110(GS), SOC 120(GS)

**Contact time** 3 lectures per week, 1 tutorial per week

**Language of tuition** English

**Academic organisation** Sociology

**Period of presentation** Semester 1

#### Module content

Part 1: *Sociology of work: Globalisation*

The contemporary process of globalisation at a world level impacts on the process of change and economic development. This section will discuss processes and debates associated with economic globalisation and the global dominance of finance capital in the late 20th and early 21st century. We will review contemporary debates associated with these issues.

Part 2: *Gender, family and households*

This section focuses on theories and issues relevant to the understanding of households, families and gender. It addresses thematics such as dynamic family structures, poverty, the survival strategies of poor households, gender-based violence and the ways in which the aforementioned affect family life and forms as well as children and youth in particular. A special emphasis is placed on exploring these issues in a Southern African context.

#### Sociology 220 (SOC 220)

**Module credits** 20.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology

**Prerequisites** SOC 110, SOC 120(GS)

**Contact time** 1 tutorial per week, 3 lectures per week

**Language of tuition** English

**Academic organisation** Sociology

**Period of presentation** Semester 2

## Module content

### Part 1: *Demography, health and society*

This section explores the dynamic relationship between demography and health, with examples drawn from South African and international case studies. The substantial increase in world population during the past century compounds key issues faced by contemporary societies. Interplay between demographic processes, such as morbidity, mortality, fertility and mobility, impact on the size of a population. In turn, these are to an extent shaped by the structure of a population as well as the cultural context of a society. Central to this are concerns around health and disease.

### Part 2: *Cultural Sociology*

This section explores themes in cultural sociology, with an emphasis on the ways in which meaning is constructed in everyday life by individuals as well as collectives, on the one hand, and the intersection between culture and institutional forms and social structure on the other. Students will be introduced to the work of some of the key thinkers in the field, and will be provided with the opportunity to write an independent essay on a theme in cultural sociology.

## Statistics 110 (STK 110)

**Module credits** 13.00

<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	At least 5 (60-69%) in Mathematics in the Grade 12 examination. Candidates who do not qualify for STK 110 must register for STK 113 and STK 123
<b>Contact time</b>	1 tutorial per week, 1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Both Afr and Eng
<b>Academic organisation</b>	Statistics
<b>Period of presentation</b>	Semester 1

## Module content

Descriptive statistics:

Sampling and the collection of data; frequency distributions and graphical representations. Descriptive measures of location and dispersion.

Probability and inference:

Introductory probability theory and theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

## Statistics 113 (STK 113)

**Module credits** 11.00

<b>Service modules</b>	Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
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<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 tutorial per week, 1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Both Afr and Eng
<b>Academic organisation</b>	Statistics
<b>Period of presentation</b>	Semester 1

### Module content

\*On its own, STK 113 and 123 will not be recognised for degree purposes, but exemption will be granted for STK 110.

Data operations and transformations:

Introductory concepts, the role of statistic, various types of data and the number system. Concepts underlying linear, quadratic, exponential, hyperbolic, logarithmic transformations of quantitative data, graphical representations, solving of equations, interpretations. Determining linear equations in practical situations. Characteristics of logarithmic functions. The relationship between the exponential and logarithmic functions in economic and related problems. Systems of equations in equilibrium. Additional concepts relating to data processing, functions and inverse functions, sigma notation, factorial notation, sequences and series, inequalities (strong, weak, absolute, conditional, double) and absolute values.

Descriptive statistics – Univariate:

Sampling and the collection of data, frequency distributions and graphical representations. Descriptive measures of location and dispersion. Introductory probability theory. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

The weekly one hour practical is presented during the last seven weeks of the semester.

### Statistics 123 (STK 123)

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	STK 113 GS
<b>Contact time</b>	1 tutorial per week, 1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Both Afr and Eng
<b>Academic organisation</b>	Statistics
<b>Period of presentation</b>	Semester 2

## Module content

\*On its own, STK 113 and 123 will not be recognized for degree purposes, but exemption will be granted for STK 110.

Optimisation techniques with economic applications: Data transformations and relationships with economic applications, operations and rules, linear, quadratic, exponential, hyperbolic and logarithmic functions; systems of equations in equilibrium, system of linear inequalities, solving of linear programming problems by means of the graphical and extreme point methods. Applications of differentiation and integration in statistic and economic related problems: the limit of a function, continuity, rate of change, the derivative of a function, differentiation rules, higher order derivatives, optimisation techniques, the area under a curve and applications of definite integrals. Probability and inference: Theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one-sample and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques. The weekly one hour practical is presented during the last seven weeks of the semester.

## Consumer behaviour 212 (BEM 212)

**Module credits** 16.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 110 GS

**Contact time** 3 lectures per week

**Language of tuition** Both Afr and Eng

**Academic organisation** Marketing Management

**Period of presentation** Semester 1

## Module content

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

## Integrated brand communications 224 (BEM 224)

**Module credits** 16.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 110 GS

**Contact time** 3 lectures per week

**Language of tuition** Both Afr and Eng

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

**Module content**

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.

## Sports facility and event management 210 (SRM 210)

**Module credits** 16.00

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

**Prerequisites** SRM 120

**Contact time** 3 lectures per week

**Language of tuition** Double Medium

**Academic organisation** Sport and Leisure Studies

**Period of presentation** Semester 1

**Module content**

In this module the scope of sport and recreation facilities and events is identified and explored. Knowledge of basic management tasks acquired in previous modules is applied to plan and maintain sports facilities. Project management techniques are described and applied to managing sport and recreation events. The Act on Safety at Sport and Recreation events is analysed and applied to sport and recreation events. Special attention is given to the synergy between facilities and events, safety and risk management of sports facilities and events.

## Business and governance of sport 220 (SRM 220)

**Module credits** 16.00

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

**Prerequisites** SRM 220

**Contact time** 3 lectures per week

**Language of tuition** Double Medium

**Academic organisation** Sport and Leisure Studies

**Period of presentation** Semester 2

**Module content**

In this module sports business models are investigated and integrated with governance principles, legislation and business structures and applied in diverse sport and recreation contexts. Sports agencies, sports facilities as income generators and the role of women in the business of sport are debated. Relationships between financial decisionmaking and sports business effectiveness are explored and discussed.

## Fundamentals of human movement 210 (YCS 210)

**Module credits** 16.00

<b>Prerequisites</b>	YCS 120
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

#### Module content

In this module basic human anatomy, physiology and kinesiology knowledge and principles related to sports coaching are identified, discussed and applied.

### Motor behaviour 220 (YCS 220)

<b>Module credits</b>	16.00
<b>Prerequisites</b>	YCS 210
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

#### Module content

This module builds on YCS 210 and recognises, explains and implements the principles, values and roles of motor control, motor development and motor learning in effective sports coaching.

### Sport tourism 210 (YSL 210)

<b>Module credits</b>	16.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	YSL120
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

#### Module content

This module presents an introduction to sport tourism from a tourist destination perspective. Concepts in sport tourism are defined, a timeline of the development of sport tourism and different sport tourism models, motivations for sport tourism involvement and forms of sport tourism are explored and discussed. The role and influence of government in sport tourism are analysed and critiqued. The impact of sport tourism on community development is examined through case studies.

### Sport development 220 (YSL 220)

<b>Module credits</b>	16.00
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<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	YSL 210
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

### Module content

In this module the student is orientated towards strategies and skills that develop both an active and winning nation to improve the health and wellness of the South African population through mass participation in sport and recreation. Knowledge and skills to detect, develop and retain talented athletes through sport development structures and systems are discussed. The Sport Academy system in South Africa and Zone VI in Africa are analysed and appropriate delivery strategies and structures are planned and designed. Students will also perform academic service through community engagement in diverse communities.

## Curriculum: Final year

Minimum credits: 120

### Core modules

#### Marketing management 321 (BEM 321)

**Module credits** 20.00

**Service modules** Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 212

**Contact time** 3 lectures per week

**Language of tuition** Both Afr and Eng

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

##### Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

#### Marketing research 314 (BEM 314)

**Module credits** 20.00

**Service modules** Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 110; BEM 212 GS and STK 110

**Contact time** 3 lectures per week

**Language of tuition** Both Afr and Eng

**Academic organisation** Marketing Management

**Period of presentation** Semester 1

##### Module content

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

#### Economics of sport and leisure 310 (SRM 310)

**Module credits** 30.00

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

**Prerequisites** SRM 220



<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

#### Module content

This module builds on the business and governance principles applied to sport and leisure industries and explores the basics of economic analysis and decision-making. It aims to explain and apply the supply-demand economic module underpinning individual and organisational leisure and sports behaviour. The economics of professional sports teams and sports franchises are examined. The module develops ability and techniques to calculate GDSP and economic impact of sport and recreation events, facilities, professional sports teams and sports franchises.

### Value-based decision-making in sport and recreation 320 (SRM 320)

<b>Module credits</b>	30.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	SRM 310
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

#### Module content

This module examines the theory and reality of cross-cultural value-based decision-making in sport and recreation. Relationships and potential conflict between diverse value paradigms and responsible decision-making are argued in mega sports events and specific sport and recreation contexts.

### Sport and leisure in community development 310 (YSL 310)

<b>Module credits</b>	30.00
<b>Prerequisites</b>	YSL 220
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

## Module content

This module builds on fundamental knowledge and skills in leisure and recreation. Careful attention is given to dimensions of social and cultural capital and their relationship with sport and recreation, determining and appraising recreation needs of communities and the contribution of sport and recreation in community development and transformation in contexts of peace and development, education, health and youth-at-risk. Special emphasis is placed on the role of sports volunteers in developing social capital through citizenship values and life skills. The principles and criteria of the African Sport Transformation Charter are analysed and synthesised in community recreation programmes. The student will perform academic service learning through community engagement in diverse communities.

## Sport, recreation and social change 320 (YSL 320)

<b>Module credits</b>	30.00
<b>Prerequisites</b>	YSL 320
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

## Module content

This module builds on the role of sport and recreation in society. Principles of social change theories and models are reviewed and applied in sport and recreation contexts. Content of relevant international, regional and national goals, policies, declarations, charters and structures are analysed, critiqued and incorporated in the design of sport and recreation programmes and campaigns. Techniques and strategies are examined and applied to develop the potential of sport and recreation programmes in facilitating social change. The student is guided towards critical conceptual reflection and management of diversity in local and globalised sport and recreation contexts. This module contains an academic service learning component through community engagement.

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.