



# University of Pretoria Yearbook 2017

## BCom Recreation and Sports Management (07130252)

**Duration of study** 3 years

**Total credits** 451

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### Programme information

The package aims to equip potential managers with specific and applied knowledge and competencies to manage sport and recreation in both the private and public sector. Recreation and sport as products differ from other products in the market causing the bridge between Management Science and the theory and practice of sport and recreation not to be realised efficiently. The package focuses specifically on this challenge.

### Admission requirements

- The following persons will be considered for admission: a candidate who is in possession of a certificate that is deemed by the University to be equivalent to the required Grade 12 certificate with university endorsement; a candidate who is a graduate from another tertiary institution or has been granted the status of a graduate of such an institution; and a candidate who is a graduate of another faculty at the University of Pretoria.
- Life Orientation is excluded when calculating the APS.

Minimum requirements								APS
Achievement Level								
Afrikaans or English				Mathematics				APS
NSC/IEB	HIGCSE	AS-Level	A-Level	NSC/IEB	HIGCSE	AS-Level	A-Level	
5	3	C	C	4	3	D	D	30

### Additional requirements

- General Regulations G.1 to G.15 (with the exception of Regulation G.11.2(c)) apply to a bachelor's degree.
- A student may not take more than the prescribed number of modules per semester unless the Dean decides otherwise.
- A student may take a module not listed as an elective module only if the prior approval of the Dean has been obtained.
- A student who is in possession of a bachelor's degree may not present any modules passed for that degree for another field of specialisation or degree in this Faculty. (See General Regulations G.8 and G.9)
- A module passed at 300-level shall only be recognised for degree purposes if the corresponding prescribed module(s) at 200-level has/have been passed, unless the Dean decides otherwise, with the proviso that the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311

(ABR 311), Labour relations 320 (ABV 320) and International business management 359 and 369 (OBS 359 and 369); only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

- f. A module already passed may only be repeated with the approval of the Dean.
- g. A module passed may not be taken into account for more than one degree or field of specialisation.
- h. It remains the student's responsibility to ascertain, prior to registration, whether all the modules he/she intends taking can be accommodated in the class, test and examination timetables.
- i. The Faculty of Economic and Management Sciences supports an outcomes-based education system and places a high premium on the development of specific academic competences. Class attendance in all modules and for the full duration of all programmes is therefore compulsory for all students.
- j. The Dean has the right of authorisation regarding matters not provided for in the General Regulations or the Faculty Regulations.

## Other programme-specific information

**Note: See the alphabetical list of modules for prerequisites of all modules.**

# FRK 122 is a terminating module. Candidates taking this module will not be able to continue with Financial accounting in the second or third year.

**Specialisation modules:** SRM 310, 320

### "Major subject"

To be considered a "major subject" the equivalent of four 14-week modules, including two at 300-level, must be passed provided that:

- the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320), and International business management 359 and 369 (OBS 359 and 369);
- only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

## Promotion to next study year

*According to General Regulation G.3 students have to comply with certain requirements as set by the Faculty Board.*

- a. A student must pass at least 4 core semester or 2 core year modules to be admitted to the subsequent year of study.
- b. If a student has passed less than the required minimum of 4 core semester or 2 core year modules, he/she will not be readmitted to the Faculty of Economic and Management Sciences. Such a student may apply in writing to the Faculty's Admissions Committee to be readmitted conditionally – with the proviso that the Admissions Committee may set further conditions with regards to the student's academic progress. The Faculty's Admissions Committee may deny a student's application for readmission.
- c. If a student has been readmitted conditionally, his/her academic progress will be monitored after the first semester examinations to determine whether he/she has complied with the requirements set by the Admissions Committee. If not, his/her studies will be suspended.

- d. A student whose studies have been suspended because of his/her poor academic performance has the right to appeal against the decision of the Faculty's Admissions Committee.
- e. A student may be refused promotion to a subsequent year of study if the prescribed tuition fees are not paid.
- f. A student may be refused admission to the examination, or promotion to a subsequent year of study or promotion in a module (if applicable) if he/ she fails to fulfil the attendance requirements. Class attendance in all modules and for the full duration of all programmes is compulsory for all students.

## Pass with distinction

- a. A degree may be awarded with distinction provided the candidate meets the following criteria:
  - i. Completes the degree within three years;
  - ii. Obtains a Cumulative Grade Point Average (CGPA) of 75%;
  - iii. Repeated passed modules will not be considered. The initial pass mark of module will be used when calculating the GPA.
- b. Transferees from other faculties and from other universities who still complete their bachelor degrees (including credits transferred and recognised from the degrees they registered for originally) within three years will be considered as exceptional cases by the Dean.
- c. The GPA will be not be rounded up to a whole number.
- d. Exceptional cases will be considered by the Dean.

## General information

### Minimum requirements for bachelor's degrees; semester and year modules; new regulations

1. Students who commenced their studies before 2015 must complete the programme in terms of the curriculum of the year in which they commenced their studies, or in terms of the curriculum of the year in which they switched to their current field of specialisation. Students who prefer to do so may, however, apply to change over to the latest curriculum, but then they should comply with all the requirements thereof and they may not revert to the regulations of an earlier year.
2. Students who are registering for a degree programme for the first time in 2015 must take the modules indicated under the particular field of specialisation.

**Please note:** Only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only. It is thus the responsibility of students to ensure before registration, that their curricula comply with all the requirements of the applicable regulations.



## Curriculum: Year 1

**Minimum credits: 134**

### Fundamental modules

#### Academic information management 101 (AIM 101)

**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.

**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** Separate classes for Afrikaans and English

**Academic organisation** Information Science

**Period of presentation** Semester 1

#### Academic literacy for Economic and Management Sciences 124 (ALL 124)

**Module content:**

This module intends to equip students with the competence in reading and writing required in the four high impact modules: Business Management, Financial Accounting, Statistics and Economics. Students will also be equipped to interpret and draw figures and graphs and to do computations and manage relevant formulas. During Semester 1 students engage with the online computer program MyFoundationsLab individually in a flexible learning environment, and during Semester 2 they attend the scheduled contact sessions and do the coursework.

*This module is offered by the Faculty of Humanities.*

**Module credits** 6.00

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

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week



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<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Unit for Academic Literacy
<b>Period of presentation</b>	Semester 1 and Semester 2

### Academic orientation 107 (UPO 107)

<b>Module credits</b>	0.00
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	EMS Dean's Office
<b>Period of presentation</b>	Year

## Core modules

### Marketing Management 120 (BEM 120)

#### Module content:

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

<b>Module credits</b>	10.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	BEM 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 2

### Economics 110 (EKN 110)

#### Module content:

This module deals with the core principles of economics. A distinction between macroeconomics and microeconomics is made. A discussion of the market system and circular flow of goods, services and money is followed by a section dealing with microeconomic principles, including demand and supply analysis, consumer behaviour and utility maximisation, production and the costs thereof, and the different market models and firm behaviour. Labour market institutions and issues, wage determination, as well as income inequality and poverty are also addressed. A section of money, banking, interest rates and monetary policy concludes the course.

<b>Module credits</b>	10.00
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<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>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Economics
<b>Period of presentation</b>	Semester 1

## Economics 120 (EKN 120)

### Module content:

This module deals with the core principles of economics, especially macroeconomic measurement the private and public sectors of the South African economy receive attention, while basic macroeconomic relationships and the measurement of domestic output and national income are discussed. Aggregate demand and supply analysis stands core to this course which is also used to introduce students to the analysis of economic growth, unemployment and inflation. The microeconomics of government is addressed in a separate section, followed by a section on international economics, focusing on international trade, exchange rates and the balance of payments. The economics of developing countries and South Africa in the global economy conclude the course.

**Module credits** 10.00

<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>	EKN 110 GS or EKN 113 GS and at least 4 (50-59%) in Mathematics in the Grade 12 examination or 60% in STK 113 and concurrently registered for STK 123
<b>Contact time</b>	2 lectures per week, 1 discussion class per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Economics
<b>Period of presentation</b>	Semester 2

## Financial accounting 111 (FRK 111)

### Module content:

The nature and function of accounting; the development of accounting; financial position; financial result; the recording process; processing of accounting data; treatment of VAT; elementary income statement and balance sheet; flow of documents; accounting systems; introduction to internal control and internal control measures; bank reconciliations; control accounts; adjustments; financial statements of a sole proprietorship; the accounting framework.



<b>Module credits</b>	10.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Law Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	4 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Accounting
<b>Period of presentation</b>	Semester 1

## Business management 114 (OBS 114)

### Module content:

Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. Responsible leadership and the role of a business in society. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit.

Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).

<b>Module credits</b>	10.00
<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>	May not be included in the same curriculum as OBS 155
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 1

## Business management 124 (OBS 124)

### Module content:

The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South





African entrepreneurs. Creativity and innovation, opportunity finding and exploitation. The business plan and resource requirements are explored. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.

**Module credits** 10.00

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

**Prerequisites** Admission to the examination in OBS 114

**Contact time** 3 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Business Management

**Period of presentation** Semester 2

## Statistics 110 (STK 110)

### 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.

**Module credits** 13.00

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

**Prerequisites** 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

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

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Statistics

**Period of presentation** Semester 1

## Statistics 113 (STK 113)





**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.

**Module credits** 11.00

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

**Prerequisites** No prerequisites.

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

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Statistics

**Period of presentation** Semester 1

**Statistics 120 (STK 120)**

**Module content:**

Multivariate statistics:

Analysis of variance, categorical data analysis, distribution-free methods, curve fitting, regression and correlation, the analysis of time series and indices.

Statistical and economic applications of quantitative techniques:

Systems of linear equations: drafting, matrices, solving and application. Optimisation; linear functions (two and more independent variables), non-linear functions (one and two independent variables). Marginal and total functions. Stochastic and deterministic variables in statistical and economic context: producers' and consumers' surplus, distribution functions, probability distributions, probability density functions. Identification, use, evaluation, interpretation of statistical computer packages and statistical techniques.

This module is also presented as an anti-semester bilingual module.

**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>	STK 110 GS or both STK 113 GS and STK 123 GS or both WST 133 and WST 143 or STK 133 and STK 143
<b>Contact time</b>	1 practical per week, 1 tutorial per week, 3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Statistics
<b>Period of presentation</b>	Semester 2

## Statistics 123 (STK 123)

### 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.

**Module credits** 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>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Statistics
<b>Period of presentation</b>	Semester 2

## Financial accounting 122 (FRK 122)

### Module content:

Budgeting, payroll accounting, taxation – income tax and an introduction to other types of taxes, credit and the new Credit Act, insurance, accounting for inventories (focus on inventory and the accounting entries, not



calculations), interpretation of financial statements.

<b>Module credits</b>	12.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Law Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	FRK 111 GS or FRK 133, FRK 143
<b>Contact time</b>	4 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Accounting
<b>Period of presentation</b>	Semester 2

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

### 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.

<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>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

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

### 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.



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<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>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2



## Curriculum: Year 2

**Minimum credits: 160**

### Core modules

#### Business law 210 (BER 210)

**Module content:**

Basic principles of law of contract. Law of sales, credit agreements, lease.

**Module credits** 16.00

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

**Prerequisites** No prerequisites.

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

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Mercantile Law

**Period of presentation** Semester 1

#### Business law 220 (BER 220)

**Module content:**

Labour law. Aspects of security law. Law of insolvency. Entrepreneurial law; company law, law concerning close corporations. Law of partnerships.

**Module credits** 16.00

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

**Prerequisites** Examination entrance for BER 210

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

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Mercantile Law

**Period of presentation** Semester 2

#### Business management 210 (OBS 210)

**Module content:**

Logistics management

The role of logistics in an enterprise; definition and scope of customer service; electronic and other logistics information systems; inventory management; materials management with special reference to Japanese



systems; management of the supply chain. Methods of transport and transport costs; types and costs of warehousing; electronic aids in materials handling; cost and price determination of purchases; organising for logistics management; methods for improving logistics performance.

<b>Module credits</b>	16.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 1

## Business management 220 (OBS 220)

### Module content:

Project management: Introduction

Project management concepts; needs identification; the project, the project manager and the project team; types of project organisations; project communication and documentation.

Planning and control: planning, scheduling and schedule control of projects; resource considerations and allocations; cost planning and performance evaluation.

<b>Module credits</b>	16.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 2

## Consumer behaviour 212 (BEM 212)

### 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.



<b>Module credits</b>	16.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	BEM 120 GS
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 1

### Integrated brand communications 224 (BEM 224)

#### 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.

<b>Module credits</b>	16.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	BEM 120 GS
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 2

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

#### 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.

<b>Module credits</b>	16.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	SRM 120





<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

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

### 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.

<b>Module credits</b>	16.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	SRM 220
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

## Sport tourism 210 (YSL 210)

### 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.

<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>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1



## Sport development 220 (YSL 220)

### 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.

<b>Module credits</b>	16.00
<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>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2



## Curriculum: Final year

Minimum credits: 140

### Core modules

#### Marketing management 321 (BEM 321)

##### 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.

**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** Module is presented in English

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

#### Business management 310 (OBS 310)

##### Module content:

Human resource management and development

The environment in which human resource management takes place; job analysis; strategic human resource planning; equal employment opportunities; planning and management of training; development and careers; functioning in a global environment.

Negotiation and collective bargaining

The nature of negotiation; preparation for negotiation; negotiating for purposes of climate creation; persuasive communication; handling conflict and aggression; specialised negotiation and collective bargaining in the South African context.

**Module credits** 20.00

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

**Prerequisites** OBS 114 or 124 with admission to the examination in the other

**Contact time** 3 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Business Management

**Period of presentation** Semester 1



## Business management 320 (OBS 320)

### Module content:

Strategic management analysis and formulation

Basic concepts; formulation of mission; policy and objectives; external evaluation of the business environment; internal evaluation of the enterprise; including intellectual assets; the formulation and development of a strategic plan.

Strategic management implementation

The role of management in strategy implementation; budgets as instrument in the implementation process; leading processes of change within enterprises; supporting policies, procedures and information systems for implementation in the various functional areas; evaluation and control of implementation.

<b>Module credits</b>	20.00
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 2

## Marketing research 314 (BEM 314)

### 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.

<b>Module credits</b>	20.00
<b>Service modules</b>	Faculty of Humanities Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	BEM 120; BEM 212 GS and STK 110
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	Semester 1

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

### 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.

<b>Module credits</b>	30.00
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	SRM 220
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 1

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

#### 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.

<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>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Sport and Leisure Studies
<b>Period of presentation</b>	Semester 2

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 each student to familiarise himself or herself 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.