

SPORT MANAGEMENT

THE sport manager's task is to organize sport and to co-ordinate sport programmes for people to improve their quality of life.

Millions are spent on sport annually. Sport managers design and develop structures and management systems so that there is control over the large-scale investment and sponsorships. The scientific design and management of training programmes for top sportsmen and women, as well as the ordinary person, who wants to keep fit, are some of the functions of sport managers. As a result of the dual training of sport managers, namely management as well as recreation and sport courses, they also take the management of an enterprise, for example of a gymnasium or a sport club, on them. They must be able to manage financial matters and advise in obtaining sponsors.

Sport managers are involved in personnel recruitment, selection, development and the motivation of personnel.

The student, who wants to become a sport manager, must have an interest in recreation and sport, as well as in a management field. Through participation in sport, they obtain a good idea of their future working conditions.

RECOMMENDED SCHOOL SUBJECTS

Biology, Science and Mathematics.

ADMISSION REQUIREMENTS

A student who wants to do a degree course at university must have a Senior Certificate with matric exemption.

At a university of technology, a Senior Certificate or equivalent qualification will be accepted. A record of achievements and/or involvement in sport must accompany the application.

TRAINING

UNIVERSITY

A three-year BCom: Recreation and Sport Management.

A BA: Human Movement Science.

A BSportSci: Sport Science.

UNIVERSITY OF TECHNOLOGY

NDip: Sport Management.

BTech: Sport Management.

MTech: Sport Management.

BTech: Sport and Exercise Technology.

NDip: Recreation Management.

BTech: Recreation Management.

BTech: Sport: Officiating and Coaching Science.

WORK OPPORTUNITIES

A sports commentator gives radio or television commentary on sports events. The person can undergo further training in occupations such as marketing manager, general manager, sales consultant and marketing researcher. The person can also be a sports manager for mine houses, large employers, gymnasium manager, club manager, team manager, sport marketing agent, sport development officer, sport promoter, sport entrepreneur and sales consultant.

If the BEd is done in the fourth year, a candidate can work as a human kinetics teacher or a teacher in commerce subjects.

Sport managers can manage their own sport enterprises. A creative person can be involved with the design of unique sport products and sport services and the development of new ideas.



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Central University of
Technology, Free State

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UNIVERSITY OF
KWAZULU-NATAL

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University of Fort Hare

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