



**PAN AFRICA SKILLS
& CONSULTING LTD**

International Diploma
in
**Recreational Sport & Leisure
Management**



This Program teaches about the management and organisation of the wide range of sport, recreation and leisure activities, and managing and leading sport and leisure centres and clubs. It explains duties and responsibilities towards individuals and groups of all levels, how to provide sport and recreation services professionally and safely, and the Program teaches about sport and fitness programs, exercise and health.

The design of this new Program is two-fold:

* It provides professional training for owners and managerial staff of organizations providing recreational sport and leisure facilities, including coaches, trainers and fitness/leisure personnel. Whether a facility is in the public sector, in the commercial sector, or is not-for-profit or voluntary, proficient management is vital for the enjoyment and safety of users, as well as to earn sufficient revenue to ensure its continuation.

* Uniquely, it covers the recruitment, training and supervision of sport and leisure personnel to ensure customer satisfaction, and to maintain excellent relations with - and ongoing sales to - existing and potential customers, sponsors and event organisers.

Course Outline

Module 1: History and Overview of Sport

- Introductions to leisure, recreation and sports; leisure as time, as activity, as state of mind.
- Categorisation and classifications of sport; active and passive sport, recreational, competitive and elite sports, indoor and outdoor activities.
- Motivations for engaging in sport.
- Sport management and administration; sport as an industry; making careers in sport management

Module 2: Personnel in Sport and Leisure

- Management responsibilities in sport/leisure, sport management and sport administration, business responsibilities.
- Human resource and people management: recruiting, training, supervising, controlling a team of staff.
- Duties of an athletic director, ancillary and medical staff.
- Sport coaches: teaching skills, tactics and techniques; coaches: attracting individuals to a sport or program.

Module 3: Recreational Sport & Fitness Programs

- Competitive and recreational sport; structure and components of sport/fitness programs; athletic abilities required in most sports.
- Sport form: stages and progression; early specialisation, developmental needs, athletic development.
- Activities by age, grade/year level; and for early, middle, late adulthood.
- Co-operative games, group challenges, program challenges.

Module 4: Designing Recreational Sport/Fitness Programs

- Programming to meet needs of participants; reasons for selecting one program over another; stages in developing a program
- Periodised programs: macrocycles, mesocycles, microcycles; interval training.
- Homeostasis: bodily responses to exercise: generation of energy, disposal of heat and carbon dioxide, respiratory rate, heart rate, pulse rate, hydration.
- Warm-ups and cool-downs.

Module 5: Motor Abilities & Motor Skills

- Uniqueness of every program participant; programs for children and youths.
- Motor abilities and motor skills; skill task analysis; closed and open skills, gross and fine skills; basic and complex skills.
- Static and dynamic balance, external and internal timing, self-paced and externally paced skills; mental skills, tactical abilities.
- Nutrition: calories, minerals, carbohydrates, proteins, vitamins.

Module 6: Exercise, Training and Workouts

- Aerobic (cardio) exercise; anaerobic exercise; combined exercises; endurance building.
- Agility training, stretching and flexibility; resistance training, yoga, aqua aerobics.
- Dangers of not exercising; overcoming excuses for not exercising; overcoming obesity, weight management.
- Types of exercises: general, specific, simple, complex, competition, simulated competition.

Module 7: Safety and Accident Prevention

- Hazards and risks, probability, risk levels; risk assessments; duty of care; risks in physical activity.
- Muscular strength and endurance; protective gear; accident and injury preventive measures.
- Common sport/physical activity injuries and treatments; RICE and PRICE methods of treatment.
- First aid and first aiders, defibrillation: uses, AEDs, diet; sport psychology.

Module 8: Organizations and Management

- Sectors of the sport and leisure industry sectors: commercial, public, voluntary.
- Policies, objectives; the functions of management: planning, organising, coordinating, directing & controlling, staffing.
- Organizations: internal and external environment, culture: values, assumptions and beliefs.
- Organizational structures: charts; communication.

Module 9: Leadership & Styles of Leadership

- Management and leadership; task-oriented and relationship-oriented leaders.
- Styles of leadership: paternalistic, autocratic, democratic, participative, controller, coaching, bureaucratic, laissez-faire.
- Situational leadership: adaptive, flexibility, adaptability, spans of control.
- Workgroups, teamwork, building an effective team; supervision, delegation, volunteers.

Module 10: Facility Management

- Ranges of amenities, indoors and outdoors; facility structure and organization, ownership and governance.
- Facility operations management: duties and responsibilities of facility managers.
- Maintenance of buildings, equipment, apparatus, housekeeping, janitorial and custodial services, staffing, supervision.
- Merchandising; reception, the customer service desk; improving access for all: doors, lifts, WCs.

Module 11: Management of Human Resource

- The management hierarchy: executive, administrative, supervisory, general staff, volunteers.
- Recruitment: job analysis, job descriptions, employee specifications, interviews, selection, welfare, retaining personnel.
- Induction-orientation: environmental and on-the-job training.
- Remuneration and benefits, job rotation, promotion, equal opportunity, health & safety training, motivation.

Module 12: Sales, Sponsors and Events, Accounting

- Increasing membership and income; spending subsidies wisely; financial management.
- Marketing mix promotional devices: advertising, personal selling, point of sale, sales promotion, public relations.
- Reasons for staging events; sport and leisure event production, event logistics.

- Finding sponsors for events; benefits to both parties of sponsorship; corporate hospitality.

