



**Balderstone**  
Sports Institute

**Sports Management**  
Higher Certificate in Sports Administration





## Higher Certificate in Sports Administration

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### Our Purpose

To provide an environment of excellence that encourages the development of each and every student to his or her full potential, in sports performance, education and personal development.

To be a hotbed of talent development. To train and produce champions. To develop leaders and positive contributors to society.

### About BSI

Balderstone Sports Institute (BSI) has been at **the forefront of high-performance sports training in South Africa since 2004, and a leading sports education institution since 2008.** We have trained, guided, and educated hundreds of athletes across multiple sports disciplines, many of whom have gone on to achieve successful competitive careers.

**Many of our graduates have gone on to forge successful careers within the business of sport,** both locally in South Africa and around the world in more than a dozen countries and counting. Career paths include facility management, academy management, sports events, coaching, sports retail, wholesale, fitness, sports marketing, athlete support, entrepreneurship and more.





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### Program Details

The **Higher Certificate in Sports Administration** at BSI is a 1-year program that opens the pathway to a career in the multi-billion dollar business of sport. With the continued advancements in the professionalism of sport, the industry in South Africa and beyond needs qualified, competent and ethical sports managers, administrators and industry personnel.

**The qualification is registered with SAQA with Qualification ID 111634, at NQF level 5 and carries 120 credits.**

The program empowers learners with the knowledge and skills required to be efficient in Business Administration. The curriculum empowers the learners with an understanding of Business in the areas of Finance, Marketing, Sales, Organisational Behaviour and Resource Management.

A strong theoretical base combined with practical experience enables our graduates to apply their knowledge and skills in the workplace.

There is a specific focus on the South African sporting industry and its history. Combining this with the administrative areas of the curriculum, we create a complete qualification that effectively prepares learners for success in the sports industry.



### Career Options

- Sports club management
- Sports team management
- Health and fitness facility management
- Sports events and conferences
- Sports marketing and promotions
- Academy management and administration
- Private and entrepreneurial sports company (manufacturing, tourism, sports coaching, sports goods, sports technology, health products)
- Administration of federations and teams
- Sports coordinator at education institutions
- Public/government (national, provincial, district, regional, local and agencies)
- Non-Government Organisations (sport and social development programs)
- Community-based sport development and mass participation programs

**We support our graduates with industry specific job opportunities through our exclusive Alumni Club, to which all successful graduates gain free access.**





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### Modules

#### 1. Business Basics

- Principles of revenue and expenses to determine profit or loss
- Budgets as an essential financial instrument of sports entities
- Financial and business principles
- Principles of marketing
- Market research
- Marketing plans
- Promotional campaigns for teams and athletes
- Principles of sales, with a specific focus on sponsorship and membership
- Sponsorship proposals for potential funders.

#### 2. Governance in Sports Administration

- The role and function of good governance for SA sports entities and structures.
- Sports business leadership and ethics.
- Administration activities.

#### 3. South African Sport

- The impact of apartheid on SA sport and its historical and current implications for sport performance and the sport industry
- South African sports structures
- Community structures for sport development
- Socio-cultural dynamics in sport participation
- Youth participant development programs

#### 4. Business Organisation

- Operational structure requirements
- Organisational behaviour and its influence on employees
- HR practices

#### 5. Physical Resource Management

- Administration systems and processes in the context of physical resources
- Operational functions in accordance with best practice.
- Principles of human resources management in the context of facility requirements.
- Accessibility of sport and sports resources to the broader SA community.
- Local government integration in the development of sports facilities.

#### 6. Work Integrated Learning

- Students are required to log work-based learning practical hours within the sports industry.

All modules are compulsory and must be successfully completed.

### Entry Requirements

Applicants must have successfully completed Grade 12 Matriculation or an NQF level 4 equivalent.





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### Who Should Apply?

- Applicants who are looking to pursue a successful career in the multi-billion dollar sports industry.
- Athletes who are looking for a sports qualification whilst continuing their sports development in a BSI training program.

### Program Fees & Payment Options

<b>2025 Annual Program Fee (Monthly Payment Option)</b>	<b>R25, 500</b> (R10, 000 initial payment secures your place + R1, 550 over 10 months from 01 February – 01 November).
<b>2025 Annual Program Fee (Upfront payment Option 5% discount)</b> Payable before commencement	<b>R24, 250</b>
<b>Application Fee</b> Payable on submission of application	<b>R750</b>

- An initial payment of R10, 000 is required to secure your place, which is deducted from the total annual fees.
- A once-off international levy of R9, 500 is required for international applicants.
- The application, interview appointment fee of R750 is separated from the Sports Management annual program fee. It is payable on application submission and is non-refundable.

### Additional Sports Training Options

Combine this qualification with one of BSI's high-performance sports training programs:

#### **EDP Football Program (R40, 000)**

Experience intense, professional training 5-days a week with our renowned professional coaching staff and sports science department. Play for the BSI Academy Team. Opportunities with local and international clubs for the leading players. Brochure available on the BSI website or on request.

#### **Golf Program (Customized)**

Custom-make a training program to suit your requirements. BSI Golf is South Africa's premier golf and education institution. Training options includes technical, skills, golf fitness and mental. Additional options include the BSI tournament schedule, golf club membership and range membership.

#### **Athletics Training (Customized)**

Custom-make an athletics training program with our high-performance trainers.

Endurance (Middle, Long & Ultra Distance) - John Hamlett (Winning Comrades Trainer)

Track & Field (Sprint, Long Jump, Hurdles and Sprint Relay) - Geraldine Pillay (Olympic Sprinter)

#### **Fitness Training (Customized)**

Sports-specific or general health and wellness training programs are available from our sports science department.

### Contact Details

Email: [info@bsisports.com](mailto:info@bsisports.com)

Website: [www.bsisports.com](http://www.bsisports.com)

Tel: 011 485 1067 / 011 485 1068

Address: BSI Campus, Huddle Park Golf & Recreation, 121 Club Street, Linksfield, JHB, South Africa, 2192

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### Social Medias

Facebook: Balderstone Sports Institute | BSI Golf | BSI Football

Instagram: @balderstone\_sports\_institute | bsi\_golf | bsi\_football

### Accreditation

BSI is provisionally registered with the Department of Higher Education and Training as a private higher education institution under the Act. Registration certificate No. 2021/HE07/007.