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SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)				Limkokwing University of Creative Technology										
TITLE		Bachelor of Arts in Sports Journalism								NCQF LEVEL		7		
FIELD		Culture Arts and Crafts			SUB-FIELD		Media Studies			CREDIT VALUE		492		
New Qualification					✓		Review of Existing Qualification							
SUB-FRAMEWORK		General Education					TVET					Higher Education		✓
QUALIFICATION TYPE		Certificate	I	II	III	IV	V	Diploma	Bachelor	✓				
		Bachelor Honours		Post Graduate Certificate					Post Graduate Diploma					
		Masters					Doctorate/ PhD							


RATIONALE AND PURPOSE OF THE QUALIFICATION

1.1 Rationale

Sports Journalism covers all areas of writing about sport from the challenge of filing a match report within seconds of the final whistle to producing sport for television. It covers the skills required for writing features about sport and for covering individual sports or clubs in detail.

Professional sport is a multibillion-dollar industry that involves business, entertainment, lifestyle, and other related topics. Therefore, the Botswana government has taken the development of sport in the country very seriously.

Sport in Botswana includes a variety of sporting codes, from football, track and field, swimming, softball, rugby, tennis, etc. For a small country with a population of just above two million, Botswana's performance and achievements in international sport has been admirable. In the 2018 Commonwealth Games held in the Gold Coast Australia Team Botswana won three gold medals, one silver medal and one bronze (BOPA, 22 April 2018).

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One of the objectives of the Botswana National Sports Council (BNSC) is promote Sport within Botswana and participation of Sport outside Botswana. The BNSC cannot achieve this objective alone. There is need for media involvement in terms of sports coverage. Journalism has the potential to provide the critical support that the Botswana National Sports Council needs to achieve this objective. However, the general journalism does not do justice to sport writing and reporting. There is need for journalists in Botswana according to The Human Resource Development Council (HRDC) list of the Top Occupations in Demand (2016). There is also need for specialized journalists such as sports journalists who are analytical, spontaneous, and creative enough to handle the unpredictable nature of sport as no game or race is ever the same. The need for this qualification in sports journalisms is reflected the fact that currently few of the people occupying sports journalism occupations have qualifications in sports journalism.

To fulfill the role of informing and educating the nation about sports and to support the sport development in Botswana, the media industry needs sports journalists who understand how the media industry can support the sports industry. The media needs sports journalists who understand the place sport has in today's culture, as well as the business of sport including sports advertising, sponsorship and staging multisport events. Sports journalists, like all other journalists, need excellent oral and written communication skills (Report on The Consultative Workshop on Partner Collaboration between Media and Training Institutions, (2017). The sports industry needs professionals who have investigative skills and the ability to quickly grasp complex sports issues and explain them in simple and concise language orally, in writing or on the web. The industry needs professionals who have adequate knowledge of technology and how it can be ethically used in the media industry. The media industry needs professionals who have the relevant skills and the ability to collect edit, analyze and interpret data in the production of a variety of compelling sports media products. This because sports journalism is not just about match reports and events coverage but about unearthing the stories behind the headlines and understanding the broader context that the sports industry operates in.

Sports journalism is the fastest-growing sector of the news media industry, with continued growth on all platforms--specialty magazines, multimedia outlets and TV channels and networks. The numbers of radio and television audiences during soccer matches in Botswana is affirmation of the need for professional sports journalists.

Consultations with representatives the local media industry identified the following gaps in the industry; expert, technical writing skills, keen interest in news current affairs, ability to work under pressure to tight deadlines, ethical conduct, organizational skills, investigative skills, multimedia storytelling skills, among others. This qualification will explore sports news production in a range of sports programmes, such as news, features, commentary, and live reporting.

This qualification will provide the country with much needed sports expertise in the media industry. Now there is a concentration of sports journalists in soccer, the other sports codes are under-represented. This qualification is designed in such a way that most of the sports codes will be developed and publicized.

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PURPOSE:

The purpose of this qualification is to produce graduates who have specialized knowledge, skills, and competences to:


- Analyze local, regional, and international sporting issues and events and effectively report on them.
- Utilize the latest industry-standard equipment.
- Produce a variety of sports content for print, radio, television, and electronic media
- Manage processes involved in producing sports media products about various sports codes
- Promote all sports codes available in Botswana
- Work with a variety of media and sports teams
- Establish and manage their own media enterprises


ENTRY REQUIREMENTS (including access and inclusion)


Entry Requirements


Minimum Entry Requirements


- Certificate IV NCQF Level 4 (BGCSE) or equivalent
- There will be provision of consideration for RPL and CAT for entry in accordance with national RPL and CAT policies.

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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
LO 1. Recognise the importance of sports and sports journalism in society		 1.1. Analyse the Botswana sports environment 1.2. Determine the various aspects of sports that have the potential to create employment 1.3. Analyse the role sports plays in people's lives today 1.4. Describe the administrative structures of the various sports codes 1.5. Identify and explain the roles of the various people in the various sports codes 1.6. Discuss the transformation of sport into entertainment 1.7. Explain the importance of covering national and international sports events 1.8. Explain the duties and responsibilities of a sports journalist 1.9. Analyse media law and journalistic responsibility 1.10. Evaluate the media competition in the provision of sports news 1.11. Assess the influence of media on sport and sports influence on the media 1.12. Evaluate the impact of sports journalism on the 'sports business' 1.13. Discuss the impact of global commercialisation of sport 1.14. Examine the situation of sports journalism in Botswana	
LO 2. Conduct research to gather information to produce sports documents for the media		2.1. Assess the importance of research in the production of print, broadcast and online sports reports, sports newsletters, press releases, etc. 2.2. Use appropriate sports information gathering techniques (websites, sports press conferences, interviews, etc.) 2.3. Justify the importance of using quality, balanced and authoritative sports information sources 2.4. Assess the accuracy and currency of sports information gathered 2.5. Use relevant sports information gathered to produce sports documents for the different types of media	
LO 3. Apply ethics in the reporting and production of sports material		3.1. Differentiate between sports information and opinions 3.2. Apply objectivity in written or verbally presented sports reports 3.3. Justify the need to avoid sensationalism in written or verbally presented sports reports	

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	3.4.	Report on objectively and fairly on all aspects of any sport (specific game, sportsperson, etc.)
	3.5.	Present information on sportsmen/women in a manner that reflects respect for their privacy
	3.6.	Portray gender, race, disability, nationality, or ethnicity, etc. responsibly and sensitively in all aspects of sport
	3.7.	Use technology ethically in the production and dissemination of sports content
LO 4. Compose a variety of sports writing for print media relevant for target audiences	4.1.	Identify the different types of sports documents produced in sports journalism (profiles, features, etc.)
	4.2.	Explain the purpose of each of these types of documents
	4.3.	Discuss the different requirements for each of these documents
	4.4.	Determine the target audiences for the different types of sports information for print media
	4.5.	Determine the sports information needs of various target audiences
	4.6.	Select and use relevant sports terminology used in specific sports
	4.7.	Construct and verify stories from a range of complex, incomplete, and potentially contradictory sources
	4.8.	Write clearly, effectively, and succinctly about a given aspect of a specific sports based on the audience needs
	4.9.	Employ sophistication in sports coverage by providing background, comment, analysis, and interpretation
LO 5. Produce print sports content that reflects creative use of writing and astute use of pictures	5.1.	Differentiate the writing styles for match reports, previews, reviews, profiles, and features as they apply to sports journalism
	5.2.	Identify and use terminologies used in specific sports codes
	5.3.	Use language creatively, without using sports clichés, hyperbole, profuse praise, and strained similes, in writing about the various aspects of sports
	5.4.	Use language and pictures ethically in writing sports content
	5.5.	Use the most significant aspect of the contest, game, race, etc. in the lead
	5.6.	Use exhaustive photographic coverage
	5.7.	Select and use sports pictures that can explain a situation or event accurately
	5.8.	Use direct quotations from sports personalities sparingly
	5.9.	Write sports stories that combine facts, turning points, quotations, statistics, and analysis
	5.10.	Use the soft news approach to sports content for print

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	<ul style="list-style-type: none"> 5.11. Explain the importance of pictures in sports content for print 5.12. Present action and style of sports events using pictures to enhance readers comprehension of what transpired in the game 5.13. Use vivid sports descriptions when appropriate 5.14. Edit sports stories for correct grammar, spelling, sentence construction, etc. 5.15. Develop own sports writing technique, personality, and style fan base growth 5.16. Write news stories, match reports (on a range of sports), features, profiles, columns, and analytical pieces 5.17. Communicate effectively and adhere to the established journalistic conventions of writing 5.18. Assess the viability of a sports-only publication in Botswana and the region
<p>LO 6. Apply specialised skills to Interpret and use sports statistics effectively</p>	<ul style="list-style-type: none"> 6.1. Determine the importance of statistics in writing sports content for print 6.2. Utilize the readers' interest, availability of space or importance of a sports event to identify and select relevant statistics 6.3. Assess the value of statistical information in writing about sports 6.4. Apply statistical information to enhance audience understanding of contests and trends 6.5. Review sports teams and statistics before a contest enable put the victories or losses in perspective 6.6. Employ play-by play charts to piece together important sequences in a sports contest
<p>LO 7. Produce radio sports content that reflects creative use of words and imaginative use of sound</p>	<ul style="list-style-type: none"> 7.1. create online radio, webradio and internetradio 7.2. Determine the target audiences for the different radio sports shows 7.3. Analyse the impact of radio on sports 7.4. Use appropriate audio recording equipment to record audio sports content 7.5. Interpret, analyse and synthesise sports information quickly from a range of relevant sources 7.6. Paint a picture in the minds of listeners using vivid but concise descriptions of sports events 7.7. Examine the impact of radio sports commentaries on event attendance


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	<ul style="list-style-type: none"> 7.8. Analyse and comment on a variety of live sports events 7.9. Identify and use strategies that help in developing own "on-air" technique, personality, and style 7.10. Use available radio industry standard software appropriately 7.11. Combine actuality sound and own voice to create the sports scene for audiences 7.12. Make use of recorded or live interviews of people involved in sports to enable listeners to form opinions about the interviewees 7.13. Utilize clips from commentaries to inject interest and drama into radio sports broadcasts 7.14. Apply music for emphasis at appropriate points 7.15. Use VOX POPs with fans to provide balance to radio sports broadcast 7.16. Produce sports radio content that reflects adherence to regulation governing sports broadcasting
<p>LO 8. Present informative recorded or live radio sports commentaries</p>	<ul style="list-style-type: none"> 8.1. Enlighten colleagues on the rules of the sport, game, race, contest one covers 8.2. Analyse plays, game trends and developments that affect the game which might be broadcast over radio. 8.3. Use personal anecdotes or strategy insights in radio sports broadcasts 8.4. Utilise strategies to help one relax and be comfortable in using microphones. 8.5. Speak in a distinctive voice fluidly, clearly, expressively during times of action and inaction. 8.6. Interpret and convey the facts, mood and feeling of a game, race, contest without overburdening fans with too much detail 8.7. Display impartiality and empathy in the profession.
<p>LO 9. Produce television sports content that reflects creative use of words, imaginative use of sound and appropriate use of sports videos</p>	<ul style="list-style-type: none"> 9.1. Determine the target audiences for the different television sports shows 9.2. Analyse the impact of television on sports 9.3. Use appropriate audio recording equipment to record audio and video sports content 9.4. Determine the impact of television sports commentaries on event attendance 9.5. Apply the reader, Voiceover or Voiceover Sound-on Tape techniques in composing television sports content 9.6. Use the appropriate television news format in writing sports news for television 9.7. Assess the viability of a sports only television station in

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	<p>Botswana and the region</p> <p>9.8. Use a video camera and both linear and nonlinear editing equipment</p> <p>9.9. Utilize available television industry standard software appropriately</p> <p>9.10. Identify a gap in the market and develop a magazine or television programme for specific target audiences</p> <p>9.11. Review global regulation of television sports broadcasting</p> <p>9.12. Evaluate the Botswana regulation of television sports broadcasting</p> <p>9.13. Produce television sports content that reflects adherence to regulation governing sports broadcasting</p>
LO 10. Present informative recorded or live television sports commentaries	<p>10.1. Present recorded sports content without indicating the date, day, time of day</p> <p>10.2. Use pre-recorded phone-ins and interviews</p> <p>10.3. Frame soundbites appropriately</p> <p>10.4. Emphasize the last word by using techniques such as a summary line, future angle, important fact, etc. in television sports presentations</p> <p>10.5. Select and use quality video or other visual material in the presentation of television sports content</p> <p>10.6. Tell part of the story and the words video as a supplement to explain, reinforce the picture or to say what picture is not saying</p> <p>10.7. Prepare relevant interview questions for television sports presentations</p> <p>10.8. Synchronise words and the video/motion picture</p> <p>10.9. Employ strategies of look, cause, style, consistency, etc. to build a television sports presenter personality</p>
LO 11. Produce Web sports content that reflects creative use of words, imaginative use of words, sound and appropriate use of videos	<p>11.1. Analyse the development of Web-based sports journalism</p> <p>11.2. Identify official and unofficial websites that contain sports journalism content</p> <p>11.3. Evaluate the purpose of official sports websites</p> <p>11.4. Use the web as a research tool for sports information</p> <p>11.5. Explore the special features of online journalism</p> <p>11.6. Relate special features of online journalism to sports journalism</p> <p>11.7. Operate a digital still camera, video camera and audio recorder</p> <p>11.8. Compose still and moving images</p> <p>11.9. Use storyboarding, Web design, cascading style sheets, Flash, etc. in the production of sports content for the Web.</p>

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<p>LO 12. Write for and presenting sports stories on the Web</p> 	<p>12.1. Create multimedia sports stories for the Web by combining elements of print and broadcast journalism</p> <p>12.2. Use highlights to make important words pop out (bold, bright colour, capital letters, etc.) in writing sports content on the Web to enable surfers to scan and find content for information they want</p> <p>12.3. Write summary deck below the headline to capture surfers' attention</p> <p>12.4. Break up long sports stories with informative subheadings for surfers to scan them quickly to find information</p> <p>12.5. Break up long sports stories with subheadings, pull quotes and side bars</p> <p>12.6. Use bullets, numbers, etc. to list important points</p> <p>12.7. Use pull/callout quotes to draw readers into the sports story</p> <p>12.8. Edit content to remove redundant sentences, adverbs, and adjectives</p> <p>12.9. Use links to searchable databases, interactive timelines, lists of related stories to relate sports stories to other stories on same subject.</p> <p>12.10. Use photographs and slide shows (with cutlines) to tell a logical and cohesive story</p> <p>12.11. Create powerful stories through the inclusion of natural sounds</p>
<p>LO 13. Conduct of applied research aimed at solving current and emerging challenges in sports journalism</p>	<p>13.1. Analyse the media environment for emerging local and international sports issues and challenges</p> <p>13.2. Investigate pertinent media issues in terms of sports</p> <p>13.3. Create guidelines for the selection of sports issues and events to be investigated</p> <p>13.4. Evaluate sports information sources for credibility and available sports information for clarity, accuracy, objectivity</p> <p>13.5. Develop guidelines for ethical conduct in information gathering, production and dissemination of sports research results</p> <p>13.6. Examine the suitability of information gathered in solving sports-related media challenges</p> <p>13.7. Use research results to solve media challenges in sports</p>
<p>LO 14. Communicate specialized sports information effectively using appropriate communication skills</p>	<p>14.1. Interpret specialised sports media content accurately</p> <p>14.2. Analyse and present balanced information on a variety of sports issues</p> <p>14.3. Use oral, written, and electronic communication to disseminate sports media content</p> <p>14.4. Employ verbal and appropriate non-verbal in oral sports</p>

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	presentations and interviews
LO 15. Participate as a team member in the production and dissemination of all types of sports contents	15.1. Validate the importance of teamwork in the production and dissemination of sports content for all types of media 15.2. Develop operational strategies for team work on sports journalism projects 15.3. Collaborate with others in the production of sports content for the different types of media 15.4. Assign tasks fairly based on abilities 15.5. Perform assigned tasks professionally 15.6. Interact with members of diverse backgrounds in a manner that reflects empathy, sensitivity, respect, etc. 15.7. Build positive working relationships with all team members 15.8. Employ conflict management skills to resolve conflicts in the team 15.9. Communicate effectively with all team members

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SECTION C		QUALIFICATION STRUCTURE				
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	TITLE	Credits Per Relevant NCQF Level				Total (Per Subject/ Course/ Module/ Units)
		Level [5]	Level [6]	Level [7]	Level [8]	
	Communication and Study Skill	10				10
	Introduction to Computer Skills	10				10
	Creative and Innovation Studies	10				10
	Presentation and Research Skills			10		10
	Entrepreneurship in Sports Journalism			12		12
	Writing for Communicators		10			10
	Politics and Power in the Sport Media			12		12
	Public Speaking and Presentation Skills	10				10
	Media and Society		10			10
	Media Law and Ethics			10		10

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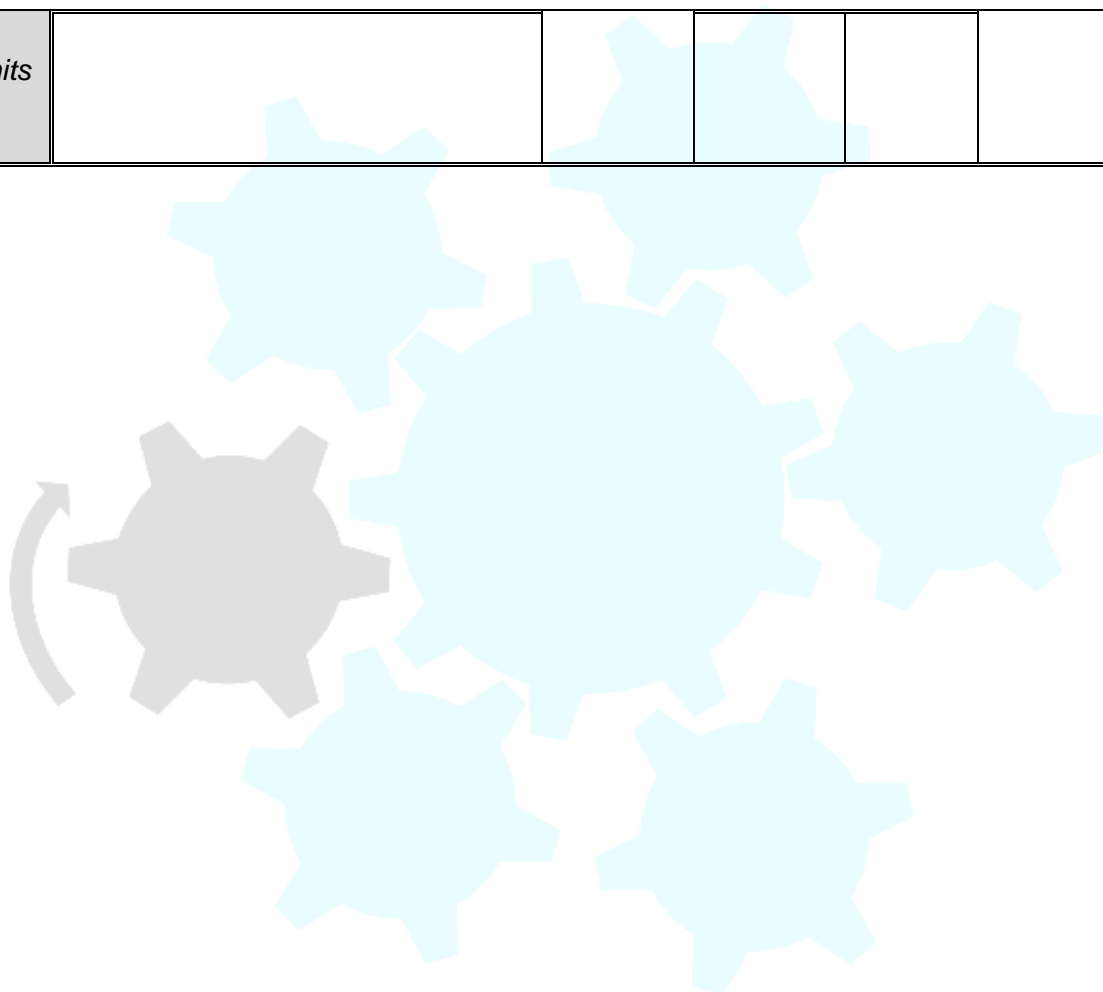
	Feature Writing		10			10
	Public Relations and Media Management in Sport			10		10
	Introduction to Business Management	10				10
	The Sports Business		10			10
	Media Writing 1	10				10
	Media Writing 2		10			10
	Sports Administration			10		10
	English for Journalists			10		10
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Investigative Sports Reporting			12		12
	Emerging Issues in Sports			12		12
	Sports Videography		10			10
	Sports Photojournalism		10			10
	Online Sports Journalism		12			12
	Sports News and Documentary Writing			12		12
	Sports Broadcast Rights			10		10
	Sports Commentary		10			10
	Sports Feature Writing			12		12
	History of Sports Journalism	10				10


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	Sports TV and Live Event Production			12		12
	Professional Practice			25		25
	Ethics and Diversity in Sports Journalism			12		12
	Research Methods		12			12
	Specialist Sports Journalism			12		12
	Sport, Society and the Sporting Media		10			10
	Introduction to Professional Sports Journalism		12			12
	Sports Journalism Multimedia Project			15		15
	Multimedia Sports Journalism			12		12
	Sports Broadcasting (TV, Radio Online)			10		10
	Match Analysis		12			12
	Sports News Photography and Videography			12		10
	Applied Research Project				15	15
ELECTIVE/ OPTIONAL COMPONENT Subjects/Cour	Sports Media Management			12		12
	Social Media in Sport					
	Sports Journalism Production Project (Portfolio)				15	15

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ses/ Modules/Units						
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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL


<i>NCQF Level</i>	<i>Credit Value</i>
<i>5</i>	<i>70</i>
<i>6</i>	<i>138</i>
<i>7</i>	<i>254</i>
<i>8</i>	<i>30</i>
<i>TOTAL CREDITS</i>	<i>492</i>

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

- The qualification in event management has a maximum of 492 credits and takes four years to complete inclusive of a semester long industrial attachment
- The Composition of the qualification has four levels: Levels 5, 6, 7 and 8 with core modules accounting for 255 credits, fundamental modules accounting for 220 credits and 27 for elective modules
- Credit Distribution Summary
 - Level 5: 70 credits (all compulsory)
 - Level 6: 138 credits (all compulsory)
 - Level 7: 254 credits (242 compulsory and 12 elective)
 - Level 8: 30 credits (15 compulsory and 15 elective)

Students must take and pass all pre-requisite modules to be allowed to take successive modules

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ASSESSMENT ARRANGEMENTS

Assessment Arrangements

- Assessment and moderation arrangements shall be carried out as per ETP's policies, which are aligned to BQA/National policies.
- Assessment weightings will be 60% for Formative assessment and 40% for Summative assessment
- The ETP will engage only BQA accredited assessors and moderators to carry out assessment and moderation.

RECOGNITION OF PRIOR LEARNING

- Prior Learning from other institutions recognized by the Botswana Qualifications Authority (BQA) will be recognized and used for entry into this qualification
- Prior learning gained from industry/work experience will be recognized and used for exemption from part of this qualification if it is in line with prescribed learning outcomes for this qualification

CREDIT ACCUMULATION AND TRANSFER

- Credit Accumulation and Transfer (CAT) will be used for exemption from part of the qualification such as exemption from modules in which the prescribed learning outcomes for this qualification have already been achieved


PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

This qualification is designed to facilitate vertical, horizontal, and diagonal progression both locally and internationally.

Horizontal Articulation (related qualifications of similar level that graduates may consider)

- Bachelor of Arts in Broadcasting
- Bachelor of Arts in Journalism
- Bachelor of Arts in Digital Media
- Bachelor of Arts in Communication
- Bachelor of Arts in Journalism and Media
- Bachelor of Arts in Media Studies

Vertical Articulation (qualifications to which the holder may progress to)

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- Bachelor of Arts Honors (Broadcasting)
- Bachelor of Arts Honors (Journalism)
- Bachelor of Arts Honors (Digital Media)
- Bachelor of Arts Honors (Communication)
- Bachelor of Arts Honors (Journalism and Media)
- Bachelor of Arts Honors (Media Studies)
- Master of Arts in Journalism
- Master of Arts in Broadcasting
- Master of Arts in in Communication
- Master of Arts in Public Relations
- Master of Arts in Digital Media
- Master of Arts in Broadcast Journalism


Below are possible jobs or employment the holder of this qualification can take up

- Sports News Reporters
- Broadcast News Editors
- Radio Sports Journalists
- Feature writers
- Broadcast Sports Presenters
- Researchers
- Sport (Game) Analysts
- Sports Commentators
- Sports Writers
- Sports Correspondents
- Sports Media Managers
- Digital sports editor
- Online sports reporter
- Newspaper sports reporter
- Sports Public Relations Officer
- Television Sports Presenter

QUALIFICATION AWARD AND CERTIFICATION

Qualification Award:

- Minimum requirement for award of a Bachelor of Arts in Sports Journalism qualification is attainment of **492 credits**

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Certification:

Graduates will be issued a **Bachelor of Arts in Sports Journalism** and transcript upon successful completion of the qualification.

REGIONAL AND INTERNATIONAL COMPARABILITY

Summary of Benchmarking with other Institutions

The qualification was benchmarked against three institutions offering similar qualifications.

Even though the proposed qualification is a Level 7 qualification, it was benchmarked against one Level 7 and two Level 8 qualifications due to lack of Level 7 qualifications in sports journalism regionally and internationally.

Similarities

- The similarities are reflected in the outcomes and the modules offered.
- The qualifications have an internship component
- All qualifications have elective modules


Differences

Key differences were noted in the following areas:

- Two institutions offer the qualification for three years while in one institution the duration of the is four years
- Only one qualification has dissertation and it is offered as an elective
- One qualification has no fundamental modules
- There are a few variations in the entry requirements, even between the two U.K qualifications

Contextualization

This qualification is designed as a level 7 qualification to cater for students who would want to go straight into sports journalism and not go through a general journalism qualification. Sports journalism is a new field in Botswana and is designed in such a way that the graduate can apply the skills, competences and knowledge in almost all types of sports journalism tasks and in all types of media houses and sports organisations with ease. The qualification prepares graduates to perform all sports journalism tasks professionally. The qualification includes electives that introduce learners to areas that they can specialise in if they should wish to proceed to Level 9 qualifications.

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Benchmarking Information and Institutions

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REVIEW PERIOD

Every five (5) years

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(Note: Please use Arial 11 font for completing the template)

