



INTERNATIONAL
CENTRE FOR
SPORTS STUDIES



Programme in Sport Management

Third edition - 2012



FIFA/CIES International
University Network

by CIES Education



In collaboration with

FIFA®

For the Game. For the World.

CIES IN PALESTINE

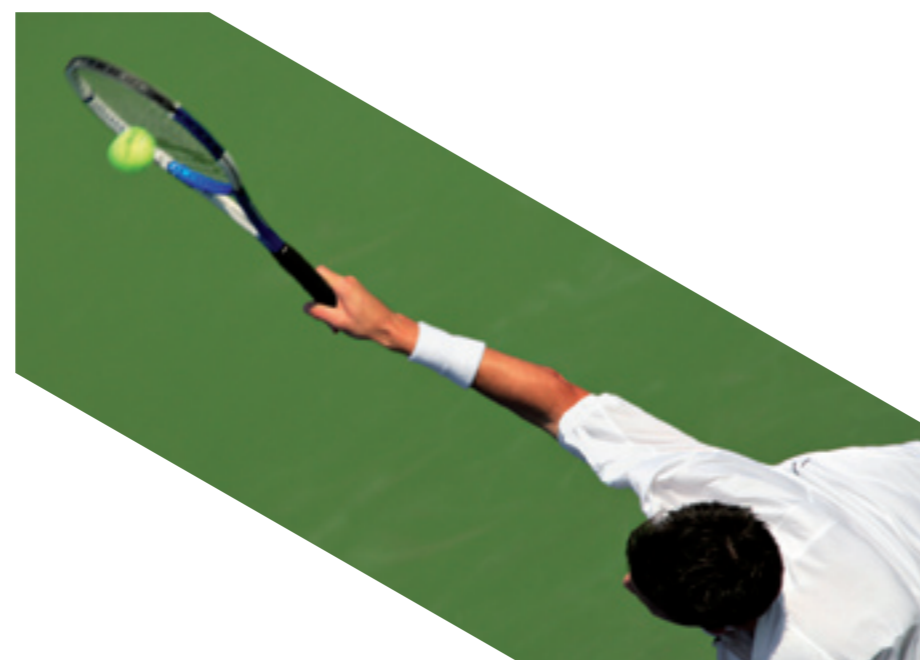
It is a great honour and an immense pleasure for CIES to launch its third Programme for sports administrators in Palestine in cooperation with Birzeit University.

For more than fifteen years our institute, which benefits from the financial support of FIFA, has developed a great number of projects with the purpose of achieving a better understanding of the multiple facets of sport and of football in particular. This is why CIES has carried out extensive research in the fields of law, economics, geography and sociology. It has also created a Master's Degree in Management, Law and Humanities of Sport (the FIFA Master) in which more than 300 students from more than 80 countries have already participated. CIES is also the trustee of the João Havelange Research Scholarship, which is open to universities from all over the world. Since 2004, CIES has been developing and managing an International University Network, which comprises to date 13 members in Argentina, Chile, Senegal, South Africa, Egypt, Turkey, Ukraine, Costa Rica, Trinidad & Tobago, Venezuela, Spain and Brazil. In Palestine, Birzeit University is the dynamic and enthusiastic partner of this project.

In the age when sport has become one of the key actors of society, it is vital to continue our efforts so that it can retain its power of attraction and its dignity. Remarkable sporting achievements and their economic implications must preserve unwavering ethics. The FIFA/CIES Programme in Sports Management helps to meet this objective. Our presence in Palestine demonstrates our will to offer to the future sports administrators of this country and its neighbours practical tools in such varied fields as communication, law, finance, management, the organisation of sports events, marketing and sponsoring. The important thing is that these instruments are adapted to local realities in order to optimise their efficiency. It will be the role of Birzeit University to ensure that this is the case with the aim to bestow a concrete and fruitful heritage upon future generations.

Bertrand Reeb
CIES President

Jérôme Valcke
FIFA Secretary General



BACKGROUND ABOUT THE PROGRAMME

The Unit for Learning Innovation (ULI) at the Centre for Continuing Education (CCE) / Birzeit University (BZU) in cooperation with CIES/FIFA currently offers the Programme in Sports Management in Palestine. Birzeit University is considered to be the pioneer in this arena since it is the only Palestinian organization which works on the development and implementation/delivery of sports management programmes. The ULI team, in cooperation with the subject matter experts in the different topics related to the Programme, conducted a study to assess the needs of the sports sector in Palestine. Following this study, the ULI has been continuously working on adapting, developing, and delivering the training programme that meets the needs of the sector. The training programme in question includes six modules; General Management, Communication, Events Management, Financial Management, Sports Law, and Marketing/Sponsoring. Through this Programme, we attempt to provide the workers in the sports management field with the necessary skills and tools that they need in managing their various related tasks, which should eventually overcome performance gaps.



MODULE DESCRIPTORS

First Module: General Management

This module includes certain topics, among which the most important are: the concept of management, the managerial levels in sports associations, the concept of planning and organization (pillars, factors affecting the organizational structure, and the different kinds of organizational structures). Part of this module will be directed to define some concepts including: motivation (in terms of its importance, features, and applications), decision-making process (influencing factors), and leadership (types, and influential factors).

In addition, other concepts will be defined such as conflicts at the organizational level and the negotiation process in terms of its different phases and strategies.

Second Module: Communication

This module covers communication skills including verbal and non-verbal communication, presentation, how to establish communication channels with the mass media, and how to maintain internal and external relationships with governmental and local associations. The module also covers communication planning and other topics such as communication types, communication obstacles, and the importance of feedback.

Third Module: Sports Events Management

This module includes topics related to planning and preparation for sports events including: identifying the elements of sports event organization, responding to the different risks, preparing the estimated budget of sports events, and preparing the checklist for the organization of sports events. In addition to this, the module addresses event promotion processes. This module will also dedicate parts to address the evaluation process to be conducted at the end of events.



Fourth Module: Financial Management

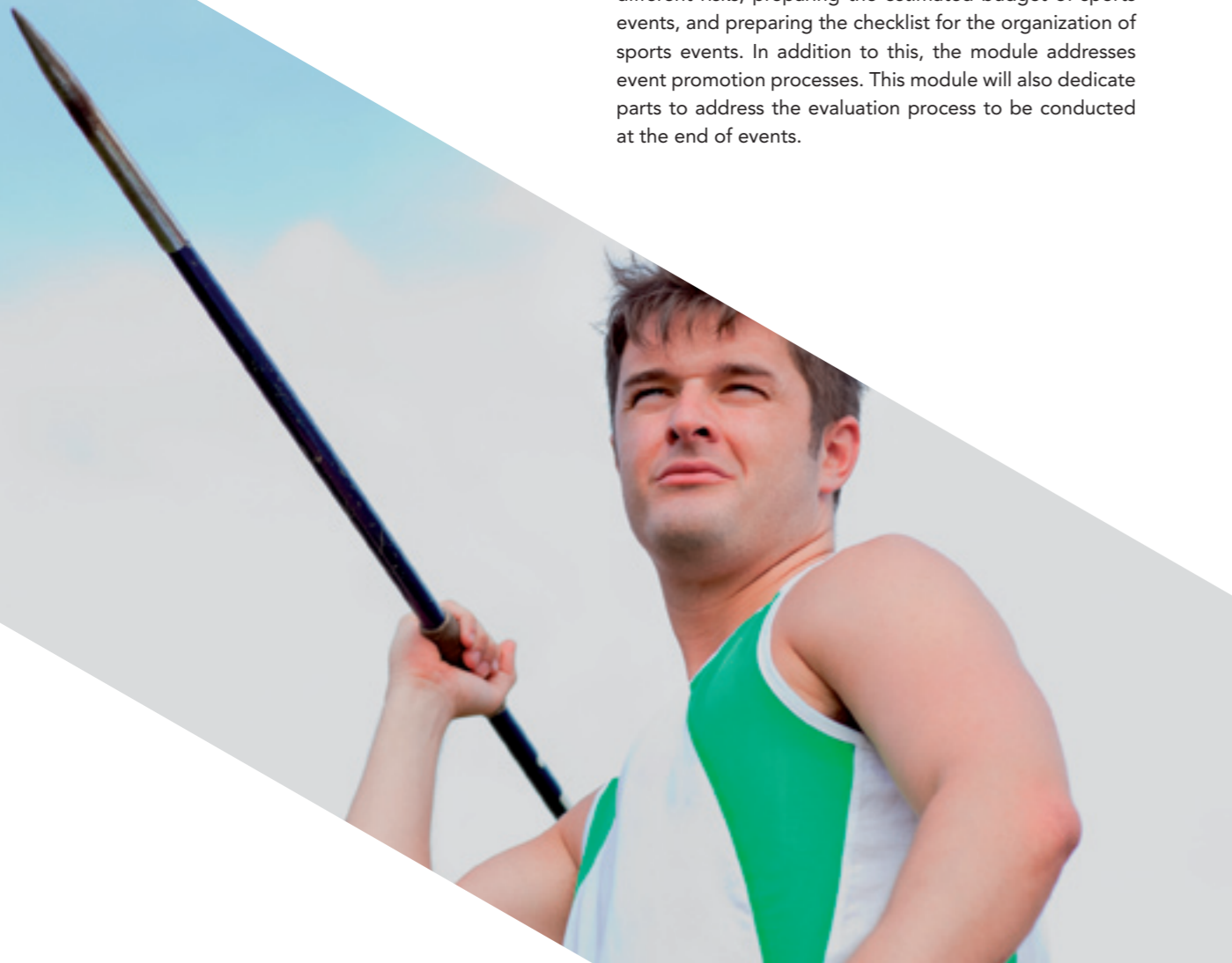
This module is devoted to cover many topics including: accounting for sports associations in terms of the accounting principles, hypotheses, and equation elements. It also covers other topics such as: analyzing the economic process, the balance sheet, and the accounting cycle for sports associations. Moreover, the module will include the steps of recording the accounts, the closing entry limitations, the financial lists for sports associations, and the difference between the accrual accounting basis and the cash accounting basis.

Fifth Module: Sports Law

This course focuses on the legal aspects of the sports sector, including: contracts, conflict resolution, and the problems that occur at sports associations and sports events.

Sixth Module: Marketing/Sponsoring

This module basically covers many aspects related to promotion campaigns including: concept, importance, and setting objectives (especially concerning the target markets). It also covers other topics such as: defining the concept of the sports industry and the life cycle of product/pricing. In addition, it highlights the topic of trademark in terms of concept, strategy applied, environment analysis, and the methodology of designing the marketing objectives. This module will also address sponsoring issues.



LEARNING OBJECTIVES

The primary objective of this programme is to provide an advanced skill-based short learning programme that focuses on selected areas within the management of sport. In so doing the course aims to offer students important tools that they can use to enhance the manner in which they manage their federation, their association or their club in accordance with the realities of Palestine. The programme will specifically attempt to achieve the following objectives:

1. To familiarize participants with the concept of organizing sports events, how to deal with the components of those activities and the importance of follow-up/evaluation in managing sports events.
2. To enable participants to realize the importance of accounting for sports associations and the concepts to which they are bound, including: principles, hypotheses, analyzing the effects of the economic processes on the accounting equation and preparation of the balance sheet.
3. To introduce to participants to the concept of sports sponsorship and the objectives it seeks to meet.
4. To enable students to acquire skills related to communication types and mechanisms, as well as the importance of internal and external connections.

ADMISSION REQUIREMENTS

1. BA. or a specialized professional diploma degree in a relevant field.
2. A minimum of 3 years experience in sports association management.

SELECTION PROCESS

Following the announcement of the programme, prospective participants must complete an application form to be screened by ULI. Thereafter, candidates will be interviewed.

TARGET GROUP

This programme targets workers from middle-level management in Palestinian sports associations. It would be expected that they should have already obtained basic skills and knowledge in the field of management.

DURATION

The programme would normally be completed over a period of 6 to 12 months and would be delivered in blended manner, in which face to face and online sessions will be held.

COURSE FORMAT

The training sessions of the programme will take place at the training halls of the Centre for Continuing Education in AL-Masa Building-Ramallah.

The sessions will be conducted in a blended manner of face to face sessions and online sessions, each of which occurring once a week.

The 3rd edition of the programme will start in February 2012.

The deadline to receive the applications is 20 January 2012

BURSARIES

A few bursaries will be available for selected participants, based on certain requirements that will be agreed upon jointly between ULI and CIES.

GRADUATION PROJECT

Participants must develop a graduation group project to apply practically the skills and knowledge that they have acquired throughout the programme. These group projects will be assessed by a special committee. The winning project will be considered for nomination to compete for the FIFA/CIES International University Network Prize.

CERTIFICATES AND GRADUATION TERMS

Participants must be committed to complete 80 % of the whole face to face and online sessions and to fulfil all the requirements that accompany the six modules and the graduation group project to be awarded the certificate from CCE/BZU.

CLOSING DATE FOR APPLICATIONS

20 January 2012

FOR FURTHER INFORMATION

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Sameh Al-Haj Mohammed

Birzeit University, Palestine
2011 Class

"The Programme will help to increase the level of knowledge in Palestinian Sport and build a stronger future."

Abdullah Al-Fara

Birzeit University, Palestine
2011 Class

The strengths of the Programme are manifold. I can mention the full understanding of student needs, the diversity of student experiences as well as the quality of the tutors and lecturers".

Ibrahim Rabayaa

Birzeit University, Palestine
2010 Class

"This training programme had a great positive impact on me as well as all other participants(...). It will help us institutionalize the sports sector and help promote more professional practices in sport management."

Hany Rashad Moustapha

Cairo University, Egypt
2009 Class

"I was expecting new and professional ways of thinking in dealing with issues of sports. I have found much of what I expected."

Kahled Mustafa

Cairo University, Egypt
2009 Class

"The Programme has many strengths (...). It enables students to know more persons interested in the same field of study (sports), to learn the newest information concerning sports, to enter in contacts with foreigner specialists and consultants who come to teach us."

Selçük Güler

Bahçeşehir University, Turkey
2009 Class

"I have found my job after having attended this course. I have met people who have very good career in sport business. It was really very interesting to listen to their ideas."

Solomon Mudege

NMMU, South Africa
2007 Class

"I would definitely recommend the FIFA/CIES Certificate in Sport Management and any of the CIES-initiated academic programmes. The FIFA/CIES Certificate in Sport Management is a unique course which promotes good management principles while recognising the distinctive environment within the nation in which the course is offered."

Helma Boggenpoel

NMMU, South Africa
2007 Class

"Thus far the FIFA/CIES Programme has improved my managerial skills and planning. I have learnt other methods (added to my current) of doing."

Víctor Badilla Guadamuz

UCR, Costa Rica
2009 Class

"We studied very important topics for my job in communication management and crisis management. I have to deal with this kind of issues daily."



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