



INTERNATIONAL
**UNIVERSITY
NETWORK**



**Nelson Mandela
Metropolitan
University**

CERTIFICATE IN SPORT MANAGEMENT

Sixth edition - 2012



In collaboration with

FIFA®

For the Game. For the World.

INTRODUCTION

Nelson Mandela Metropolitan University (NMMU), in association with the International Centre for Sport Studies (CIES) and with the support of FIFA, is proud to offer this Certificate in Sport Management to interested persons in South Africa and other countries in Africa. The University was selected by FIFA and CIES as the sole education provider of this qualification to southern Africa.

Nelson Mandela Metropolitan University (NMMU) is a university for tomorrow. We nurture innovation, foster creativity, embrace technology and develop people to meet the challenges of the world of tomorrow. At NMMU we unlock people's futures. We help them to reach their full potential and realise their dreams and aspirations.

NMMU is one of only four comprehensive universities in South Africa, offering both general and professionally oriented university programmes as well as technologically and career oriented programmes, from the entrance level (certificate) through to the research level (PhD). The university has a strong track-record in both fundamental and applied research, working extensively in partnership with business and industry.



CIES IN SOUTH AFRICA

It is a great honour and an immense pleasure for CIES to launch its sixth course for sports administrators in South Africa in cooperation with the Nelson Mandela Metropolitan University (NMMU).

For more than fifteen years CIES, 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 our organisation has carried out extensive research in the fields of law, economics, geography, history and sociology. It has also created a Master's Degree in Sports 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 famous João Havelange Research Scholarship which

comprises to date 13 members in Argentina, Brazil, Chile, Costa Rica, Egypt, Palestine, Senegal, Spain, Trinidad & Tobago, Turkey, Ukraine and Venezuela. In South Africa, NMMU 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 South Africa demonstrates our will to offer the future sports administrators of this country - and its neighbours - practical tools in such varied fields as communication, law, finance, communication, general management, sports events management, 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 NMMU to ensure that this is the case with the aim to bestow a concrete and fruitful "2010 heritage" on future generations.

Bertrand Reeb
CIES President

Jérôme Valcke
FIFA Secretary General



COURSE OBJECTIVES

Over the past two decades there has been a marked acceleration in the growth and development of sport. It has become a major economic factor around which the most diverse interests are centred or intertwined. However, sport has also been a victim of inequality. Certain disciplines are more attractive than others. Economic realities vary from one country to another, making the matter of sport management difficult.

The primary objective of this course 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 they can use to enhance the manner in which they manage their federation, their association or their club in accordance with the realities of South Africa and its neighbouring countries.

ADMISSION REQUIREMENTS

Candidates must be in possession of a three year higher education qualification and show a keen interest and active involvement in sport. Applicants who do not have a three year tertiary degree/diploma will still be considered for admission provided they have a grade 12 or equivalent school leaving certificate and can demonstrate active and extensive experience in the management and administration of sport. Admission is furthermore dependant on selection by the Candidacy Examination Panel (CEP) of the course.

TARGET AUDIENCE

The programme is primarily aimed at persons that operate within one or more of the following settings:

- National and regional football federations
- Other sports federations
- Sport clubs
- National Olympic Committees
- Governmental agencies
- Industries related to sport



COURSE FORMAT

The programme includes the following modules:

- Strategic Sport Management
- Sport Marketing
- Sport Law
- Sport Communication
- Financial Management
- Sport Event Management
- Sport Sponsorship

Each module will comprise approximately 20 hours of teaching and learning activities, to be completed over one academic year, exclusive of a formal assessment/s. The mode of delivery for 2012/2013 will be by way of a block release system where students are required to attend classes at the NMMU for a period of one week at four different times in 2012/2013.

Commencement (2012 edition)

Block one runs from 1 October to 6 October 2012

Duration

Four one week block periods over a 10 month period

Course Schedule (2012 edition)

Block one runs from 1 October to 6 October 2012

Block two runs from 3 to 8 December 2012

Block three runs during April 2013 NMMU recess for students *

Block four runs during June 2013 NMMU recess for students *

* Dates to be confirmed

Course Location

Nelson Mandela Metropolitan University, Port Elizabeth

Student numbers

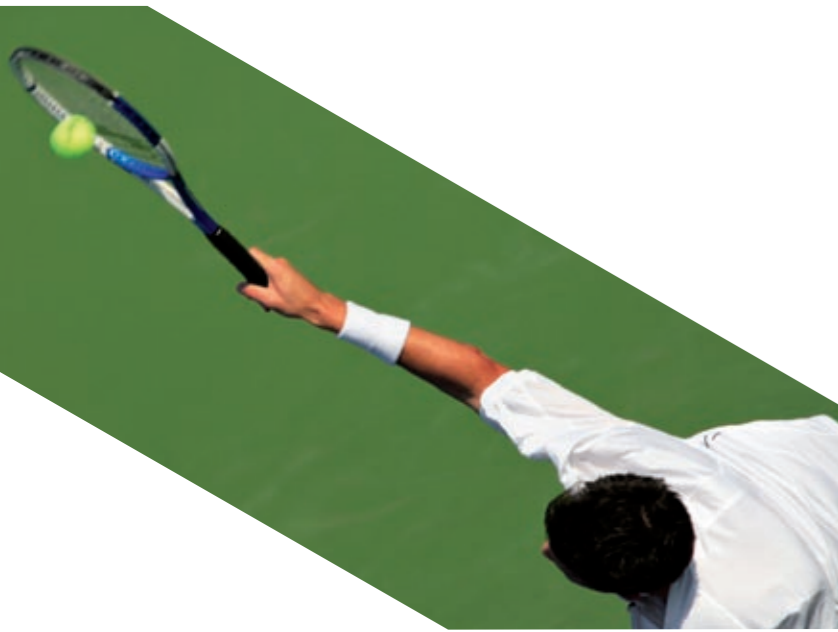
A maximum of 50 students can be accommodated

Course fee (2012 edition)

R8 250.00 (inclusive of comprehensive CIES manuals for each module, NMMU class hand-outs, international, national and local guest speakers, official excursions, graduation function, lunches and refreshments during each block week)

Tuition Language

English



MODULE DESCRIPTIONS

Strategic Sport Management

This module focuses on acquiring strategic management/management tools that are associated with the core functions of management, namely planning, organising, directing and control. The module content will demonstrate how these management concepts are applied in both an amateur (mission driven) and professional (profit driven) sport setting.

Sport Event Management

The objective of this module is to give students a better understanding of various aspects relating to the organisation of national and international sports events.

Sport Marketing

The marketing module enables students to become familiar with the commercial realities of modern sport, particularly within South Africa and neighbouring countries. Students are presented with a pragmatic approach of marketing sports entities and events. A key component of this module is to provide students with an understanding of the methods used to create and promote the brand of a sports entity for marketing purposes.

Financial Management

Education in finance offers an approach to understanding the financial realities of African sports entities. It provides tools intended to improve the student's financial management skills.

Sport Communication

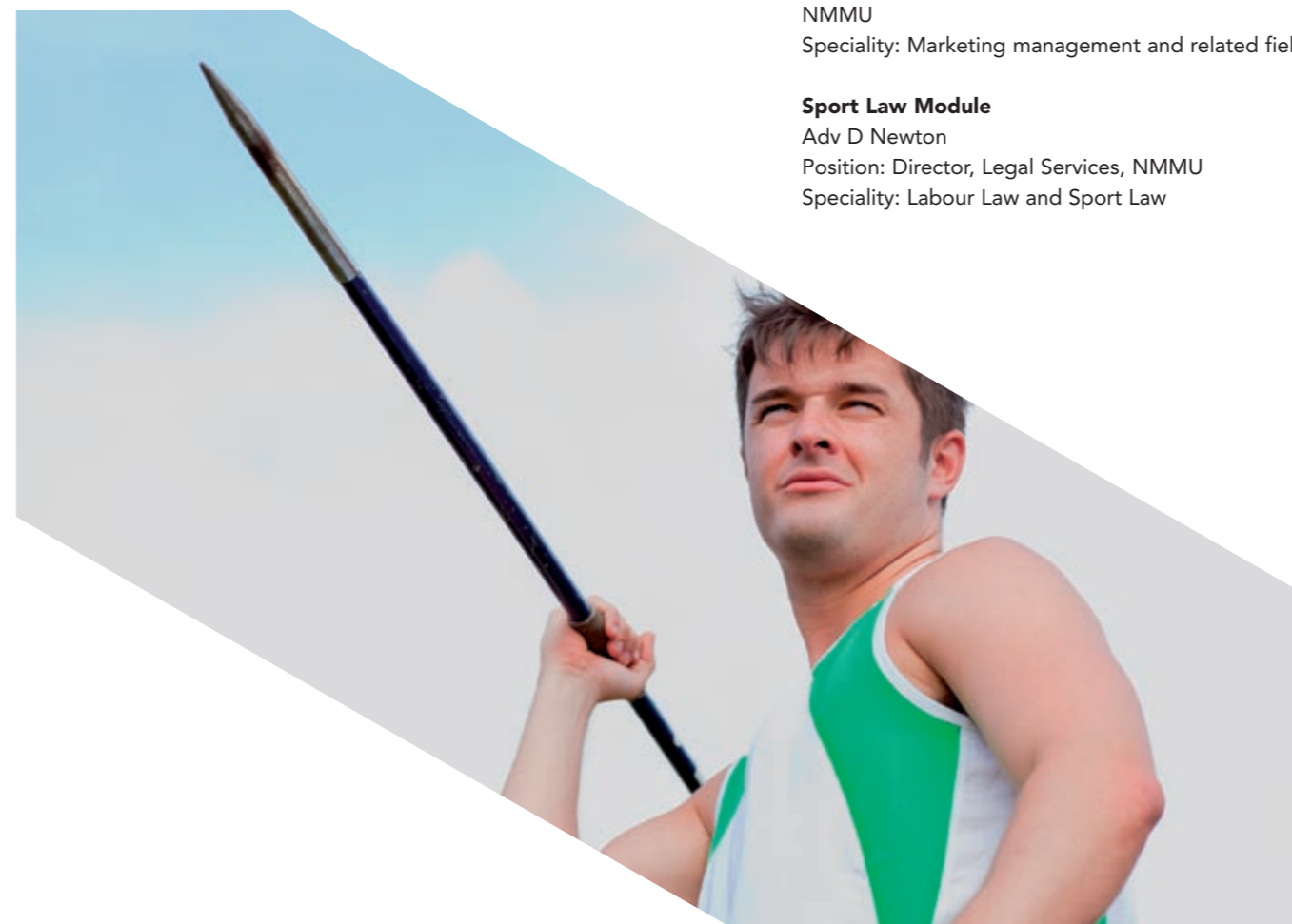
Communication has become one of the essential stakes of the 21st century. As a result this module provides an overview of questions related to efficient communication with different partners in the world of sports. It also highlights the importance of giving a coherent identity and image to the sports entity in order to improve its communication.

Sport Law

The objective of this module is to provide participants with basic legal knowledge for use by sport directors within South Africa. The essential principles of contract law, the different kinds of contracts used in the field of sport, contractual and delictual liability, applicable labour laws and the resolution of conflict and legislation pertaining to the field of sport are to be covered.

Sport Sponsorship

Sport organisations are to a large extent dependant on support from commercial entities. This module will, amongst others, explain the reasons why business organisations invest in sport, how one should go about obtaining sponsorship, inclusive of the development of successful sponsorship proposals, and how to control and service the sponsorship agreement to the satisfaction of the parties concerned.



ACCREDITATION

NMMU is a public higher education institution, which operates under all legislative and quality assurance requirements of the Department of Education and the Council on Higher Education (CHE). By virtue of this it holds formal institutional accreditation with the Higher Education Quality Committee (HEQC) of the CHE in South Africa. Provider accreditation was granted to NMMU by CIES. The certificates are signed by NMMU and CIES.

FACILITATORS

Strategic Sport Management Module

Mr V Oosthuizen

Position: Senior Lecturer, Department of Human Movement Science, NMMU

Speciality: Sport Management

Sport Marketing and Sponsorship Module

Dr J Burger

Position: Head of Department, Marketing Management, NMMU

Speciality: Marketing management and related fields

Sport Law Module

Adv D Newton

Position: Director, Legal Services, NMMU

Speciality: Labour Law and Sport Law



Sport Event Management Module

Mr V Oosthuizen

Position: Senior Lecturer, Department of Human Movement Science, NMMU

Speciality: Sport Management

Sport Communication Module

Ms D Derry

Position: Senior Manager, Communication, NMMU

Speciality: Media liaison and publications

Financial Management Module

Mr G Hustler

Position: Principal Lecturer, Management Accounting, NMMU

Speciality: Management accounting and financial management

NMMU Programme Coordinator

Mr Vernon Oosthuizen

CIES Coordinator in South Africa

Prof Denver Hendricks

Head of the Host Department (Human Movement Science)

Prof Rosa du Randt



RULES AND GENERAL INFORMATION

Closing Date for Applications
15 August 2012

Attendance of Classes

Attendance of the four block weeks is compulsory and students must obtain a class attendance mark of not less than 90% for each module. This stipulation is over and above the other academic requirements for the successful completion of each module.

Fees

Once accepted, and to secure your place, an initial payment of R2.500.00 must be paid prior to the commencement of the first block of lectures and by no later than 26 September 2012. The remaining balance of fees (R5 750.00) must be paid in full by no later than 30 April 2013.

Scholarships

The NMMU offers no bursaries for this qualification. A limited number of part scholarships, provided by the CIES, are however available. The Candidacy Examination Panel (CEP) for the course is entitled to allocate these bursaries on the basis of circumstances and merit. The decision of the CEP as to the awarding of scholarships is final.

Please send application form to

Ms S Ellis · Department of Human Movement Science
PO Box 77000, Nelson Mandela Metropolitan University,
South Campus, Port Elizabeth 6031

Selection procedure

The CEP will contact applicants for a personal interview after the closing date for applications. The candidates will be informed of the decisions of the CEP two weeks prior to the commencement of the course, at the latest. The decision of the CEP is final.

Accommodation

Students who require accommodation may want to consider the following options:

NMMU Postgraduate village, NMMU South Campus
Ms Bada
Tel: +2741 504 3663

Langerry Group of Holiday Apartments
Website: www.langerry.co.za
Tel: +2741 585 2654

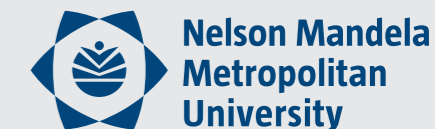
@47 Guest House
Website: www.summerstrandguesthouse.co.za
Tel: +2741 583 2970

For further information, please contact

Ms S Ellis
Department of Human Movement Science
PO Box 77000
Nelson Mandela Metropolitan University
South Campus
Port Elizabeth 6031

Tel.: +2741504 2497
Fax: +2741504 2770
e-mail: shona.ellis@nmmu.ac.za
web: <http://www.nmmu.ac.za/hms>

APPLICATION FORM Certificate in sport management



1. Personal contact information (capital letters)

Surname:	First name(s):	Gender:
Date of birth (dd/mm/yyyy):	Place of birth:	Nationality:
Home address:	Postal Code:	City:
Tel:	Fax:	Mobile:
		E-mail:

Where did you hear about the course?

Are you/were you a student at the NMMU?

If yes, please provide your student number:

A certified copy of identification document/passport must be attached to this application

2. Educational background

High School Education

Name of High School	Address of High School	Period of study	Subjects taken

Tertiary Education

(Please start with your highest qualification · Certified copies of certificates obtained must accompany the application)

Dates (From-To, mm/yyyy)	Full Name of university att.	Address of university	Diploma/Degree obtained

Professional Qualifications

(Certified copies of certificates obtained must accompany the application)

Date obtained	Prof. Firm or Educ. Institution	Qualification and Subject	Result obtained

3. Sport involvement

(Please attach a one page curriculum vitae of your sport involvement to this application form. The following information is to be included for each sport organization you have been associated with: address, postal code, city, country, tel, fax, time period, position, description of involvement. Certified copies of certificates obtained must accompany the application)

4. Knowledge of languages

Which languages are you fluent in?

5. Interests

 (Please list your interests)

6. Current and/or previous employment

(Please attach a one page curriculum vitae of your current and/or previous employment to this application form. The following information is to be included for each employment opportunity you have had: address, postal code, city, country, tel, fax, time period, position, description of employment)

7. Professional future

(Please list three aims you have for your future professional life)

-
-
-

8. Please list the reasons you are applying for enrolment to this course

(Please also indicate what your expectations are for this course)

9. Scholarship

Do you require a scholarship in order to enroll for this course?

(If yes, please provide reasons as to why you would want to be the recipient of a scholarship)

Place and Date: _____ Signature: _____

Kholiswa Kleinbooi

NMMU, South Africa - 2010 Class

"The Programme is practical and requires students to think analytically, creatively and strategically about various concepts e.g marketing, communication, sport law, etc."

Sithembiso Mkhize

NMMU, South Africa - 2010 Class

"All the guest speakers were eye opening and gave me more belief and courage to go out there in the world of business and make it happen. We are the pioneers of the future and we must take responsibility."

Godwin Nwafor

NMMU, South Africa - 2010 Class

"Personally, I have been able to build a wide network of people who share similar sporting ideas to me. Professionally, I have been well equipped with the technical know-how on how to effectively manage sporting activities."

Lubabalo Mpongoshe

NMMU, South Africa - 2009 Class

"I benefited a lot from the FIFA/CIES Programme. (...) I got the opportunity to know more about the business of sport internationally and domestically (...). I would recommend the Programme as it will increase the knowledge of sport especially in African countries."

Graham Terblanche

NMMU, South Africa - 2009 Class

"My expectations were exceeded in many ways. The quality of lectures and guest speakers - who were involved in real events such as the World Cup 2010 and Cricket World Cups, as well as the FIFA guest speakers - and the practical approach of the course were really good. (...)The experiences and knowledge gained from this Programme will last forever."

Glyndon Groep

NMMU, South Africa - 2008 Class

"The quality of the Programme will ensure that sport and the management thereof in South Africa is taken to level of international standard. Graduates of this certification will be able to make a difference on all levels in sport."

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 things in a more professional approach."

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".

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"

Selçük Güler

Bahcesehir 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."



INTERNATIONAL
CENTRE FOR
SPORTS STUDIES

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FIFA/CIES International University Network
www.cies-uni.org