



Nelson Mandela  
Metropolitan  
University

for tomorrow



Third edition - 2009

## «Certificate in Sport Management»



## 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 contact 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.

### Phumelele Mokoena

*"I am much more confident in what I know. I have learnt so much more on the subject from the theoretical side to the experiences imparted by fellow students, the lecturers and guests on the course both national and international. The scope of what I knew about the subject sport management has been greatly expanded."*

## CIES IN SOUTH AFRICA

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

For more than ten 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 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 230 students from more than 70 countries have already participated. CIES is also the trustee of the famous João Havelange Research Scholarship which is open to universities from all over the world. Finally, since 2004, CIES is in the process of creating an International University Network which already comprises 11 members in Argentina, Chile, Senegal, Egypt, Turkey, Ukraine, Costa Rica, Trinidad & Tobago and Palestine. In South Africa, NMMU and UNISA are the dynamic and enthusiastic partners 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 achievement 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 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 and marketing. 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. As the ambitious programme launched by FIFA proclaims, it is a good idea to «Win in Africa with Africa» and ensure that the FIFA World Cup South Africa 2010 will bestow a concrete and fruitful heritage on future generations.

**Bertrand Reeb**  
CIES President



### Fuad Jappie

*"It was excellent and I regard myself very fortunate to have been chosen for the course. I recommend all sport administrators to do the course as it will definitely empower them to be more effective in their sports entities."*



## 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 and other sport associations
- Governmental agencies
- Industries related to sport
- Other industries to people actively involved in the world of sport

## COURSE FORMAT

The programme includes the following modules:

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

Each module will comprise approximately 20 hours of teaching and learning activities, to be completed over one academic year, inclusive of a formal assessment/s.

The mode of delivery for 2009/2010 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 2009/2010.

### Commencement (2009):

Block one runs from 28 September to 3 October 2009

### Duration:

Four one week block periods over a 10 month period

### Course Schedule (2009)

Block one runs from 28 September to 3 October 2009

Block two runs from 7 to 12 December 2009

Block three runs from 5 to 10 April 2010\*

Block four runs from 21 to 26 June 2010\*

\* to be confirmed

### Course Location:

Nelson Mandela Metropolitan University, Port Elizabeth

### Student numbers:

A maximum of 50 students can be accommodated

### Course fee (2009)

R 7,700.- (inclusive of comprehensive CIES manuals for each module, NMMU class handouts, international, national and local guest speakers, lunches and refreshments during each block week)

### Tuition Language:

English

## Camillus Raymond Fourie

*“I would recommend anyone who wants to further their knowledge in sport to come to this course. Knowledge is power. You also grow as a person, get challenged, learn from other students and have the opportunity to network with people from different areas of expertise.”*

## Frederick Mentoor

*“The course was amazingly insightful and very well presented. A course that was worth every cent. I would gladly recommend this course to anyone interested in sport management.”*





## MODULE DESCRIPTIONS

### Sport Management

This module focuses on acquiring strategic management/management tools that are associated with the core functions of management, namely planning, organizing, 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 students' financial management skills.

### 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.

### George Newton:

*"The quality of the course content as well as the presenters was of the highest order. A good balance between foreign material and it's adaptation for local conditions, making it relevant and therefore highly recommended."*

## ACCREDITATION

This certificate will be presented as a short learning programme. Provider accreditation was granted to NMMU by CIES and programme accreditation is provided by NMMU and CIES.

## FACILITATORS

### Sport Management Module

Mr V Oosthuizen

Position: Senior Lecturer, Department of Human Movement Science and Sport Management, NMMU

Speciality: Sport Management

### Sport Marketing 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 and Sport Management, NMMU

Speciality: Sport Management

### Communication Module

Dr J Burger

Position: Head of Department, Marketing Management, NMMU

Speciality: Marketing Management and related fields

### 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

Prof Denver Hendricks

### Head of the Host Department

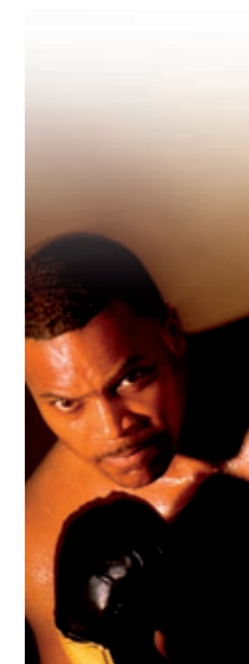
(Human Movement Science and Sport Management)

Prof Rosa du Randt



### Mark Anthony Tommy

*"I am "in love" with this course as the "real issues" are excellently captured by the guest lecturers that actually run big or professional organizations. This gives a practical insight into sports businesses. The benefit is REAL and DIRECT. Well done Vernon and your team."*



## Rules and general information

### Closing Date for Applications

12 August 2009

### 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 22 September 2009. The remaining balance of fees (R5.200.00) must be paid in full by no later than 30 April 2010.

### 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 decisions of the CEP as to the awarding of scholarships is final.

### Please send application form to

Ms S Ellis · Department of Human Movement Science and Sport Management  
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 apartments offered by the Langerry Holiday Flats Group ([www.langerry.co.za](http://www.langerry.co.za)). The following table provides an estimate of self catering accommodation packages. These prices are subject to change and availability.

Brightways	1 Bedroom Units (can sleep 1-2)	R420.00 per flat/night
Killarney	2 Bedroom Units (can sleep 1-5)	R500.00 per flat/night
Oslo	2 Bedroom Units (can sleep 1-5)	R550.00 per flat/night

These figures are based on rates provided by the Langerry Group of Holiday Apartments in June 2009. Contact details are: +2741585 2654

### For further information, please contact

Ms S Ellis  
Department of Human Movement Science and Sport Management  
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](mailto: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:	Country:
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:			

### 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?

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**5. Interests** (Please list your interests)

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**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)

1. 

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2. 

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3. 

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

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

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**9. Scholarship**

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

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

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Place and Date: \_\_\_\_\_ Signature: \_\_\_\_\_

