



Second edition
2009/2010

«Programme in Sport Management»

FIFA[®]

For the Game. For the World.

CIES

PROGRAMME RATIONALE

Contemporarily, sports events assume a rapidly escalating critical role in economic, social and political development in modern societies. Consequently, this role extends to the creation and sustenance of a global competitive advantage on the national level. This multidimensional and strategically elaborate role is subject to further materialisation and visualisation in the foreseeable future. Apart from that, sports events are increasingly becoming effective means for fulfilling international cooperation ends and political agendas on both national governments and international diplomacy levels.

Accordingly, proper scientific and professional sports management has evolved as an indispensable must to improve the achievement of the vital objectives assigned to such strategic industry either on the nation state level, macroeconomic scope and the spectrum of individual sports events and activities and their concerned stakeholders. Evidently, Egypt has come across a number of public sports events on the global level where the performance of national sports institutions ranged widely from astounding successes (e.g., organizing the Cup of African Nations Soccer Tournament) to great setbacks (e.g., Campaigning to bid for hosting the Soccer World Cup in 2010) in demonstrating the country's potential to manage these global sports events and activities. These extremes of sports events performance cases have helped to shed light on the importance of breeding management specialists and professionals in different business areas including sports marketing, sports events management, human resources management in sports, sports finance and sponsorships, and performance management and corporate governance at sports institutions.



CIES IN EGYPT

It is a great honour and an immense pleasure for CIES to launch its second course for sports administrators in Egypt in cooperation with Cairo University.

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 240 students from more than 78 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, South Africa, Turkey, Ukraine, Costa Rica, Trinidad & Tobago and Palestine. In Egypt, the Cairo University is 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 course in question meets this objective.

Our presence in Egypt demonstrates our will to offer the future sports administrators of this country and its neighbours working tools in such varied fields as communication, law, sponsorship, finance, management, the organisation of sports events and marketing. The important thing is that these instruments have to be adapted to local realities in order to keep all their efficiency. It will be the role of Cairo University 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 leave a concrete and fruitful heritage to be bestowed on future generations.

Bertrand Reeb
CIES President

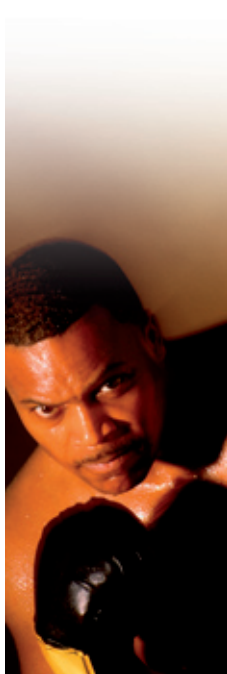
CAIRO UNIVERSITY

Founded in 1908, Cairo University is one of the oldest and most prestigious academies in Africa. Based on a European model, it was and still is the main liberally-minded university in Egypt. Situated in the district of Giza, the university counts more than 200'000 students in more than 25 faculties and institutes.

Over the last decade, Cairo University has made a strategic decision to respond proactively to the rapidly evolving realities of the global higher education market. This strategic choice was made in pursuit of the university's thrusting drive to re-brand and re-launch itself as a world-class leading provider of a comprehensive higher education package embracing globally-recognized research, education and community service for its target stakeholders on the national, regional and international levels.

Finally, Cairo University wishes to offer high-level educational courses in sports management and sports medicine where it is felt knowledge is still lacking.

The first intake of 21 students has just successfully completed their assessments and has become the first FIFA/CIES alumni at Cairo University and organizing their graduation ceremony and founding their alumni association is underway to become graceful realities in December 2009.



COURSE OBJECTIVES

This degree programme strongly and strictly adopts state-of-the-art and world-class methodologies to provide the curriculum that cater for the global needs of those professionals while emphasizing relevance to the priorities and considerations of national and international sports events and institutions. The degree programme aims to explicitly address the following prevalent patterns, trends and concerns in sports management industry:

- Globalization of sports markets and the emergence of global sports products and services in response to the needs of global sports customers while taking into account demographic, social, competitive cross-national and regional differences;
- Deregulation of sports industry through removing entry barriers to sports events and also liberating trading rules for competition within each sports line of business. This has led to intensifying competition and the growing importance of creating and building incontestable competitive edges when managing sports events and institutions;
- Drastic changes in stakeholders of sports events and institutions in terms of their profiles, expectations, needs, buying behaviour, and perceived values of sports products and services;
- Accelerated scientific know-how and technological progress in sports management and its IT applications and the growing reliance on digital communications to advance the frontiers of sports management science and practice.

This proposed sports management degree is oriented to equip sports management sports management specialists and professionals with necessary knowledge, skills and attitudes that are essential for effective and efficient management of sports events and institutions through adapting to the environmental contexts in which they operate. This degree programme should prove to be relevant and useful for sports professionals involved in management of sports events and institutions at sports unions, clubs, regulators, NGO's, media organizations.

ADMISSION REQUIREMENTS

Candidates must be in possession of a first university degree 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 secondary education 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. Candidates who will choose to study in English and who are not native speakers of English will be required to introduce a proof of English language proficiency such as TOEFL or IELTS at a reasonable score level.

TARGET AUDIENCE

The programme is primarily aimed at persons that operate within one or more of the following settings or recent university graduates who are aspiring for a management career within any of the following contexts:

- National and regional football federations
- Other sports federations
- Sport clubs
- Sports Media
- 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 planned degree programme duration is one academic year and the study plan and structure can be described as follows:

- Sport Management
- Sport Marketing
- Sport Finance
- Sport Event Management
- Sport Communications
- Sport Law

In addition to special sessions by international world class FIFA/CIES Keynote Speakers and on emerging issues including archiving, crisis management, sponsorship and asset management in the world of sports.

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 2009/10 will be by way of a block release system where students are required to attend classes at Cairo University for a period of one week at four different times in 2009/10.

COMMENCEMENT (2008):

Block one runs from Sunday 6th of December 2009

DURATION:

Three Ten Day block periods over a period of 9 month period

COURSE SCHEDULE (2009/2010):

Block one runs from 6 to 15 December 2009 (Modules Management and Finance with a crisis management supplement)

Block two runs from 7 to 16 March 2010 (Modules Law and Communications with an archiving supplement)

Block three runs from 22 July to 31 July 2010 (Modules Marketing and Event Management with sponsorship supplement)*

* To be confirmed

COURSE LOCATION:

Centre for Commercial Studies and Research, Faculty of Commerce, Cairo University, Giza, Egypt

STUDENT NUMBERS:

A maximum of 50 students can be accommodated for the class offered in Arabic and another 50 students for the course offered in English.

COURSE FEE (2008):

1800 US Dollars

TUITION LANGUAGE:

Arabic and English



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. The main topics covered would include the following:

- Contemporary principles, concepts and frontiers of management.
- Formulation of business plans for sports organizations
- Organization and governance of sports management bodies
- Leading personnel and collaborative work teams in sports management activities
- Controlling and performance management systems for sports people and organizations
- Emerging issues in sports management such as global and digital sports management and managing sports service delivery systems.



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. The main topics covered would include the following:

- Kinds of sports events and their managerial implications
- Sponsoring and planning sports events
- Integrated Marketing Communications (IMC) for supporting sports events
- IT-based event management activities
- Project management techniques for sports events
- Innovation management for diffusion of sports events

SPORT MARKETING

The marketing module enables students to become familiar with the commercial realities of modern sport, particularly within Egypt 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. The main topics covered would include the following:

- Marketing philosophy and orientation of sports products, services, events, ideas and personalities
- Marketing strategy for sports offerings
- Marketing environment of sports markets
- Marketing research and MKIS for making competitive sports marketing decisions.
- B2B and B2C marketing processes in sports organization
- Managing the marketing mix of sports organizations
- Benchmarking marketing performance of sports organizations
- Internet marketing in wireless sports world

SPORT FINANCE

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. The main topics covered would include the following:

- Financial management practices of sports organizations
- Fundraising for sports causes and events
- Working capital management in sports organizations
- Investment management and portfolio analysis of sports projects
- Capital budgeting decisions and feasibility studies for sports projects.
- Public offerings and governance of sports organizations.

SPORT COMMUNICATIONS

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. The main topics covered would include the following:

- Communication processes and management in sports activities
- Evaluating and improving effectiveness of communications in sports organizations
- Business reporting forms and guidelines in sports
- Effective oral and written presentations for sports events
- Management Information systems and Internet applications that enable advanced communication modes in sports

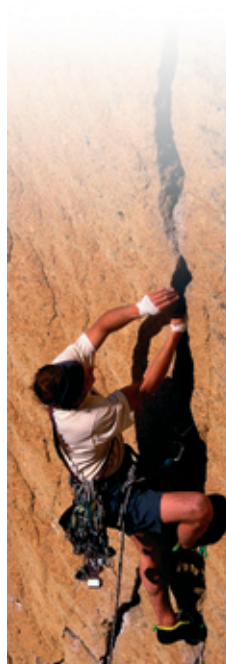
SPORT LAW

The objective of this module is to provide participants with basic legal knowledge for use by sport directors within Egypt. 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. The main topics covered would include the following:

- Contemporary and emerging legal environment of sports
- International sports laws
- Local and regional sports legislations
- Arbitration and judiciary sports systems
- Management of legal compliance, regulation and enforcement in sports organizations

ACCREDITATION

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



HEADS OF MODULES

SPORT MANAGEMENT MODULE

Professor Adel Zayed

Position: Professor of Human Resources Management ,
and Vice President For Students' Affairs and Education,
Cairo University

Speciality: Strategic Human Resources Management

SPORT MARKETING MODULE

Professor Wael Kortam

Position: Professor of Marketing, and Vice Dean For
Postgraduate Studies, Research and Internationalization,
Faculty of Commerce, Cairo University

Speciality: Marketing Research and Marketing Informa-
tion Systems

Mr Zohair Ammar

Position: International Sports Marketing Consultant,
Trainer and Editor

SPORT LAW MODULE

Professor Hassan Gaimai

Position: Professor of Law, Faculty of Law, Cairo Univer-
sity

Speciality: Business Law

SPORT EVENT MANAGEMENT MODULE

Dr Hany Elkherbawy

Position: Marketing Instructor and Event Management
Consultant for various Egyptian and international institu-
tions

Speciality: Event Management and Integrated Marketing

COMMUNICATIONS

Mr Khalid Habib

Position: TV Presenter at Various Arab Satellites Channels
and Management Instructor and Trainer

Speciality: Media and Event Management



SPORT FINANCE MODULE

Professor Adel Mabrook

Position: Professor of Finance and Dean of the Faculty of
Commerce, Cairo University

Speciality: Financial analysis and Feasibility Studies

CAIRO UNIVERSITY PROGRAMME COORDINATOR

Professor Wael Kortam

CIES COORDINATOR

Amr Moheb, FIFA Goal Programme

Cairo University Program Administrator

Mr Tamer Dawoody

HEAD OF THE HOST DEPARTMENT (HUMAN MOVE- MENT SCIENCE AND SPORT MANAGEMENT)

Prof Adel Mabrook, Dean of the Faculty of Commerce,
Cairo University



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 Cairo University? _____

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?

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)

- 1. _____
- 2. _____
- 3. _____

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 enrol 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:

RULES AND GENERAL INFORMATION

CLOSING DATE FOR APPLICATIONS:

19th of November 2009

FEES

The full fee must be paid prior to commencement of the course.

No refunds are allowed for cancellation once the course has started.

SCHOLARSHIPS

Cairo University offers no bursaries for this qualification. The Candidacy Examining Panel (CEP) for the course is however entitled to allocate complete and/or partial scholarships. The decisions of the CEP as to the awarding of bursaries are final.

PLEASE SEND APPLICATION FORM TO

Professor Wael Kortam

Centre for Commercial Research Studies and Research
Faculty of Commerce, Cairo University, Giza, Egypt

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 decisions of the CEP are final.

ACCOMMODATION

Students who require accommodation may want to consider the apartments offered by International Students Bureau at Cairo University for an average rent per room around 300 US Dollars Per Week.

These prices are subject to change and availability.

FOR FURTHER INFORMATION, PLEASE CONTACT

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