



INTERNATIONAL  
UNIVERSITY  
NETWORK



**Nelson Mandela  
Metropolitan  
University**

*for tomorrow*

*Port Elizabeth & George - South Africa*

**CERTIFICATE  
IN SPORT MANAGEMENT**  
Eighth edition - 2014



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 eighth Programme in sport management 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 an International Master in Management, Law and Humanities of Sport (the FIFA Master) in which more than 380 students from more than 90 countries have already participated. CIES is also the trustee of the famous João Havelange Research Scholarship. Finally, since 2004, CIES has been developing and managing an International University

Finally, since 2004, CIES has been developing and managing an International University Network which comprises to date 14 members in Argentina, Brazil, Chile, Costa Rica, Egypt, Lebanon, Palestine, Peru, Senegal, Spain, Trinidad & Tobago, Turkey 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 sport 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, general management, event 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 2014/2015 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 2014/2015.

### **Commencement (2014 edition)**

Block one runs from 8 September to 13 September 2014

### **Duration**

Four one-week block periods

### **Course Schedule (2014 edition)**

Block one runs from 8 to 13 September 2014

Block two runs from 1 to 6 December 2014

Block three runs during April 2015 NMMU recess for students \*

Block four runs during June 2015 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 (2014 edition)**

R 11 550.00 (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)

Course fee for international students is R 12 750.00

### **Tuition Language**

English



## MODULES 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. 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: Former 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** **2 June 2014**

### **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 non-refundable payment of R2 500.00 must be paid prior to the commencement of the first block of lectures and by no later than 8 August 2014. The remaining balance of fees must be paid in full by no later than 30 April 2015.

### **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**

B Dumbu  
School of Lifestyle Sciences  
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 3939

Langerry Group of Holiday Apartments  
Website: [www.langerry.co.za](http://www.langerry.co.za)  
Tel: +2741 585 2654

@47 Guest House  
Website: [www.summerstrandguesthouse.co.za](http://www.summerstrandguesthouse.co.za)  
Tel: +2741 583 2970

Avocet Guest House  
Website: [www.Avocetguesthouse.com](http://www.Avocetguesthouse.com)  
Tel: +2741 583 3586

### **For further information, please contact**

B Dumbu  
School of Lifestyle Sciences  
Department of Human Movement Science  
PO Box 77000  
Nelson Mandela Metropolitan University  
South Campus  
Port Elizabeth 6031

Tel.: +2741 504 3881  
Fax: +2741 504 9881  
e-mail: [buhlebethu.dumbu2@nmmu.ac.za](mailto:buhlebethu.dumbu2@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: \_\_\_\_\_

**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 ?

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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**

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**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)

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Place and Date:

Signature:

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**Costa Bellos**

NMMU, South Africa - Class 2012

*"There was no question in my mind that FIFA/CIES and NMMU would deliver an exceptional course. And I must say that I was not disappointed. (...) The course has definitely broadened my understanding of sports management (...) in order to become a better administrator and create a better environment for my colleagues wherever I may be employed."*

**Buhlebethu Dumbu**

NMMU, South Africa - Class 2012

*"The moment I became part of the FIFA/CIES Programme the knowledge I gained from the facilitators was really eye-opening and put my classroom knowledge into perspective so that I could really build on what I had learned. The Programme has really made me well-equipped to be a professional in my field."*

**Naleli Tsilo**

NMMU, South Africa - Class 2011

*"The programme has enhanced my knowledge of sports management in my role as a sports coordinator and has also given me more confidence in executing my duties. It served to emphasise my potential and helped to trigger my desire to learn more and to solve sports problems."*

**Zarina Bahdur**

NMMU, South Africa - Class 2011

*"The course gets you out of your comfort zone. It makes one think and opens the mind to new ways of thinking and exposes one to new ideas."*

**Sithembiso Mkhize**

NMMU, South Africa - Class 2010

*"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 - Class 2010

*"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 - Class 2009

*"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."*

**Glyndon Groep**

NMMU, South Africa - Class 2008

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

**Solomon Mudege**

NMMU, South Africa - Class 2007

*"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."*

**Annette Knott**

University of the West Indies, Trinidad and Tobago  
Class 2011

*"I would definitely recommend the FIFA/CIES Programme, especially to practising sport administrators. (...) It is vital that the people who administer sport and who directly impact the way a sport is run also upgrade their skills. The Post Graduate Diploma bridges this gap from volunteer administrator to professional administrator."*

**Abdullah Al-Fara**

Birzeit University, Palestine - Class 2011

*"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 - Class 2009

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



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FIFA/CIES International University Network

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[www.cies-uni.org/south-africa](http://www.cies-uni.org/south-africa)

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