



National University
of Physical Education and Sports
of Ukraine



First edition – 2009

Programme in Sport Management

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CIES



OPENING REMARKS

The National University of Physical Education and Sports of Ukraine in cooperation with the International Centre for Sports Studies (CIES, Switzerland), and with the assistance of the Fédération Internationale de Football Association (FIFA) and the Football Federation of Ukraine, are coordinating a course of skills improvement in sports management. The programme is aimed at managers of the Football Federation of Ukraine, the Premier League, the Professional Football League, associations, regional federations, football clubs and federations in other sports events, the National Olympic Committee of Ukraine, and specialists of state administration bodies and business structures connected with sports as well as individuals who actively participate in sports in Ukraine and other countries.

Under the auspices of CIES, sports managers in many countries of the world have been given the opportunity to follow a programme of study to improve their management skills. In Eastern Europe, CIES has entrusted the National University of Physical Education and Sports of Ukraine with the above program, as it is the leading institution in the area of skilled specialist training in physical education and sports both in Ukraine and in many other countries. Its graduates hold management positions at different levels in sports state administration bodies, sports federations, associations, sports organisations, higher education institutions, and scientific research institutes in Ukraine and abroad. The University is an associate member of the European Network of Sports Science and Higher Education in Physical Education and Sports (CIEPSS).

The implementation of this education project to raise the skills level of sports managers by the National University of Physical Education and Sports of Ukraine will undoubtedly improve the provision of specialists who are able to efficiently define solutions in management and legislation in football and other sports organizations in Ukraine. The above will promote the development of Ukrainian sports in tally with European and world-wide standards, thereby leading to the successful organization of the UEFA Championship final tournament in 2012.

Dr Volodymyr Platonov
Rector of the University

CIES IN UKRAINE

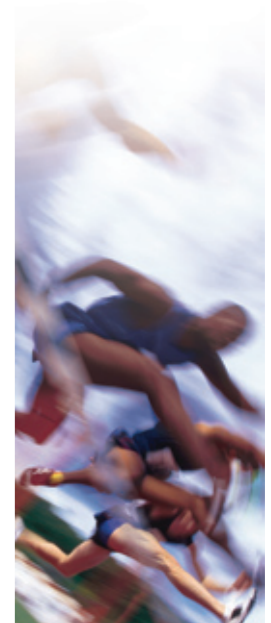
It is a great honour and an immense pleasure for CIES to launch its first course for sports administrators in Ukraine in cooperation with the National University of Physical Education and Sports of Ukraine (NUPESU).

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 75 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 has been developing an International University Network which already comprises 11 members in Argentina, Chile, Costa Rica, Egypt, Palestine, South Africa, Senegal, Trinidad & Tobago and Turkey. In Ukraine, under the auspices of the national Football Federation, NUPESU is the dynamic and enthusiastic partner of this project.

In an age when sport has become one of the key actors in 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 achieve this objective.

Our presence in Ukraine demonstrates our will to offer to the future sports administrators of this country and its neighbors 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.

Bertrand Reeb
CIES President



PURPOSE OF THE COURSE

The main purpose of the course is to provide the participants with up-to-date knowledge in sports management, marketing, finance, law, communications and organisation of sports events through educational training which will allow them to adapt this knowledge with the specifics of sports developing in Ukraine.



TARGETED AUDIENCE

The course is primarily intended for the following participant profiles:

- managers of the Football Federation of Ukraine, the Premier League, the Professional Football League, football associations, regional federations and football clubs;
- managers of federations in other sports events;
- managers of sports clubs;
- managers of the National Olympic Committee, managers of government agencies and business structures connected with sports;
- individuals who actively participate in sports in Ukraine.

ENTRY REQUIREMENTS

The entrants must have at least a completed university degree/diploma/certificate (4-year's course) from a higher educational institution and show a strong interest in sports.

CONTENT AND DURATION OF THE COURSE

The training material of the course is divided into six modules:

1. Management;
2. Marketing;
3. Finance;
4. Law;
5. Management of sports events,
6. Communications.

The duration of each module is at least 20 class hours.

The course ends with students required to write a final project and to defend it in front of a panel of examiners.

The education is conducted over three terms:

Term 1 19 – 24 October, 2009

Term 2 01– 06 February, 2010

Term 3 05 – 10 April, 2010

The languages of tuition are Ukrainian and Russian.

Course venue – Centre for Skill Elevation and Post-Diploma Education, National University of Physical Education and Sports of Ukraine.

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E-mail: rectorat@unisport.edu.ua

Training cost in 2009 – 2010 shall be UAH 2500.

CONTACT PERSON

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APPLICATION FORM Programme 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 National University of Physical Education and Sports of Ukraine ?

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

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

8. 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:

MODULE SYNOPSIS

MANAGEMENT

The module will allow the participants to find out how an organisation is managed and how to determine its strategy and mission. The participants will be able to analyse the strong and weak points of an organization and its competitive ability. They will be trained to develop the organisation's structure. An innovative approach to sports management is implemented in the process of business planning. The participants obtain basic skills in project activity and development and business plan design.

MARKETING

In the education process, the participants will find out more about the specifics of marketing in sports management, sponsorship in sports and, specifically, in football. They will be trained to conduct marketing investigations and appraise sports and entertaining services.

FINANCE

The module is orientated around the definition of football club financial policy, its budget and sources of income. The participants will be trained to use business planning as the instrument of club finance management and to learn more about finance specifics in Ukrainian football clubs. A comparative analysis of the budgets in leading European clubs will help the participants.

LAW

The module will introduce the participants to football organisational structure on a worldwide, continental and national level, the problems of an athlete's legal status, the contract system and licensing in football. Issues concerning sports legislation, economic and anti-doping laws in football are exposed.

SPORTS EVENT MANAGEMENT

The module focuses on sports event management technologies and the formation and activity of the event organizing committee. The definition of the sports event budget, information support and marketing are given special attention.

COMMUNICATIONS

The module concentrates on the identification of perception features and the communication process in sports management. Group and mass communication mechanisms are taught in the process of the training sessions. The importance of communication in corporate (organizational) identity formation and identification is especially stressed as are internal and external communications, in particular, PR and mass media activity, cross cultural communications in the area of Ukrainian and European football. Furthermore, the education is aimed at raising the culture of business communication as an organic feature of sports management professionalism.

DESIGN PROCESSES

The modules are connected through design processes which help the participants to unite theoretical knowledge and practice.

