

## ***What are Advanced Sport Management Courses?***

**Advanced Sport Management Courses** will allow volunteers and paid staff at Olympic Sport Organisations to expand their managerial skills while actively contributing to a unique learning community. By developing and presenting case studies, sharing experiences, and studying the material presented in the text, course participants will learn how to implement change and ultimately manage their organizations more effectively.

## ***What do the courses involve?***

Advanced Sport Management Courses consist of six modules covering the following topics:

- Organizing an Olympic Sport Organization
- Managing strategically
- Managing human resources
- Managing finance
- Managing marketing
- Organizing a major sporting event

The course will be conducted over a seven (7)-month time period in **twenty-eight sessions** of four-three (3) hour long sessions per month. In total, 15 days will be devoted to in-class work, involving a general presentation and discussion of each chapter and presentation of case studies, and the remaining time will be devoted to distance-learning, which involves reading the *Managing Olympic Sport Organizations*' chapters and completing case

studies. The sessions are managed by a Programme Director, who has been qualified by training conducted by Olympic Solidarity, and Course Facilitators, who assist the director and are responsible for the delivery of the programme.

### ***How does the book contribute to the course?***

*Managing Olympic Sport Organisations*, developed in cooperation with MEMOS (Executive Masters in Sport Organisations Management), provides the primary content for the learning experience and is the framework for delivery of the courses. The material presented is taken from Olympic Sport Organisations throughout the world and represents a balance of sport management theory and practical examples, providing a rich and extensive database of applied material. By using this book in the Advanced Sport Management Courses, participants should be able to identify what is and is not appropriate for their organisations and learn how to specifically apply the information to improve their organisations.

### ***What are the requirements for participants?***

Participants in the Advanced Sport Management Courses fit one of the following descriptions:

- Individuals at the senior/executive level of the National Olympic Committee, National Federations and other bodies responsible for the development of Olympic sport. Participants at this level will be able to use their expertise

and experiences to contribute to the overall learning environment, while also being able to complete the presentations and case study work involved in the course.

- Paid or volunteer managers at the OSO. These participants must have full support by senior/executive staff to ensure that they are able to meet the objectives and requirements of the course.

Participants must attend 100% of the sessions for all six modules to successfully complete the course. For each module, participants will need to develop a small case study on their organisations. After completing the six chapter modules, participants must evaluate the impact of the course on their organisation and themselves through the development of a report on the learning process, which will be presented and discussed in small groups with the Programme Director and Course Facilitators. In addition, participants will complete an anonymous final internal evaluation questionnaire related to the content, teaching methods and material of the Advanced Sport Management Courses.

Upon successful completion of the course, participants will receive an Advanced Professional Certificate in the Management of Olympic Sport Organisations, certified by the International Olympic Committee.

*I like what I see... what are the details?*

**Dates: November 2010 – May 2011**

**Course structure: Provided as an attachment**

**Location: Gambles Medical Center  
Friars Hill Road  
St. Johns, Antigua.**

**How to apply:** Please send your CV and the application included to the National Olympic Office, Redcliffe Street, St. John's. All applications must be received by **August 31, 2010.**

## *Improve performance in your organization through Advanced Sport Management Courses*

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Olympic Solidarity and **The Antigua and Barbuda Olympic Association** have joined to provide a unique opportunity for Olympic Sport Organizations, including the National Olympic Committee, National Federations, and organizations responsible for the development of Olympic sport.

→ [Look inside for details!](#)

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