

ADVANCED SPORT MANAGEMENT COURSE 2023



Zimbabwe Olympic Committee
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MISSION

We Advance the Olympic Movement,
Lead and Facilitate the Development of
High-Performance Sport, Ensuring
Quality Performance at the Olympic
Games and other International Sport
Competitions.

VISION

We Personify Olympism and
Excellence

CORE VALUES

Integrity
Excellence
Team Work
Inclusivity
Innovation

This course is organised by Olympic Solidarity and delivered through Zimbabwe Olympic Committee

Olympic Solidarity and Zimbabwe Olympic Committee provide a unique capacity enhancement opportunity for Olympic Sport Organisations, National Federations, and organisations responsible for the development of sport.

LOCATION: ZOC Headquarters

2023 APPLICATION REQUIREMENTS:

Completed application form [ASMC 2023 Application Form](#)

- 1.
2. Copies of certified educational and professional qualifications.
3. Non Refundable Application fee, of USD\$10.00 or RTGS equivalent at the CBZ prevailing rate
4. Due date for submission is 21st of October 2022

USD250.00 Course Fees or RTGS equivalent at the CBZ prevailing rate. Course Fees should be paid not later than 30 April 2023

Other useful information: Stationery, course manual, refreshments and lunches will be provided

What is Advanced Sport Management Courses

Advanced Sport Management Courses will allow executive-level 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 more effectively manage their organisations and ultimately improve Olympic sport as a whole.

What does the course involve?

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

- Organising an Olympic Sport Organisation
- Managing strategically
- Managing human resources
- Managing finance
- Managing marketing
- Organising a major sporting event

The course will be conducted over a 12 month period in six (6) 2 day long online sessions and one 3 day long session. 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 significant amount of time will be devoted to distance-learning, which involves reading the *Managing Olympic Sport Organisations* chapters and completing case studies. The sessions are managed by Programme Directors, who have been qualified through training conducted by Olympic Solidarity, and Course Facilitators, who assist the directors 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?

Advanced Sport Management Courses are designed for volunteer and paid staff of the executive level at the National Olympic Committee, National Federations and other bodies responsible for the development of Olympic sport. It is important that participants are at the middle management to executive level because those who are not in senior management positions will find it extremely difficult to complete the case-study work and presentations that are a key part of the courses. They may also find it difficult to contribute to the general discussion and sharing of experience and knowledge that will create the desired learning community.

Participants must attend 100% of the sessions for all six modules to successfully complete the course. For each module, participants must make a PowerPoint presentation of a small case study based on their Olympic Sport Organisation (OSO). The Learners' Guides for each of the chapters contained in *Managing Olympic Sport Organisations* should be completed by participants to help them reflect on and understand the content of the book. 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 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 Diploma in the Management of Olympic Sport Organisations, certified by the International Olympic Committee.

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

Dates: 2023

Course structure: Seven (7) sessions

Session 1 February	General Presentation of Course and MOSO Book Organising an Olympic Sport Organisation
Session 2 April:	Organising an Olympic Sport Organisation Presentations Managing Strategically
Session 3 June	Managing Strategically Presentations Managing Human Resources
Session 4 July:	Managing Human Resources Presentations Managing Finances
Session 5 September:	Managing Finances Presentations Managing Marketing
Session 6 October:	Managing Marketing Presentations Organising a Major Sporting Event
Session 7 November:	Organising a Major Sporting Event Presentations Final presentation – Learning Process Case study submissions