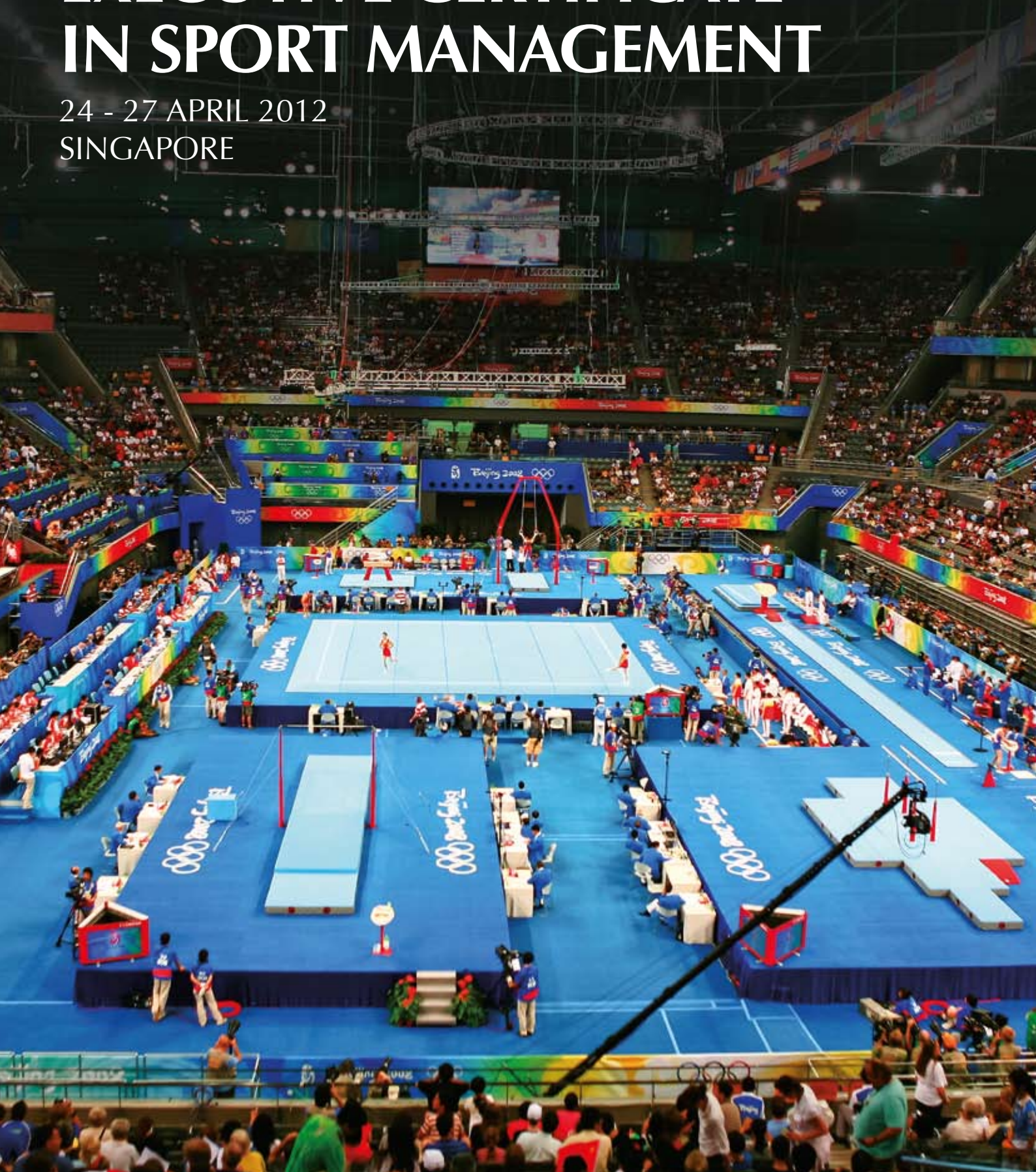


EXECUTIVE CERTIFICATE IN SPORT MANAGEMENT

24 - 27 APRIL 2012
SINGAPORE



EXECUTIVE CERTIFICATE IN SPORT MANAGEMENT



BUILD YOUR CAREER IN THE EXCITING WORLD OF SPORT MANAGEMENT WITHIN SINGAPORE...

Sport in Singapore is extremely popular and the country has become a central hub within Asia, for sport events in recent years. Major events that are hosted in the country include the F1 Grand Prix, the Standard Chartered Marathon Singapore; the FINA Swimming World Cup and the Singapore Golf Open. The recent Youth Olympic Games has highlighted the commitment to sport, with regards to the Singapore Government and international sport federations.

In November 2010, Singapore was named the world's best "Sport City" at the International Sports Event Management (ISEM) Awards. The Singapore Sports Council has indicated that the growth in sport within the country will continue to increase and be a focus for Government funding. They estimate that the sports market in Asia Pacific is booming, with the total value of the market reaching \$17 billion in 2009, according to a global study by an independent management consulting firm.

The newly built Sports Hub and the redevelopment of the National Stadium in the Kallang area of Singapore also highlight the commitment in sport by both private and public organisations. Such sport industry expansion necessitates professionalism and the need for ongoing career development. The Executive Certificate in Sport Management programme integrates underpinning knowledge and industry practice. This unique opportunity will help you to develop your ability to think strategically, apply the principles of sport management in an international context and construct solutions to sport management issues.

About the Organisation behind the delivery of the programme – The Department of Sport Development, Northumbria University, Newcastle, England

The Department of Sport Development has a long and enviable reputation of offering contemporary, applied and innovative programmes in the field of sport management. They were the first UK University to offer a sport degree programme and also one of the leaders internationally in offering postgraduate studies in sport management. Staff within the department is internationally renowned within their respective disciplines, with many sitting on the boards of international sport federations. This wide range of academic expertise not only ensures quality teaching, but means our graduates have the expertise to secure some of the most sought after positions in the sport industry. Currently graduates are employed by leading sport organisations such as Nike, Adidas, International Marketing Group, The International Olympic Committee, Nova International Sport Event Management and the Singapore Sports Council.

We work closely with international employers by providing flexible pathways for people working within the sports industry, with qualifications ranging from certificates through to degrees. The department is actively engaged in research with staff contributing to UK Research Assessment Exercise (RAE 2008) which recognised the presence of four star (or 'world leading') sport research. Our staff regularly carries out presentations at leading conferences around the globe and, as a result, continues to enhance the reputation of the department.

About the Course

The Executive Certificate in Sport Management is a short course (four days) designed to provide a foundation of key skills and competencies needed in the sport industry. The course will incorporate some of the key functions within sport management, namely: planning, organisation, leadership and control. An interactive learning atmosphere incorporates the experiences of all, in a friendly and supportive manner. The reputation for a high quality educational experience held by the Department of Sport Development has helped students showcase their abilities, making them more attractive to employers for senior positions in the sport sector.

Who is the Course for?

The course has been designed to both enhance the professional skills and knowledge base of those already employed within the sport industry and to serve as a platform for people wishing to pursue a career in the exciting and dynamic field of sport management. Sport management positions are very diverse by nature, but anyone wishing to pursue careers in the following areas: sport development, sport marketing, sport event management, facility management, sport tourism should apply.

What will participants learn?

The Executive Course in Sport Management develops the academic and professional skills relevant to sport management in the commercial, public and voluntary sectors. The course has a strong vocational and applied emphasis, dealing with real-life issues. The vocational emphasis is underpinned by an academic framework



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DAY 1	DAY 2	DAY 3	DAY 4
An Introduction to Sport Management → The sport industry → Functions of management → Roles & competencies	Operational Planning – Human Resources → HRM & HR planning → Recruitment & selection → Induction & training → Reward management	Operational Planning – Facility Management → Facility management – definitions & issues → Customer service → Programming of sport facilities	Case Study – Great North Run → Introduction to organisation → Explanation of group task
Strategic & Business Planning → The business planning process → Vision, mission & goals → Analyses of the environment → Operational plans → Forming a strategy	Operational Planning – Event Management → Key success factors in running sport events → Event operations → Stakeholder impact	Evaluating the Business Planning Process → Efficiency & effectiveness → KPIs & CSFs → Approaches to evaluating Business plans	Group Task Presentations → Summary & Review

which examines theories and principles relating to human resource management, facility management, event management, strategic management and organisational behaviour, and applies these concepts in the key contexts of event management, facility management and sport development. A distinctive feature of the course is the emphasis on developing the knowledge and skills central to the role of the aspiring sport manager. An outline of the four day course is given above.

How will the course be delivered?

The course will be delivered by employing a mix of interactive lectures, group tasks and case studies over a four day period commencing at 9.00am and finishing at 5.00pm.

When will the course take place?

Dates for this course are from Monday 16th January to Thursday 19th January, 2012.

Who should I contact regarding this course?

For more information about this course please direct your enquires to:
 → +65 63277586 / 583 / 582 or
 → send an email to seminars@mis.org.sg.

How do I enrol?

To enrol, photocopy and complete the enrolment form on the back of this form and fax it to +65 6327 9741, or email to seminars@mis.org.sg or register online at www.mis.org.sg/seminars.

Early enrolment is advised as places are limited. Completed enrolment forms need to be submitted a minimum of two weeks prior to the commencement of the course.

Who is teaching the course?



Ruth Crabtree, Director of International Development

Ruth is a Principal Lecturer and Director of International

Development. Her main responsibilities include developing international links and agreements with other Institutes of Higher Education and international sport organisations, as well as teaching within the field of sport management.

She has an international reputation as a sport management educator and has delivered many sessions overseas at partner institutes in Europe, North America, Africa and Asia. She has been teaching in Higher Education for over 15 years and currently teaches at postgraduate level on various modules including organisational development, resource management, and strategic management. Ruth is an active Board Member of the European Association of Sport Management and was recently nominated onto the newly formed World Association of Sport Management.

Ruth's main research interest is in sport tourism and in particular countryside management. Her research interests have enabled her to travel to many different countries where she has spent time examining different perspectives on how to manage national parks and tourists. Her current research involves an international occupational audit of what sport managers do, and she is working jointly on this with colleagues from Australia, North America and New Zealand.



Gordon Macfadyen, MSc International Sport Management

Gordon is Programme Leader for the MSc International Sport Management. As Senior Lecturer

in Sport Management, Gordon specialises in the economics of sport, management accounting in sport, sport facility management, and media management for sport. Gordon is also co-director of the Sport Management Research Unit (SMRU), with a current focus on small businesses in sport.

Conference Presentations:

2008 - 'The Management of Small And Medium-Sized Sport Enterprises: What's the Current Position?' paper at 5th International Conference on Small and Medium Sized Enterprises, ATINER, Greece.

Consultancy/Contract Research Reports:

- 2004 - An Investigation to Examine the Effect of Attendance at a Sports College upon Pupils' Perceptions of Physical Self-Worth. A Report for Ashington Community High School Sports College.
- 2003 - Evaluation of the '40 Not Out' Men's Health Project. A report for the Community Foundation by the Primary Care Development Centre, School of Health, Community and Education Studies.
- 2002 - Watersport and Recreation: The Role of Northumbrian Water. North East Sport.
- 2001 - North East Regional Sport Strategy. North East Sport (Member of Project Team).
- 2000 - Evaluation of Active Schools Partnerships. Sport England Northern Region.





REGISTRATION FORM

EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Executive Certificate in Sport Management

Date: 24 - 27 April 2012

Fee: S\$2,500 (subject to 7% GST) - Includes lunch and refreshment

Time: 9.00am to 5.00pm

Participant(s) Name	Designation	Email	Contact No.
(1)			
(2)			
(3)			
(4)			
Company			
<input type="checkbox"/> Member (MIS Membership No)			<input type="checkbox"/> Non-Member
Billing Address			
Contact Person:			
Tel:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one) <input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

ADMINISTRATIVE DETAILS

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by cheque or Giro upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated at the back of the cheque.

MIS Member Discount

Corporate and Individual Members of MIS will be entitled to 20% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Early Bird Discount

A 10% discount if you register 30 days before the course commencement.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at Marketing Institute of Singapore, 51 Anson Road, #03-53 Anson Centre Singapore 079904 unless otherwise stated.

Marketing Institute of Singapore

51 Anson Road
 #03-53 Anson Centre
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