

A. Objective of the Advanced Sport Management Course

The objective of the course is to bring about change within the participant's sport organization. The Advanced Sport Management Course will enable office bearers, executive-level volunteers and paid staff at Olympic Sport Organizations (OSOs) to expand and enhance their managerial skills and principles 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.

B. Content of the Course

The Advanced Sport Management Course consists of six modules; (1) Organising an Olympic Sport Organization, (2) Managing Strategically, (3) Managing Human Resources, (4) Managing Finance, (5) Managing Marketing and (6) Organising a Major Sport Event.

The main content for the modules is derived from the book, "*Managing Olympic Sport Organizations*" The aim of the book is to present, in a simple and practical way, the current knowledge of management that has been developed by and for OSOs worldwide. It highlights and formalises the core dimensions of a managerial culture that will help participants to run their OSO effectively and to further develop its structure. The principles of good management presented are those perceived by experienced researchers and managers in the areas about which they write. Many examples of illustrations, case studies and application of key principles, provide a rich and extensive database for learning. The use of the book as the standard referral text will enable participants to identify what is and is not appropriate for their organisations and learn how to specifically apply the information to improve their organizations.

C. Course Strategy & Requirements

The course strategy is participant-centred and the methodology will be participative, interactive and experiential in nature. The course will be delivered through four sessions over a seven-month period with sufficient time in between for participants to read the text, use the Learner's Guide and prepare their case studies. Each session will involve presentation of case studies of the modules on Power Point slides, discussions of the content, group work and sharing of experiences. The participants are required to do six Power Point presentations and write a full-length essay on Module 6, identifying problems areas and solution to organising a sport event in their respective sport organizations.

Participants are expected to have some level of computer skills in applying software such as Microsoft Power Point, WORD and Excel. As the course is conducted in English, one of the three official languages of the IOC, a reasonable command of English, both spoken and written is expected of the participants.

D. Course Schedule

The course will be conducted over seven months with the first session, three days followed by three sessions of four days per session. In total 15 days will be devoted to face-to-face in class learning and the days in between sessions will be devoted to distance learning and completion of case studies. The Course will be conducted **from 10.00 am to 6.00 pm daily** during the sessions. The non-completion of the written case study could result in the participants not receiving the Diploma in Management Certificate from Olympic Solidarity.

Dates of the four (4) Sessions:

Session 1: 21 – 23 March 2022 (Monday – Wednesday)

- General Presentation of Course & MOSO Book
- Organising an Olympic Sport Organisation I
- Managing Strategically I

Session 2: 23 – 26 May 2022 (Monday – Thursday)

- Organising an Olympic Sport Organisation II
- Managing Strategically II
- Managing Human Resources I
- Managing Finance I

Session 3: 04 – 07 July 2022 (Monday – Thursday)

- Managing Human Resources II
- Managing Finance II
- Managing Marketing I
- Organizing a Major Sport Event I

Session 4: 03 – 06 October 2022 (Monday – Thursday)

- Managing Marketing II
- Organising a Major Sport Event II
- The Learning Process
- Discussion Day

E. Course Venue

Level 2C, Sports Complex, Wisma OCM. Jalan Hang Jebat ,
50150 Kuala Lumpur, Malaysia

F. Participants

The ASMC 2022 is designed for office bearers, volunteers and paid staff of the executive level at the National Olympic Committee, National Federations and other bodies responsible for the organisation and development of sports. As it is an advanced course, it is important that participants are at the executive level so that they can participate fully in the learning activities and gain optimally from them. More importantly, they must be able to bring changes for the betterment in their respective sport organizations after the course. Participants who have attended the Sports Administration Course (SAC) are given priority in the selection process.

G. Certification

i. **Diploma in Management** of Olympic Sports Organisations certified by the International Olympic Committee will be given to participants who fulfil all the requirements of the course i.e.100% attendance for the 4 sessions of the six modules and for each module, to make a Power Point presentation of a case study and to submit the written case study from chapter 6 of the modules.

ii. **OCM Letter for Unrecorded Leave (if required)** can be given to participants who wish to apply for it.

H. Facilitators

The ASMC programme will be managed by qualified Programme Directors certified by Olympic Solidarity and Facilitators who are qualified and experienced personnel from sports organisations.

For further information please contact:

Registration Purpose

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Programme Contents & Preview

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Program Preview: There are two scheduled program previews at **10.30 a.m** namely: **Saturdays 8 January 2022 (physical, in OCM Meeting room) and 22 January 2022 (via Zoom online)**. Please contact either Mr. Wan Yew Leong via email at wanyewleong@gmail.com or Ms Stephanie Rajagopal (email above) to indicate your interest to attend the preview or call OCM Office two days before the preview date to obtain the link and the password for the 22 January Preview session.

Application Procedure: Please click on <https://forms.gle/fyafZr9nnWDy86Bp7> to complete the online registration. A registration fee of RM500 (**for non-affiliates**) will be required for successful applicants. The course will be free for OCM affiliate members. Please note that this is a fully funded program by Olympic Solidarity. The OCM reserves the right not to accept participants without disclosing reasons. You will be informed in due course if your application is successful.

Closing date: 21st February 2022 (limited places, allocation of 40% to female applicants).

ADVANCED SPORT MANAGEMENT COURSE 2022 (15th Edition)



OLYMPIC
SOLIDARITY



OLYMPIC COUNCIL
OF MALAYSIA

**Improve Personal Performance in your
Sport Organization through Advanced
Sport Management Courses**

2022

Olympic Solidarity and Olympic Council of Malaysia jointly provide a unique opportunity for Olympic Sport Organizations, including the National Olympic Committee, National Federations, and sports organizations to enhance the management skills of their executive members and staff

**4-Session Course (15 days)
from 21 March 2022 to 06 October 2022**

FACE-TO-FACE SESSIONS