CIES INTERNATIONAL UNIVERSITY NETWORK

NDU LOUAIZE 25 YEARS 1987 2012

PROGRAM IN SPORT MANAGEMENT

First Edition - 2013

in collaboration with

FIFA®

For the Game. For the World.

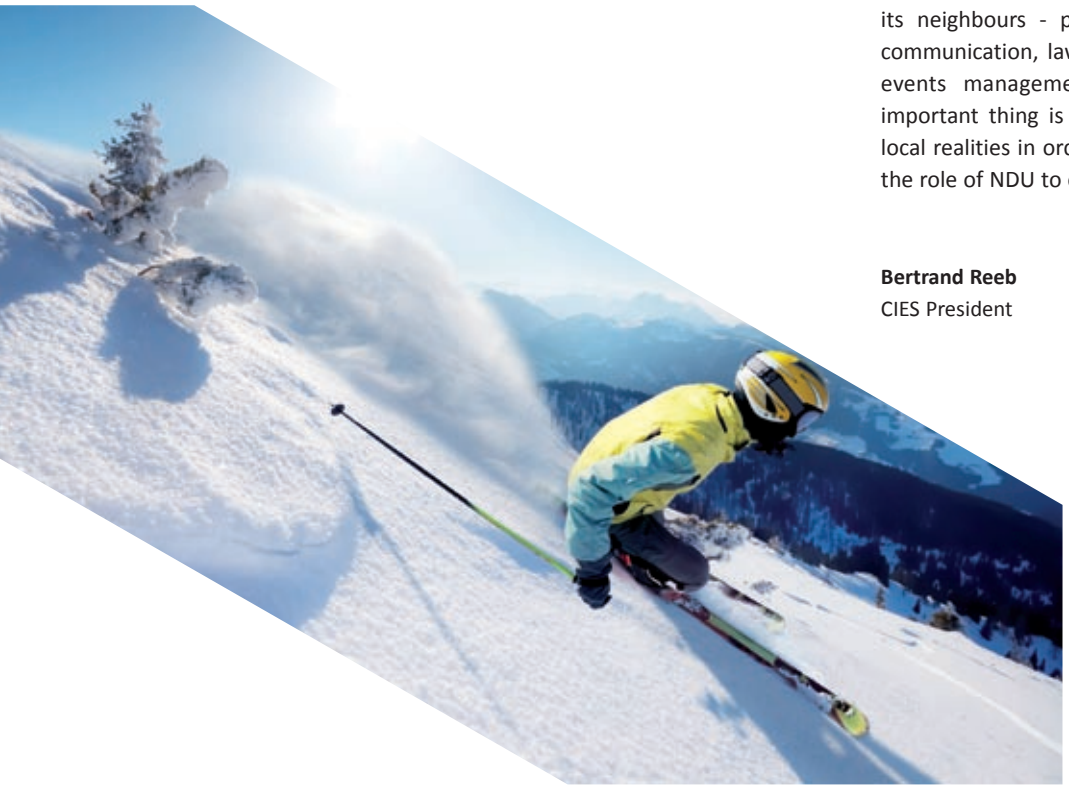
ABOUT US

The Division of Continuing Education at Notre Dame University - Louaize (NDU-DCE), in association with the International Centre for Sport Studies (CIES) and with the support of FIFA, is proud to offer a Certificate in Sport Management to candidates from Lebanon and other countries in the Middle East. The University was selected by FIFA and CIES as the sole education provider of this qualification in Lebanon.

Notre Dame University – Louaize

Notre Dame University - Louaize (NDU) is a private, Lebanese non-profit Catholic institution of higher education which adopts the American system of education. As a Catholic institution inspired by the cultural and spiritual heritage of the Maronite Order of the Holy Virgin Mary, NDU seeks to provide comprehensive quality education that fosters excellence in scholarship, lifelong learning, enlightened citizenship, human solidarity, moral integrity, and belief in God.

NDU offers undergraduate, graduate, and doctorate programs in 7 faculties: Faculty of Architecture, Art and Design; Faculty of Business Administration and Economics; Faculty of Engineering; Faculty of Humanities; Faculty of Natural and Applied Sciences; Faculty of Nursing and Health Sciences; and Faculty of Political Science, Public Administration, and Diplomacy.



CIES IN LEBANON

It is a great honour and an immense pleasure for CIES to launch its first Program for sports administrators in Lebanon in cooperation with NDU.

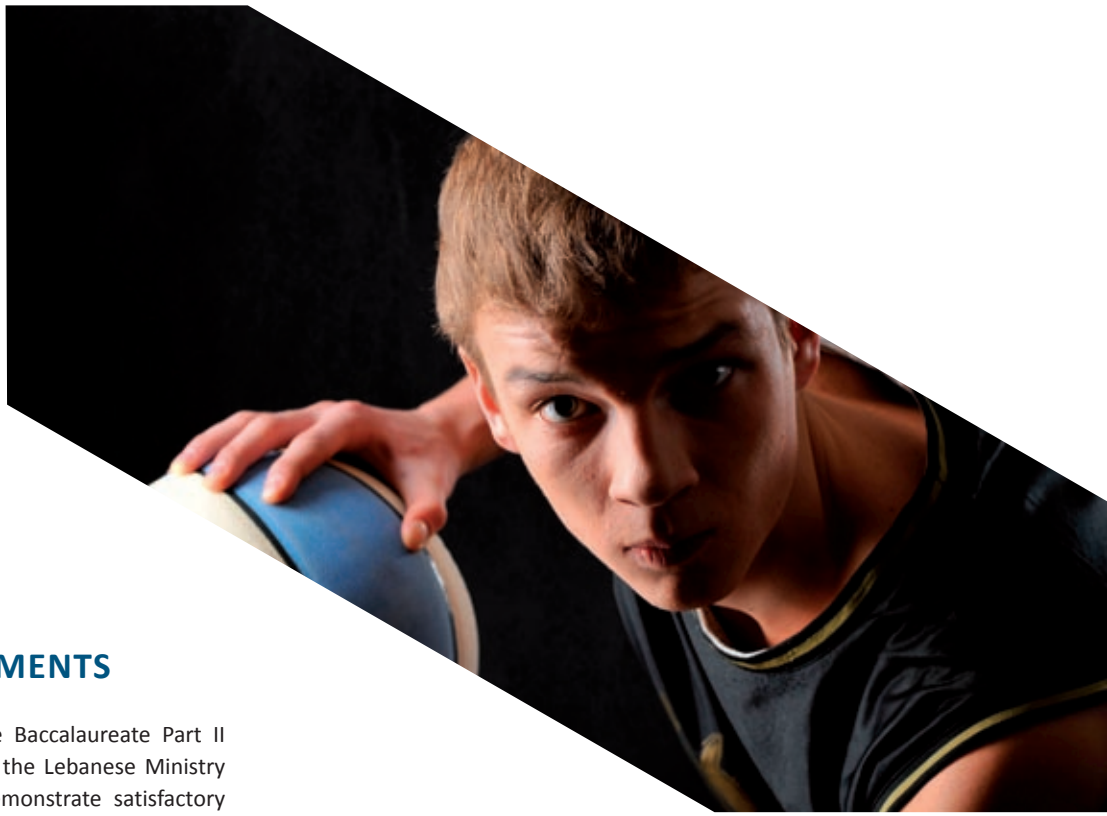
For more than fifteen years CIES, which benefits from the financial support of FIFA, has developed a great number of projects with the purpose of achieving a better understanding of the multiple facets of sport and of football in particular. This is why our organisation has carried out extensive research in the fields of law, economics, geography, history, and sociology. It has also created a Master's Degree in Sport Management, Law and Humanities of Sport (the FIFA Master) in which more than 300 students from more than 80 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 and managing an International University Network which comprises to date 14 members in Argentina, Brazil, Chile, Costa Rica, Egypt, Palestine, Peru, Senegal, Spain, South Africa, Trinidad & Tobago, Turkey and Venezuela. In Lebanon, NDU is the dynamic and enthusiastic partner of this project.

In the age when sport has become one of the key actors of 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 Program in Sport Management helps to meet this objective.

Our presence in Lebanon demonstrates our will to offer the future sports administrators of this country - and its neighbours - practical tools in such varied fields as communication, law, finance, general management, sports events management, marketing, and sponsoring. The important thing is that these instruments are adapted to local realities in order to optimise their efficiency. It will be the role of NDU to ensure that this is the case.

Bertrand Reeb
CIES President

Jérôme Valcke
FIFA Secretary General



ADMISSION REQUIREMENTS

Applicants must hold the Lebanese Baccalaureate Part II or its equivalent, as determined by the Lebanese Ministry of Education. Applicants should demonstrate satisfactory English proficiency.

TARGET AUDIENCE

The program is primarily aimed at persons that operate within one or more of the following settings:

- National and regional football federations
- Other sports federations
- Sport clubs
- National Olympic Committees
- Governmental agencies
- Industries related to sport

SELECTION PROCESS

The following documents must be submitted with each application form:

- A photocopy of the Identity Card or passport
- Two recent passport-size photos
- Certified copy of the Lebanese Baccalaureate Part II certificate (or its equivalent)

NDU-DCE will contact applicants for a personal interview. The candidates will be informed of the final decision no later than two weeks prior to the beginning of the program.

ACCREDITATION

Upon successfully completing all the requirements of the program, NDU-DCE & CIES offer a certificate. This certificate will be recognized and approved by the Office of Higher Education at the Lebanese Ministry of Education if the candidate has passed the Lebanese Baccalaureate II or its equivalence.

RULES AND REGULATIONS

Program fee
Program fee: US$ 3800
The payment should be paid either in cash or through a certified check or bank transfer at any branch of Byblos Bank or Bank of Beirut.

Drop & Refund Policy
Contracts with faculty members and provisions for this program are made by the University in advance. Accordingly, a down payment of $1520 must be made upon submitting an application. The full amount will be refunded only if the applicant is not accepted into the program.

Attendance Policy
Attendance of the program is compulsory and students must be present for a minimum of 90% in each module.

PROGRAM OF STUDY

The program includes the following modules:

• Sport Management
This module focuses on acquiring strategic tools that are associated with the core functions of management, namely planning, organizing, directing, and control. The module content will demonstrate how these management concepts are applied in both an amateur (mission driven) and professional (profit driven) sport setting.

• Sport Event Management and Sponsorship
The objective of this module is to give students a better understanding of various aspects relating to the organization of national and international sports events such as advertisement, crowd control and safety, logistics, and ceremonies. The module will also cover support from commercial entities, rationale behind business involvement in sports, procedures to obtain sponsorship as well as the follow up needed to retain sponsors.

• Sport Marketing
The marketing module enables students to become familiar with the commercial realities of modern sport, particularly within Lebanon and neighbouring countries. Students are presented with a pragmatic approach of marketing sports entities and events. A key component of this module is to provide students with an understanding of the methods used to create and promote the brand of a sports entity for marketing purposes.

• Sport Financial Management
Education in finance offers an approach to understanding the financial realities of Arab sports entities. It provides tools intended to improve the students' financial management skills. Accounting skills, balance sheets, and the accounting cycle for sports associations are studied.

• Sport Communication
Communication has become one of the essential stakes of the 21st century. As a result, this module provides an overview of questions related to efficient communication with different partners in the world of sports. It also highlights the importance of giving a coherent identity and image to the sports entity in order to improve its communication. Students will practice the art of presentations, writing press releases, and giving interviews.

• Sport Law
The objective of this module is to provide participants with basic legal knowledge for use by sport directors within Lebanon and the region. The essential principles of contract law, the different kinds of contracts used in the field of sport, contractual and delictual liability, applicable labor laws and the resolution of conflict, and legislation pertaining to the field of sport are to be covered.

The duration of each module (course) is 30 hours and the duration of the program is one year.

PROGRAM MANAGERS

Dr. Fawzi Baroud
Director, Division of Continuing Education

Mr. Nadim Nassif
Project Manager

CONTACT US

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PHOTO

APPLICATION FORM
Certificate in Sport Management

PERSONAL INFORMATION			
Last Name:	First Name:	Father' s Name:	
Country of Birth:	District/ Caza:	City:	
Date of Birth: ___ / ___ / ___ / dd mm yyyy	Nationality:	Gender: Male Female	
Home Address:	City:	District/ Caza	
Phone:	Mobile:	P.O.Box:	
Personal Email:	Business Email:	Company Website:	

Are/Were you a student at Notre Dame University – Louaize, Lebanon? YES NO

If yes, please provide your student ID number:

EDUCATION (SCHOOLS OR UNIVERSITIES LAST ATTENDED)

Name of School/ University	Address	Dates of Attendance (From-To, mm,yyyy)	Diploma/Degree Earned

PROFESSIONAL QUALIFICATIONS

Date Obtained	Prof. Organization or Educ. Institution	Qualification and Subject	Result/Grade
1.			
2.			
3.			
4.			

EMPLOYMENT

Company:	Address:	Phone:
From To	Job Title:	Description:
Company:	Address:	Phone:
From To	Job Title:	Description:

SPORT INVOLVEMENT

Please attach to this application form a one page curriculum vitae of your sport involvement.
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.

PROFESSIONAL FUTURE

Please list three aims you have for your future professional life:

_____

_____

_____

REASONS FOR ENROLLMENT

Please list the reasons you are applying for enrollment in this program and your expectations from earning a Certificate in Sport Management:

_____

_____

_____

_____

SIGNATURE

I certify that my answers are true and complete to the best of my knowledge.

Signature **Date**

Applicants must complete the application form with a photocopy of their Identity Card or Passport, two recent passport-size photos, a detailed CV and, certified copies of all official certificates or diplomas.

Abdullah Al-Fara
Birzeit University, Palestine
2011 Class

"The strengths of the Program are manifold. I can mention the full understanding of student needs, the diversity of student experiences as well as the quality of the tutors and lecturers".

Hany Rashad Moustapha
Cairo University, Egypt
2009 Class

"I was expecting new and professional ways of thinking in dealing with issues of sports. I have found much of what I expected"

Selçük Güler
Bahcesehir University, Turkey
2009 Class

"I have found my job after having attended this course. I have met people who have very good career in sport business. It was really very interesting to listen to their ideas."

Graham Terblanche
NMMU, South Africa
2009 Class

"My expectations were exceeded in many ways. The quality of lectures and guest speakers - who were involved in real events such as the World Cup 2010 and Cricket World Cups, as well as the FIFA guest speakers - and the practical approach of the course were really good. (…).The experiences and knowledge gained from this Program will last forever."

INTERNATIONAL
CENTRE FOR
SPORTS STUDIES

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