



Improve performance in your organization through Advanced Sport Management Courses

Olympic Solidarity and the National Olympic Committee of Sri Lanka 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.

WHAT ARE ADVANCED SPORT MANAGEMENT COURSES?

Advanced Sport Management Courses will allow executive-level volunteers and paid staff at Olympic Sport Organizations 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 organizations and ultimately improve Olympic sport as a whole.

WHAT DO THE COURSES 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 twelve (12) months time period in five sessions consisting of three day long sessions. 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 (MOSO) book chapters and completing case studies. The sessions are managed by Programme Director, who has been qualified by training conducted by Olympic Solidarity, and Course Facilitators, who assist the Programme Director and are responsible for the delivery of the programme.

HOW DOES THE TEXT BOOK CONTRIBUTE TO THE COURSE?

“Managing Olympic Sport Organizations,” the text book developed in cooperation with MEMOS (Executive Masters in Sport Organizations 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 Organizations 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 organizations and learn how to specifically apply the information to improve their organizations.

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 **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 will need to develop a small case study on their organizations. After completing the six chapter modules, participants must evaluate the impact of the course on their organization 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 Course.

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

HOW DOES THE TEXT BOOK CONTRIBUTE TO THE COURSE?



The International Olympic Committee is the principal organization of the Olympic Movement.



This is the arm of the IOC in charge of granting assistance to NOC's promoting Olympic education around the World.



OLYMPIC COUNCIL OF ASIA

There are five continental organizations under the IOC. The Olympic Council of Asia, as the name denotes, is the continental organization of Asia.



The National Olympic Committee is the organization responsible for the promotion of Olympism in a particular country. NOCSL was established in 1937 and recognized by IOC same year.



The International Olympic Academy is an institution set up for the study of various aspects of Olympism and the Olympic Movement.



There are institutions set up within each country for the study of Olympism. Sri Lanka NOA has been functioning since 2000.

What are the Details?

Dates:

Session 1 – June 2012	Session 4 – February 2013
Session 2 – September 2012	Session 5 – May 2013
Session 3 – Nov-Dec 2012	

Course structure:

Session One

28-30 June 2012

Day 1	General Presentation of Course and MOSO Book
Day 2	Organising an Olympic Sport Organisation I
Day 3	Managing Strategically I

Location : NOC SL, Colombo

Session Two

6-8 September 2012

Day 1	Organising an Olympic Sport Organisation II
Day 2	Managing Strategically II
Day 3	Managing Human Resources I

Location : Outstation

Session Three

29 Nov - 1 Dec 2012

Day 1	Managing Human Resources II
Day 2	Managing Finance I
Day 3	Managing Marketing I

Location : Outstation

Session Four

21-23 February 2013

Day 1	Managing Finance II
Day 2	Managing Marketing II
Day 3	Organising a Major Sport I

Location : Outstation

Session Five

17-19 May 2013

Day 1	Organising a Major Sport II
Day 2	The Learning Process – Presentation on the impact of the Advanced Sport Management Courses
Day 3	The Learning Process – Presentation on the impact of the Advanced Sport Management Courses

Location : NOC SL, Colombo

◆ Entry Qualification:

1. Hold a Managerial/ Executive position in an organization dealing with sports, physical education leisure & recreation and sport promotion.
2. A good command of English with ability to write reports.
3. Computer literacy.

How to apply: Eligible individuals are requested to apply online (www.srilankaolympic.org) manually on downloaded application on or before **20th February 2012** addressed to the Secretary General, NOC of Sri Lanka, 100/9F, Independence Avenue, Colombo 7, SRI LANKA together with a recommendation from the National Federation.

Other useful information: 100% Session participation
During Sessions : Meals and refreshments will be provided, no residential facilities will be provided during the sessions in Colombo and no travel cost will be provided.

Selection process:

Suitable candidates for ASMC 2012 will be short listed through an **interview process** held on **March, 9 –2012** and short listed applicants must attend the **full day workshop** on **March, 20 -2012** for the final selection. The success on each step of the selection process will be notified to by e-mail/mail/notice at NOC Sri Lanka.