

# NLA002

## ADVANCED SPORT MANAGEMENT

A National Level Course in the Administration Pathway



The Oceania Sport Education Programme (OSEP) is an initiative of the Oceania National Olympic Committee. It is designed to develop sport education in the Pacific region with National Olympic Committees, Regional Sports Federations in Oceania and their member national Federations.

The OSEP comprises a number of training programmes that have been specifically designed to provide a regional approach to sport education by developing flexible, relevant, modern curricula. The programme underwent an external, independent evaluation which involved several layers of stakeholder consultations, compilation of findings, recommendations, validation with stakeholders before moving into a new strategy and direction. At its core, the courses remain the same.

The courses are in five streams targeting community, development and national level sport volunteers and paid professionals:

1. Administration
2. Coaching
3. Strength and Conditioning Coaching
4. Team management
5. Trainer

### ADVANCED SPORT MANAGEMENT COURSE

The Advanced Sport Management Course is an initiative between the International Olympic Committee and the Oceania National Olympic Committees. The course is designed for executive level volunteers and senior paid staff in sport organisations in the Pacific region to expand their managerial skills. Participants will learn the skills to effectively govern and manage their sport organisation and ultimately improve sport as a whole in their sport and country.

PROGRAMMES	ADMINISTRATION (A)	COACHING (C)	STRENGTH & CONDITIONING (S)	TEAM MANAGEMENT (M)	TRAINER (T)
<b>COMMUNITY LEVEL (CL)</b>	<b>CLA001</b> Sports in Communities Administrator	<b>CLC001</b> Community Beach Volleyball Coach <b>CLC002</b> Community Coach and Official Coach			<b>CLT001</b> Presenter <b>CLT002</b> Assessor <b>CLT003</b> Educator
<b>DEVELOPMENT LEVEL (DL)</b>	<b>DLA001</b> Management in Sporting Organisation	<b>DLC001</b> Development Coach	<b>DLS001</b> Community Strength and Conditioning Coach <b>DLS002</b> Development Strength and Conditioning Coach		<b>DLT001</b> Master Educator
<b>NATIONAL LEVEL (NL)</b>	<b>NLA001</b> Building Better Management - eOSEP <b>NLA002</b> Advanced Sport Management			<b>NLM001</b> National Team Manager	<b>NLT001</b> Regional Master Educator <b>NLT002</b> Mentor

### LEARNING OUTCOMES

Upon successful completion of the OSEP Advanced Sport Management Course, the participants will be able to manage the sport organisation or Olympic Sport Organisation more effectively, thereby improving sport as a whole in their sport and country.

### PREREQUISITES

- Complete OSEP Management in Sporting Organisations Course OR
- Appointment Letter by a national federation or NOC supporting participant involvement financially and access to information in the organisation for assessment purpose
- Board member of a sport organisation or direct involvement in a recognised Sport Organisation's governance and management bodies
- Involved in human resources planning, programme and financial planning
- Engaged in board activities such as development, implementation or monitoring of a strategic plan
- Involved in at least one of the following: communication (public relations and media), sponsorship management, or product development
- Engaged with organising national games, volunteer training, facilities management and bidding for national or regional sport event

## DURATION

The Advanced Sport Management Course is delivered as follows:

- 6 sessions of 3 - 4 days each of face to face interaction
- Workplace assessment of 40 hours for each of the 6 modules as in self paced assessment tasks

The course must be completed within a period of 8 months.

## POST-COURSE REQUIREMENTS

- Complete all assigned assessment tasks in each module
- Research and present a case study of your organisation in one of the areas of the 6 modules.

## MODULES

It consists of six modules:

### 1. Organising an Olympic Sport Organisation

- a. Operating environment of Olympic Sport Organisation
- b. Nature of Olympic Sport Organisations
- c. Governance of organisations
- d. Information management and information technology
- e. Management of change

### 2. Managing Strategically

- a. Preparing for the strategic process
- b. Diagnosis of the Olympic Sport Organisation environment
- c. Vision, values, mission and strategic objectives
- d. Action plans
- e. Control and evaluation

### 3. Managing Human Resources

- a. Organising human resources management
- b. Developing a human resource strategy
- c. Recruiting and motivating human resources
- d. Developing human resources through training
- e. Developing skills for managing human resources

### 4. Managing Finance

- a. Good financial management
- b. Financial planning
- c. Budgeting
- d. Accounting for finances
- e. Evaluation and reporting

### 5. Managing Marketing

- a. What we can market
- b. Managing the quality of the offering
- c. Developing a marketing and communication strategy
- d. Managing sponsorship
- e. Developing and managing a marketing strategy

### 6. Organising a Major Sport Event

- a. Deciding whether to organise a sport event
- b. Legal and functional structures
- c. Organising the sport event
- d. Managing human resources for a sport event
- e. Organising amenities, sites and spaces

## FURTHER INFORMATION

Please talk to an officer in charge of OSEP in your National Olympic Committee or an OSEP Training Provider for **further details.**