



Mini MBA

Management of Sports Organizations

Objectives

To provide the participant student with an overview of the structure of the sports industry and the process of professional management of sports organizations, individuals and events. Attention will be given to the issues facing sport organizations and to the use of management techniques to solve business-related problems.

Duration

The program will be covered in 8 work days

Language

A blend of English and Arabic depending on the resource person

Contents

Theme	Day	Subject	Tentative outline of contents	Reference material
Management of organizations	1	The strategic view of the sports industry	<ul style="list-style-type: none">• Basic industry analysis• Structure the sport industry.• Dynamics of the sports industry including growth and globalization• Management in the professional sports segment of the industry• Sport laws• Opportunities and threats within sports industry environment.• Measuring organization's strength and weakness	To be announced in due course
	2	Strategic management of sports organizations	<ul style="list-style-type: none">• What constitutes a strategy for a sports organization?• What constitutes strategy for an athlete?• Strategy formulation tool kit	
	3	Action programming	<ul style="list-style-type: none">• Converting strategy into action	

		and control within sports organizations	<ul style="list-style-type: none"> • The organization of the strategy implementation process. • Role of top management in strategy formulation and implementation • How to exercise control 	
Management of knowledge	4	Marketing of sport events, individuals and products	<ul style="list-style-type: none"> • Basic principles of marketing • Defining products and identifying product life cycle. • Pricing of sports products. • Sports market segmentation. • Communication in sports • International sport business. • Ethical issues in sport marketing. 	
	5	Financing and costing in sport (events and organizations)	<ul style="list-style-type: none"> • Basic finance • Traditional and innovative revenue acquisition methods available to sport organizations. • Costing of sports products, individuals and events 	
	6	Developing human resources for sport organizations	The role and functions of executives at different levels of the sports industry	
Management of self	7	Leadership in sports organizations	<ul style="list-style-type: none"> • Leadership styles • Developing leaders in the sports industry 	
	8	Entrepreneurship in sport	<ul style="list-style-type: none"> • Entrepreneurial traits • Demonstration of entrepreneurship in sports 	

Resource persons

There will be several with emphasis on their specific knowledge of the sports industry