



INTERNATIONAL
UNIVERSITY
NETWORK

IN COLLABORATION WITH **FIFA®**



**SUAD/FIFA/CIES
EXECUTIVE PROGRAMME
IN SPORTS MANAGEMENT**

UNITED ARAB EMIRATES

5th EDITION | 2019-2020







Prof. Eric Fouache
Executive Director SUAD

Sport and Sport Management is a growing field, especially in the United Arab Emirates and in the Gulf countries. CIES, FIFA and La Sorbonne have teamed up to offer the best training with top local partners.
Join us!

At Sorbonne University Abu Dhabi, we aim to prepare the next generation of aspiring sports managers to lead, motivate, and coach professional teams in the region and the world.



Dr. Fatima Al Shamsi
Deputy Executive Director
for Administrative Affairs SUAD



Dr. Laurence Renault
Deputy Executive Director
for Academic Affairs SUAD

As a result of the partnership between Sorbonne University in Abu Dhabi and the FIFA/CIES International University Network, this is one of the best and most famous Executive Programmes in Sports Management delivered in Abu Dhabi.

The training of sports managers: A necessity

In today's world, sport is confronted with a constantly increasing number of challenges, and a working environment that grows more complex with each passing day.

One can mention poor management of many sports-related entities, the ensuing lack of credibility, a demand for transparency from many partners, the gap between the richest sports organisations and those that have limited resources, responding to increasingly effective doping methods and the threat from illegal sports betting to the integrity of sports results. This non exhaustive list is followed by the challenges of obtaining support from commercial sponsors, the growing complexity related to the organisation of sports events, the migration of young athletes to rich countries, the legal frameworks which grow in size and sophistication day after day, the global financial uncertainty and the ongoing fight against the still too common threats from racism and nationalistic behaviour in stadiums and on local playing fields.

For all of these reasons, sports managers must, more than ever before, be able to deal with complex situations involving many challenges. Education remains one of the best ways to achieve this.

Created in 2004, the FIFA/CIES Executive Programme in Sports Management aims to provide present and future sports leaders with the necessary knowledge and skills to be able to better understand their working environment and to deal with the types of situations modern sports organisation can be confronted with.

The FIFA/CIES Executive Programme in Sports Management is delivered worldwide by 16 universities, forming part of the FIFA/CIES International University Network.

This innovative network allows students, alumni, professors, experts, coordinators and speakers to interact and share their experiences on both a national and global level.

CIES is proud to partner Sorbonne University Abu Dhabi (SUAD) for the organisation of the FIFA/CIES Executive Programme in the United Arab Emirates and to contribute to the wider development of sports management in both this country and those on its borders.



Prof. Denis Oswald
CIES Director

The International Centre for Sports Studies (CIES)



The International Centre for Sports Studies (CIES), located in Neuchâtel, Switzerland, was created as a foundation in 1995 by the Fédération Internationale de Football Association (FIFA), the University of Neuchâtel and the City and State of Neuchâtel.

Using a multi-disciplinary approach (law, sociology, geography, history and management), CIES provides research, top-level education and consulting services to the world of sport.

Since its inception, CIES has aimed to serve as a bridge between the worlds of research, education and sports organisations. CIES actively promotes the ongoing exchange of knowledge and experiences between stakeholders from both academia and the sports industry. Thanks to its international network of universities and experts, CIES is able to support and carry out research and educational projects across all continents.

Finally, its multidisciplinary approach, connected with the realities of the sports field, enables the production of solutions, which meet the specific needs of sports organisations.

The main CIES activities are notably the organisation of the “FIFA Master” - International Master in Management, Law and Humanities of Sport, teaching within the framework of the University of Neuchâtel’s Master in Sports Law, the organisation of the FIFA/CIES Executive Programme in Sports Management in 16 different countries worldwide, fundamental scientific research activity in the field of sport, the specialist work of the CIES Observatory and the organisation of numerous conferences and seminars.



Sorbonne University Abu Dhabi was established in May 2006, under the patronage of HH Sheikh Mohammed bin Zayed al Nahyan, Crown prince of Abu Dhabi, Deputy Supreme Commander of the UAE armed forces, and under the Abu Dhabi Department of Education and Knowledge, ADEK (previously Abu Dhabi Education Council).

Sorbonne University Abu Dhabi is an Emirati university that benefits from the 760 years of experience of the prestigious Sorbonne, with a state-of-the-art campus located on Al-Reem Island that combines comfort with the efficiency of new technologies. The methodology, education and degrees are issued by Sorbonne University in the fields of arts, humanities and sciences and by Paris Descartes University for law, management and economics.

Sorbonne University Abu Dhabi is immensely proud to continue a remarkable heritage of Academic

excellence that has been nurtured since the 13th century, and the same pursuit of perfection that has made our parent institution in Paris one of the world's most prestigious beacons of enlightenment.

More than 1700 students from 90 nationalities have graduated from Sorbonne University Abu Dhabi. We give our students the excellent standards of a Parisian education, offering a degree direct from the universities in Paris at our unique and thrilling location within the Arab world and its new cultural hub, Abu Dhabi. This is the very best of both worlds, and we ensure that we are always elevating students to the forefronts of their dream careers.

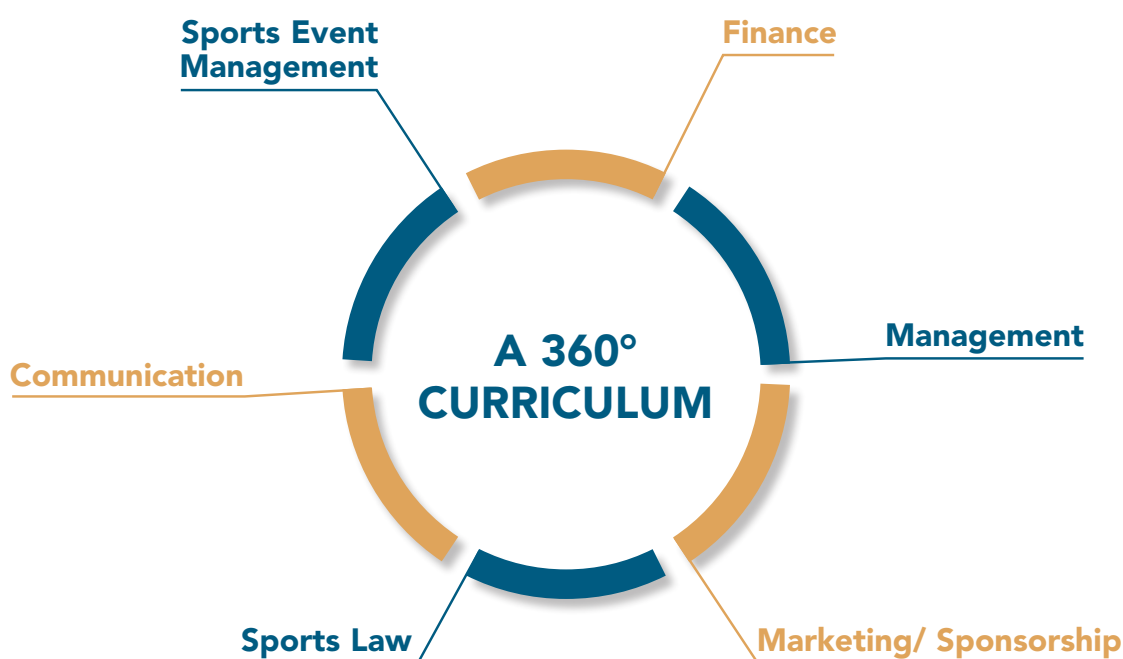
For more information

Visit Sorbonne Abu Dhabi's website:
www.sorbonne.ae

General presentation

The FIFA/CIES Executive Programme in Sports Management covers all sports. It provides training in 6 essential fields of sports management, namely

communication, sports law, marketing/sponsorship, management, finance and sports event management.



Objectives

- 1 To give students a comprehensive view of sports management.
- 2 To adapt the curriculum to national and regional requirements in sports thanks to the skills and expertise of our academic partners.
- 3 To combine theoretical education with practical case studies.
- 4 To help students acquire the tools and knowledge that they can use in their daily sports environment.
- 5 To organise each year a cycle of special sessions which are delivered by international sports industry experts.
- 6 To build a network of expertise at both national and international levels.

The FIFA/CIES Executive Programme

— Sports Event Management

The objective of this module is to give students a better understanding of the various aspects related to the organisation of sports events, on both a national and international level. For example, project management, security, logistics, infrastructure, positioning in such a competitive market, are all key elements to ensure the successful delivery of a sporting event.

— Finance

This module offers training in the financial realities of national and continental sports entities, with a view to strengthening and improving financial management processes. It addresses fundamental financial concepts such as balance sheets, profit and loss accounts, budget options, and business plans. On completion of the module, sports managers will have acquired the necessary tools to be efficient managers within their organisations.

— Communication

This module offers the possibility to gain knowledge of the basic concepts of communication as needed by sports organisations to ensure the effective exchange of information between the different sports industry actors. Strategic communication, planning, management of communication processes and crisis management are all necessary tools for effective communication strategies.

MODULES

— Management

This module focuses on the transition from the amateur management of a sports organisation to professional management, and is based primarily upon efficiency and performance principles. Key themes addressed during this module include the structure of sports organisations, decision-making processes, human resources management, leadership and the management of organisational change.

— Sports Law

The exceptional growth and development of the sports industry has also seen the evolution of an increasingly vast and complex judicial system. The objective of this module is to provide a full overview of sports law. For example, consideration is given to the structure of world sport, the status of the sports person, civil and criminal responsibility of sports actors, the different commercial contracts used, the resolution of legal disputes in sport and the increasing level of threats to the integrity of sport.

— Marketing/Sponsorship

This module offers students the opportunity to familiarise themselves with the commercial realities of modern sport. Students are presented with a pragmatic approach to marketing sports entities and events, as well as to the selling of sponsorship and servicing of account sponsors. The importance of markets and sports consumers are clearly demonstrated and also the role played by brands and social media. A better understanding of the methods used to strengthen the identity of a sports organisation for marketing purposes (values, image) and how to fully grasp the expectations of potential sponsors are two key components of this module.

The FIFA/CIES Executive Programme

Sessions with international sports industry experts

During each edition of the FIFA/CIES Executive Programme, CIES offers students the opportunity to meet industry experts from different backgrounds (e.g. IOC, FIFA, other international federations, continental entities, prestigious clubs, sports event

organisers, etc.). These special sessions and lectures also provide an opportunity to exchange viewpoints on current issues in the world of sport and to reflect on how these issues can impact on national sport.



Who is the FIFA/CIES Executive Programme intended for?

- **Managers and individuals working in the sports world** on a professional or amateur basis (e.g. national and international federations, continental organisations, NOCs, clubs, regional associations, ministries, municipalities) who are seeking to broaden or refresh their knowledge of sports management.
- **Professionals from all backgrounds** (e.g. legal practitioners, economists, journalists) who wish to start working in sport and become familiar with the specialist aspects of the sports industry.
- **Young graduates** who wish to complement their existing academic training with a specific qualification in the field of sports management.

— Sports Law



Lucien W. VALLONI

- Partner | FRORIEP Attorneys at law
Head of the Litigation & Arbitration Practice Group and Head of Sports Law Practice Group
- Board member | FIFPro and FIFPro Division Europe
- Lecturer | University of Zurich
- President | World Association of Icehockey Players Unions WAIPU
- President | Swiss Association of Football Players SAFF
- President | Show Respect

— Sports Event Management



Daniel RUPF

- Business Owner | Daniel Rupf Consulting
- Head of Team Accommodation | FIFA Accommodation Office operated by MATCH Accommodation
- Advisor & Consultant | San Marco Sports Events / Eventica Communications & Event Management

— Finance



Colette DEPEYRE

- Associate Professor in Strategy | Université Paris-Dauphine
- Coordination (for Dauphine) of the Enamoma program | Université Paris-Dauphine / Ecole Nationale de Mode et Matière (Paris fashion school by PSL)

— Communication



Kalem MAUVOIS

- CEO & Founder | Crescendo Management (Sports Marketing Agency)

— Marketing / Sponsorship



Tania DEVEREUX

- Commercial Director | Special Olympics World Games Abu Dhabi 2019

— Management



Cécile CHAMARET

- Associate Professor | École Polytechnique
- Assistant Professor | Sorbonne University Abu Dhabi (SUAD)





Alexandre BLAISE
Programme Director



Atanas TARKALANOV
Programme coordinator



Dayana ABOUKARAM
Academic Coordinator



■ Course format

Each module will comprise approximately 30 hours of teaching and additional learning activities such as case studies, seminars, event experience, international guests, to be completed over one academic year, exclusive of a formal assessment. The mode of delivery for the 2019-2020 edition will be by way of a block release system where students are required to attend classes at SUAD for a period of one week at six different times in 2019-2020.

■ (Draft) Schedule academic year 2019-2020

- 6 modules during the academic year
Law | 28 September - 05 October 2019
Management | 09-16 November 2019
Event Management | 23-30 November 2019
Communication | 22-29 February 2020
Finance | 07-14 March 2020
Marketing & Sponsorship | 04-11 April 2020
- Final Projects presentation in June 2020

■ Course location

Sorbonne University Abu Dhabi
Al Reem Island
38044 Abu Dhabi
UAE

■ Course fee

AED 32700
(of which AED 2700 are administrative fees)
This whole amount is inclusive of comprehensive CIES manuals for each module, SUAD class hand-outs, international, national and local guest speakers, official excursions, graduation function.

■ Student numbers

A maximum of 30 students can be accommodated

■ Tuition language

English (a good command is required, SUAD reserves the right to request/require a TOEFL IBT or TOEFL ITP or IELTS or any similar examination to confirm the same)

■ Admission requirements

Candidates must be in possession of a high school education qualification & show a keen interest & active involvement in sport. Admission is furthermore dependant on selection by the committee of the course. Candidates must attend a compulsory admission interview with an academic representative of the University & a representative of the FIFA/CIES International University Network. There is no age limit. Since classes are in English, applicants must possess a good command of this language.

■ Attendance and examinations

Attendance of the 6 block weeks is compulsory and students must obtain a class attendance mark of not less than 75% for each module. This stipulation is over and above the other academic requirements for the successful completion of each module. Examinations take the form of a knowledge assessment for each of the different modules, as well as a presentation of a group project.

■ Online application

- Registration, please go to:
www.sorbonne.ae/continuing-education-center/executive-certificate-in-sport-management
- Application deadline: Sunday 02 June 2019

■ Contact information

Sorbonne University Abu Dhabi
Phone +971 (0) 2 65 69 330
Phone +971 (0) 2 65 69 555
admissions@psuad.ac.ae
sport.management@psuad.ac.ae



Young Joon SUH ■ South Korea

SUAD, Class 2019

Marketing Intern, AFC Asian Cup UAE 2019 Local Organizing Committee

"I wanted to study how the sports sector works before going into the industry. With this Programme, we learnt a lot thanks to both sports and football industry experts. This is a key advantage."

Aisha ALZAABI ■ UAE

SUAD, Class 2019

Office Manager, Yas Marina Circuit

"The programme enables you to acquire the basics of the sports industry. The modules cover what is required by sports managers and prepares you for real life work in the field. This is important as I aspire to make a difference in the sports world."



Atanas TARKALANOV ■ Bulgaria

SUAD, Class 2017

Sports Lecturer, Sports Management Expert, Sorbonne University Abu Dhabi

"It was a pleasure to learn from the best and also to be among the best in the world-wide sport industry."

Sarvaj JEYAKUMAR ■ India

SUAD, Class 2017

Football Manager, Fareham Football Club Limited

"This Programme helped me to explore various important business aspects relating to the sporting world, such as marketing and communication, which I have always been keen to learn more about."



Filip ADAMUS ■ Poland

Kozminski University, Class 2015

Tournament Press Officer/TV & Media Operations Coordinator,

UEFA U-21 Championship 2017, PZPN

"Our group was diverse. Everyone had different experiences connected with sport. This resulted in many interesting discussions. We are still in touch, and perhaps we will implement some of our joint projects in the near future."

Warren HARTLAND ■ South Africa

Nelson Mandela University, Class 2014

Demand Creation Manager, Urban Zest

"It is an exceptional Programme that surpassed all expectations. The amount of knowledge from highly experienced lecturers is unrivalled in any other course that I have witnessed."





The FIFA/CIES International University Network



The FIFA/CIES International University Network today includes 16 universities, which deliver the FIFA/CIES Executive Programme in Sports Management:

- 1 **Universidad Católica Argentina**
Buenos Aires, Argentina (since 2004)
- 2 **Universidad Santo Tomás**
Santiago de Chile, Chile (2006)
- 3 **Université Cheikh Anta Diop**
Dakar, Senegal (2006)
- 4 **Nelson Mandela Metropolitan University**
Port Elizabeth, South Africa (2007)
- 5 **Cairo University**
Cairo, Egypt (2007)
- 6 **Universidad de Costa Rica**
San José, Costa Rica (2008)
- 7 **The University of the West Indies**
Port of Spain, Trinidad and Tobago (2009)
- 8 **Birzeit University**
Ramallah, Palestine (2009)
- 9 **Universidad Rey Juan Carlos**
Madrid, Spain (2010)
- 10 **Universidad Metropolitana**
Caracas, Venezuela (2010)
- 11 **Fundação Getulio Vargas**
Rio de Janeiro & São Paulo, Brazil (2010)
- 12 **Universidad San Martín de Porres**
Lima, Peru (2012)
- 13 **Sorbonne University Abu Dhabi**
Abu Dhabi, United Arab Emirates (2014)
- 14 **Kozminski University**
Warsaw, Poland (2014)
- 15 **Higher School of Economics**
Moscow, Russia (2014)
- 16 **Pillai Institute of Management Studies & Research**
Mumbai, India (2019)

The FIFA/CIES International University Network

— Objectives and activities

The FIFA/CIES International University Network is based on the principles of partnership, mutual respect and openness. It allows many exchanges among students, teachers, experts, alumni and all the other participants who actively contribute to the Network. To strengthen links between its members

and to offer them new perspectives, the FIFA/CIES University Network has implemented two initiatives, which, over the years, have become central in creating a sense of community and helping to motivate participants: The FIFA/CIES University Network Prize and the FIFA/CIES University Network Scholarships.



— The FIFA/CIES University Network Prize

The purpose of the FIFA/CIES University Network Prize is to reward the best group project presented by the partner universities. The Prize consists of a trip to Switzerland, which includes a visit to the CIES headquarters in Neuchâtel, as well as a day at the FIFA headquarters in Zurich with the "FIFA Master" students. During the visit, participants are also able to attend a series of presentations by FIFA managers.



The FIFA/CIES University Network Scholarships

The FIFA/CIES University Network Scholarships allow FIFA/CIES Executive Programme alumni to finance their participation in the “FIFA Master” course (course registration fees, travel expenses, accommodation, etc.). Candidate applications must meet the criteria defined by CIES and the “FIFA Master” Scientific Committee.

Since the scholarship was created in 2012, students from countries such as Argentina, Brazil, Chile, Costa Rica, Egypt, Guatemala, Lebanon, Russia, South Africa, Spain, Trinidad and Tobago, Turkey, Ukraine and Venezuela have all been awarded scholarships.

Other FIFA/CIES University Network projects

The FIFA/CIES University Network - with the support of its partners - regularly offers FIFA/CIES Executive Programme students and alumni the opportunity to attend conferences and seminars on various topical

issues related to sports management, as well as the opportunity to attend various international sports competitions.





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Sorbonne University Abu Dhabi

www.sorbonne.ae/continuing-education-center/executive-certificate-in-sport-management
www.cies-uni.org/united-arab-emirates

