



FIFA/CIES/NMMU CERTIFICATE IN SPORT MANAGEMENT

WHAT STUDENTS HAVE TO SAY ABOUT THE COURSE



Phumelele Mokoena
34
Entrepreneur. Own Business – Aludar Sport
Sport Involvement – Football Agent



Camillus Fourie
34
Radio sport show presenter
Sport Involvement - Football
Date: 3 July 2008

1. What made you decide to enrol for this course?

Phumelelo: “To acquire an internationally recognised sporting qualification offered through a respectable academic institution.”

Camillus: “I always wanted to study at NMMU but never had the chance or money. Last year my dream came to pass. But I think the most important reason for me was because of my involvement in media. I am currently on radio but would like to take it a step further and be on TV. With this course I’ve gained knowledge that puts me a step ahead to become a successful sports presenter.”

Clive: “I wanted to acquire knowledge about sports management that would enable me to contribute meaningfully to the development of sports administration at grassroots level.”

Desmond: “Being involved in sport for many years I saw this as an opportunity to equip myself with the latest information, to serve better.”

Fuad: “I saw the course as an opportunity to empower myself in sport management on a theoretical level as I have practical experience gained over a number of years and by having done this course only compliments this.”

Frederick: “I wanted to broaden my knowledge in aspects other than just coaching in sport so as to become a well-equipped sport administrator”



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Clive Kilian
48
Senior state prosecutor
Sport Involvement: Club soccer
Date: 3 July 2008

George: “To gain new experiences and enjoy a rare opportunity to be part of a quality international sports management programme.”

Helma: “My interest in sport. I saw this as a challenge and also to add to my current knowledge in the sport that I am involved in.”

Mark: “As a teacher and my involvement in higher level soccer development initiatives and professional soccer I was always driven to further my knowledge with regard to sport management by obtaining a credible qualification. CIES/NMMU/FIFA presented this ideal opportunity to achieve that through this course presented in block weeks. I was also interested in equipping myself with the necessary skills to be in a position to pursue career opportunities in sport outside of teaching.”

2. What were your expectations from this programme in sport management?



Desmond Lewis
49
School principal
Sport Involvement: Provincial soccer
Date: 3 July 2008

Phumelelo: “To acquire insight into the structured sports management world. To tap into the experiences of the course facilitators, the students, invited guests and improve my knowledge. To be part of the international community of CIES graduates.”

Camillus: “My expectations were to grow in knowledge, to network and to see things or experience things in a different way. My expectations were reached. I also wanted to give my listeners more informed information about sports, how one markets sport etc.”

Clive: “To acquire new knowledge. To grow and develop personally and to enhance my prospects of contributing to the 2010 FIFA World Cup.”



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Fuad Jappie
46
Manager – Security Company
Sport Involvement: National surfing
Date: 3 July 2008

Desmond: “My expectations were to obtain the latest information in the management of sport. I can safely say that all my expectations were met. It was definitely worth it.”

Fuad: “Whatever I expected was achieved. I am more knowledgeable on the way things are done correctly and effectively.”

Frederick: “I expected this course to give me insight in other aspects than just coaching and to be honest this course has exceeded all my expectations. The research and practical side of the course was very insightful.”

George: “My expectation was that this course will act as a catalyst to pursue other areas of sport management – it definitely succeeded!”

Helma: “My expectations were met as all levels of sport management were dealt with in depth. It was definitely a step up on the knowledge I had.”

Mark: “To be confronted with “real” issues of managing sport organizations. Issues like structure within sports organizations, sponsorship strategies, contracts for athletes, setting and managing budgets. To finally be in a position to ascertain my own level of competence and growth reflected in my involvement in sports organizations.”



Frederick Mentoor
39
Teacher
Sport Involvement: School rugby/cricket
Date: 3 July 2008

3. How have you benefited from this training in sport management?

Phumelelo: “I am much more confident in what I know. I have learnt so



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George Newton
52
Business Consultant
Sport involvement – Acting CEO of UPE/FCK
Soccer School of Excellence (2004)
Date: 3 July 2008



Helma Boggenpoel
46
Teacher
Sport Involvement: Provincial hockey
Date: 3 July 2008

much more on the subject from the theoretical side to the experiences imparted by fellow students, the lecturers and guests on the course both national and international. The scope of what I knew about the subject sport management has been greatly expanded.”

Camillus: “I have grown as an individual and with the knowledge gained I can only go from strength to strength. As a result of me doing this course and with my presenter experience I was invited to an interview at the SABC and am awaiting the outcome!”

Clive: “I am now in a position to apply sound sport management principles and tools. I am also fortunate to now be a part of the CIES student network worldwide.”

Desmond: “It has improved my managerial skills. I became aware of the importance of all the different aspects in sport management. I can also use this knowledge I acquired in my day to day activities and my work.”

Fuad: “I have become much more competent and confident in the sport management subject and can now apply it in the correct form as I have done before.”

Frederick: “I have benefited immensely from this course in the sense that I have an idea of how to draw up sponsorship proposals, press releases, media interviews, player contracts and some other legal elements to sport. I have also built up a new network of sport colleagues. The knowledge that we gained during the course is PRICELESS for any sport administrator.”

George: “As a mature student (read older) the course has extended my marketability. The 2010 world cup will present many opportunities.”



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Mark Tommy
42
University Sport Manager
Sport Involvement: Provincial soccer
Date: 3 July 2008

Helma: “Thus far it has improved my managerial skills and planning. I have learnt other methods (added to my current) of doing things – a more professional approach.”

Mark: “For me the benefit is in lending credibility and structure for my prior learning of management strategies through experience. This course takes into account your/my experience and is fine tuning or adding value to that. I have recently (May 2008) resigned from teaching and started a career as a sport manager at the NMMU. This course is a major confidence builder as this “real involvement” through the course design directly benefits me in my new career in sport.”

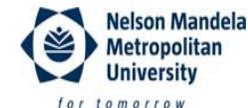
4. **What is your overall impression of the course and would you recommend that others should enrol for it?**

Phumelelo: “The course was absolutely worthwhile. We got exposure to high-level academic studies directed by CIES.”

Camillus: “I would recommend anyone who wants to further their knowledge in sport to come to this course. Knowledge is power. You also grow as a person, get challenged, learn from other students and have the opportunity to network with people from different areas of expertise. The lectures are of a very high standard and you will walk away with knowledge gained.”

Clive: “The course content is good and I would definitely recommend the course to others.”

Desmond: “The course organized and presented by Mr Vernon Oosthuizen and his team (lecturers and admin staff) was a job well done. I am spreading the message to recruit and encourage people to enroll. It



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Gladman Aba
46
**Commission Convenor – Department Sport,
Art and Culture**
Sport Involvement: Provincial athletics
Date: 3 July 2008

was worthwhile and a real eye opener and very informative.”

Fuad: “It was excellent and I regard myself very fortunate to have been chosen for the course. I recommend all sport administrators to do the course as it will definitely empower them to be more effective in their sports entities.”

Frederick: “The course was amazingly insightful and very well presented. A course that was worth every cent. I would gladly recommend this course to anyone interested in sport management.

George: “The quality of the course content as well as the presenters was of the highest order. The diversity of the presenters made it interesting. A good balance between foreign material and it’s adaptation for local conditions, making it relevant and therefore highly recommended.”

Helma: “The course was well planned and managed. The various lecturers and speakers – a job well done! I will definitely encourage any person that has a passion for sport to enroll.”

Mark: “I am “in love” with this course as the “real issues” are excellently captured by the guest lecturers that actually run big or professional organizations. This gives a practical insight into sports businesses. I would definitely recommend this to all level sport administrators as the benefit is REAL and DIRECT. Well done Vernon and your team.”

5. Final Comment

Gladman: “The overall impression is that CIES/NMMU has empowered me in many respects. The future students must realise that – it is not remuneration that can take us to higher levels – knowledge does.”



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