



BAHÇEŞEHİR
UNIVERSITY
10th year



First edition –Turkey 2008

Sport Management Certificate Program



INTRODUCTION

Bahçeşehir University (BU), in association with the International Centre for Sport Studies (CIES) and with the support of FIFA, is proud to offer this Certificate in Sport Management to interested persons in Turkey and other neighbouring countries in the region. The University was selected by FIFA and CIES as their sole education provider of this qualification in Turkey.

Bahçeşehir University is a dynamic young Turkish university at the crossroads of Asia and Europe. This encounter of East and West defines the essence of the university's very being: multi-cultural, multi-lingual, dynamic and growing. In its rather short history of ten years, Bahçeşehir University has constantly expanded its intellectual boundaries and maintained its commitment to provide a high quality education. Open, rigorous and intense inquiry has been the key to success in all disciplines.

Bahçeşehir University is recognized as being one of the leading higher education institutions in Turkey due to its reputable faculty members, academic and professional education programs in an array of disciplines from architecture to communications, from social sciences to engineering each of which has become a centre of excellence. The University has more than 8,000 students and is divided into six faculties: Business Administration, Communication, Engineering, Arts and Sciences, Law and Architecture.

As has been the case in most neighbouring countries, the sports industry is expanding enormously in Turkey. Bahçeşehir University has also started to offer an MBA Program in Sports Marketing and Management in 2008 to meet the need for qualified human resources and to become a base for teaching and researching of matters in this field.

CIES IN TURKEY

It is a great honour and an immense pleasure for CIES to launch its first course for sports administrators in Turkey in cooperation with Bahçeşehir University.

For more than ten years our institute, which benefits from the financial support of FIFA, has developed a great number of projects with the purpose of reaching a better understanding of the multiple aspects of sport and of football in particular. This is why CIES has carried out extensive research in the fields of law, economics and sociology. It also has created a Master's Degree in Sports Management, Law and Humanities of Sport, in which more than 200 students from 71 countries have already participated. CIES is also the trustee of the famous João Havelange Research Scholarship which is open to universities from all over the world.

In the age when sport has become – whether for good or bad – one of the key actors of society, it is vital to continue our efforts so that it can retain its power of attraction and its dignity. Remarkable sporting achievements and their economic implications must preserve unwavering ethics. The course in question meets this objective.

Our arrival in Turkey demonstrates our will to offer the future sports administrators of this country and its neighbours working tools in such varied fields as communication, law, finance, management, the organisation of sports events and marketing. The important thing is that these instruments have to be adapted to local realities in order to keep all their efficiency. There is no doubt that the Bahçeşehir University – our enthusiastic and dynamic partner – will be more than capable of adapting the courses to local realities and will thus train competent administrators who are sensitive to the ever-increasing demands of the world of sport.

Jean-Louis Juvet
CIES President



COURSE OBJECTIVES

Over the past two decades there has been a marked acceleration in the growth and development of sport. It has become a major economic factor around which the most diverse interests are centered or intertwined. However, sport has also been a victim of inequality. Certain disciplines are more attractive than others. Economic realities vary from one country to another, making the matter of sport management difficult.

The primary objective of this program is to provide advanced skill based short learning courses that focus on selected areas within the management of sport. In so doing the course aims to offer students important tools they can use to enhance the manner in which they manage their federation, their association, their club, or their company in accordance with the realities of Turkey and its neighbouring countries.

ADMISSION REQUIREMENTS

Candidates must be in possession of a four year higher education qualification and show a keen interest and active involvement in sport. Applicants who do not have a four year higher education degree/diploma will still be considered for admission provided they have a high school or equivalent school diploma and can demonstrate active and extensive experience in the management and administration of sport. Admission is furthermore dependant on selection by the Candidacy Examination Panel (CEP) of the course.

TARGET AUDIENCE

The programme is primarily aimed at persons that operate within one or more of the following settings:

- National and regional football federations
- Other sports federations
- Sport clubs
- National Olympic Committees and other sport associations
- Governmental agencies
- Industries related to sport
- Other industries to people actively involved in the world of sport



COURSE FORMAT

The programme includes the following modules:

- Sport Management
- Sport Marketing
- Sport Law
- Sport Finance
- Sport Communication
- Sport Event Management

Each module will comprise approximately 20 hours of teaching and learning activities, to be completed over 7 months, inclusive of a formal assessment/s.

Commencement:

October 2008

Duration:

October 2008 – May 2009

Course format:

3 hrs./day, 2 days/week + full day seminars

Course Location:

Bahçeşehir University, Beşiktaş, Istanbul

Student numbers:

A maximum of 50 students can be accommodated

Course fee (2008):

7,000-YTL + VAT, payable in 3 installments

Tuition Language:

English

(An additional module in Turkish might be designed in future depending on the number of applicants in Turkish)

The program fee covers tuition, and printed materials. Programs, dates, fees, and faculty are subject to change.

MODULE DESCRIPTIONS

Sport Management

This module focuses on acquiring strategic management/management tools that are associated with the core functions of management, namely planning, organizing, directing and control. The module content will demonstrate how these management concepts are applied in both an amateur (mission driven) and professional (profit driven) sport setting.

Sport Marketing

The marketing module enables students to become familiar with the commercial realities of modern sport, particularly within Turkey and neighbouring countries. Students are presented with a pragmatic approach of marketing sports entities and events. A key component of this module is to provide students with an understanding of the methods used to create and promote the brand of a sports entity for marketing purposes.

Sport Law

The objective of this module is to provide participants with basic legal knowledge for use by sport directors within Turkey. The essential principles of contract law, the different kinds of contracts used in the field of sport, contractual and penal liability, applicable labour laws and the resolution of conflict and legislation pertaining to the field of sport are to be covered.

Sport Finance

Education in finance offers an approach to understanding the financial realities of Turkish sports entities. It provides tools intended to improve the students' financial management skills.

Sport Communication

Communication has become one of the essential stakes of the 21st century. As a result, this module provides an overview of questions related to efficient communication with different partners in the world of sports.

Sport Event Management

The objective of this module is to give students a better understanding of various aspects relating to the organisation of national and international sports events.

Accreditation

This certificate will be presented as a short learning programme under the auspices of FIFA. Provider accreditation was granted to Bahçeşehir University by CIES and programme accreditation is provided by Bahçeşehir University and CIES.



FACILITATORS

Sport Management Module

Mr Cem Ülkeröglü

Position: Lecturer, General Manager Arkhe Danismanlik Ltd.

Speciality: Sport Management and Marketing

Sport Marketing Module

Dr. Gülberk Gültekin Salman

Position: Lecturer, Sport Management Master Programme Coordinator, Bahçeşehir University.

Speciality: Sport Marketing and Marketing related fields

Sport Law Module

Prof. Dr. Feridun Yenisey

Position: Senior Lecturer, Head of IGUL, Law, Bahçeşehir University Law consultant.

Speciality: Criminal Law, Sports Law

Sport Finance Module

Assoc. Prof. Dr. Deniz Gökçe

Position: Senior Lecturer, Economics, Bahçeşehir University.

Columnist in Economics and in Sports

Speciality: Macro Economics, Finance

Sport Communication Module

Mr. Ömer Kart

Position: Owner and General Manager, Sport OneToOne Company.

Speciality: Sports Marketing and Communications

Sport Event Management Module

An Event Manager with international experience

Speciality: Event Management and Sponsorship Activities in Sport

Bahçeşehir University Programme Coordinator

Mrs. Ayşegül Başer

CIES Local Coordinator

Mr. Cem Ülkeröglü



APPLICATION FORM

Certificate in sport management

1. Personal contact information (capital letters)

ID Number:

Surname:

First name(s):

Gender:

Date of birth (dd/mm/yyyy): Place of birth:

Nationality:

Home address:

Postal Code:

City:

Country:

Tel:

Fax:

Mobile:

E-mail:

Where did you hear about the course?

Are you/were you a student at the Bahçeşehir University?

If yes, please provide your student number:

2. Educational background

High School Education

Name of High School	City of High School	Period of study	Department

Higher Education

(Please start with your highest qualification · Certified copies of certificates obtained must accompany the application)

Dates (From-To, mm/yyyy)	Full Name of university att.	City/Country of university	Diploma/Degree obtained

Professional Qualifications

(Certified copies of certificates obtained must accompany the application)

Date obtained	Prof. Firm or Educ. Institution	Qualification and Subject	Result obtained

3. Sport involvement

(Please attach a one page curriculum vitae of your sport involvement to this application form. The following information is to be included for each sport organization you have been associated with: address, postal code, city, country, tel, fax, time period, position, description of involvement. Certified copies of certificates obtained must accompany the application)

4. Knowledge of languages

Which languages are you fluent in?

5. Interests (Please list your interests)

6. Professional Background

(Please start with the latest position held)

Date (from)	Date (to)	Company name	Position

7. Professional future

(Please list three aims you have for your future professional life)

1.

2.

3.

8. Please list the reasons you are applying for enrolment to this course

(Please also indicate what your expectations are for this course)

9. Scholarship

Do you require a scholarship in order to enrol for this course?

(If yes, please provide reasons as to why you would want to be the recipient of a scholarship)

Place and Date:

Signature:

RULES AND GENERAL INFORMATION

Closing Date for Applications
September 21, 2008

Fees

The first installment of the fee must be paid prior to commencement of the course.
No refunds are allowed for cancellation once the course has started.

Scholarships

Bahçeşehir University offers no bursaries for this qualification. The Candidacy Examining Panel (CEP) for the course is however entitled to allocate complete and/or partial scholarships. The decisions of the CEP as to the awarding of bursaries are final.

Please fill in the online application form or send application form to
Mrs. Ayşegül Başer
Social Sciences Institute
Beşiktaş Campus
Çırağan Cad. Osman Paşa Mektebi sok.
Beşiktaş
Istanbul

Selection procedure

The CEP will contact applicants for a personal interview after the closing date for applications.
The candidates will be informed of the decisions of the CEP two weeks prior to the commencement of the course, at the latest. The decisions of the CEP are final.

For further information, please contact
Mrs. Ayşegül Başer
Social Sciences Institute
Beşiktaş Campus
Çırağan Cad. Osman Paşa Mektebi sok.
Beşiktaş
Istanbul

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