



## Certificate in Sports Club Administration 2021

### Level 6 (Special Purpose Award)

#### Programme Schedule

Day / Date	Time	Topics	Learning Outcomes	Notes / Comments
Mon 8 <sup>th</sup> Nov	7-9 p.m.	National associations and the context of club operations.	Understand the national, provincial and other contexts in which clubs operate.	<b>Participants should get involved in class discussions.</b>
Mon 15 <sup>th</sup> Nov	7-9 p.m.	Committees – structures, officers, roles, etc. <b>Issue of Course Assignment and outline of requirements.</b>	Knowing how the dynamics of committees, sub-committees and other groups play out. Understanding conflict.	A simple case study and discussion to assist here.
Mon 22 <sup>nd</sup> Nov	7-9 p.m.	Committees – operations, meetings, minutes, etc.	How to pursue club goals by properly using forums and how to handle administration. Avoiding “groupthink”.	Sample minutes will be issued and discussed.
Mon 29 <sup>th</sup> Nov	7-9 p.m.	Creating a strategic plan / development plan for a sports club – the processes involved.	Know why every club should have a strategic plan and learn how to create one.	Basis of the course assignment. Templates will be issued.
Mon 6 <sup>th</sup> Dec	7-9 p.m.	Governance and current legislation – Child Protection, Data Protection (GDPR), etc.	Understand the role of governance in clubs and why the law is paramount. A critical area.	Actual constitution and other documents for study.
Mon 13 <sup>th</sup> Dec	7-9 p.m.	Club Constitution / Articles of Association – the foundation of any club. Club structures – Limited Company?	Understand the club’s critical document and how it is used. A sample constitution will be issued.	Important to understand the value and uses of this document.
Mon 10 <sup>th</sup> Jan	7-9 p.m.	Strategic plan follow-up. Commence work of creation of an operational plan.	A follow-up on strategy and how to create an operational plan from strategy.	Commence work on strategic plan. Lecturer available online to advise participants.
Saturday 15 <sup>th</sup> Jan	10 – 1230	How to compile and lay out a club development plan. <b>Case Study 1 and discussion</b>	Be able to create this document and other club documents.	Classroom session in LIT Thurles

<b>Mon 17<sup>th</sup> Jan</b>	<b>7-9 p.m.</b>	Organisational Behaviour and Conflict in Clubs. Diversity and Respect.	Learning from real situations while learning how to address difficult people and situations.	Work on strategic plans will be reviewed. Case study to be a team effort in class.
<b>Mon 24<sup>th</sup> Jan</b>	<b>7-9 p.m.</b>	Leadership and Management in sports clubs.  Doing the “Right Thing” and “Doing Things Right”.	Acquire a suite of management skills and be able to distinguish “leaders” from “talkers”. Articles to be issued.	Leadership and management are entirely different genres and must be distinguished.
<b>Mon 31<sup>st</sup> Jan</b>	<b>7-9 p.m.</b>	Fundraising and financial management in clubs. Understanding budgets and cash flow.	Understand methods of fundraising and the prudent management of funds. Know how to handle an application.	<b>Participants should get involved in class discussions.</b>
<b>Mon 7<sup>th</sup> Feb</b>	<b>7-9 p.m.</b>	Health & Safety in a sports club environment.  Not just complying with legislation – acting it.	Get an overview of this important area. Know how to write an H&S Statement. Sample H&S documents to be issued.	H&S is a critical area, particularly when various age groups are involved.
<b>Saturday 12<sup>th</sup> February</b>	<b>10 - 1230</b>	Planning and directing a significant fundraising event in a club.	Understand the preparatory work involved, the teamwork, leadership and management required.	<b>Classroom session in LIT Thurles</b>
<b>Mon 14<sup>th</sup> Feb</b>	<b>7-9 p.m.</b>	Promoting teamwork in a sports club setting. Teams and project groups and how to get the best out of them.	Understand team dynamics and the means of building teams. Know about “risky shift” and avoiding same.	Documentation and samples will be issued here. Good teamwork vital for a club.
<b>Mon 21<sup>st</sup> Feb</b>	<b>7-9 p.m.</b>	Managing voluntary human resources in a sports club. Understanding motivation and handling dominant characters.	Understand why people volunteer and why they are motivated. Know how to handle delicate situations.	Volunteers like to be appreciated – conflict can flare if they are not treated properly.
<b>Mon 28<sup>th</sup> Feb</b>	<b>7-9 p.m.</b>	Handling a difficult club situation which is tending to create factions and spread bad feeling. Club operations and administration.	Get a view of real situations as they occur in clubs and how such situations can be approached.	<b>Participants are encouraged to get involved in classroom discussions</b>
<b>Mon 7<sup>th</sup> Mar</b>	<b>7-9 p.m.</b>	The vital role of communication in club settings. Introduction to marketing from a club perspective. Using club operational plans.	Communication, or the lack of it, is at the root of most problems. Understand the value of good communications.	<b>Submit assignments on this date.</b>

<b>Mon 14<sup>th</sup> Mar</b>	<b>7-9 p.m.</b>	Marketing the club in a competitive space. Issue sample marketing plan templates. Creation of a marketing plan.	Know how to create a marketing plan for the club – and when and how to use it.	Using the templates given, create an outline marketing plan. Be ready to discuss.
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### Notes:

The overall purpose of this programme is to:

- Develop the knowledge, skill-sets and competence of volunteers involved in the everyday operation of sports clubs.
- Provide such volunteers with a knowledge of club management, administration and fundraising and financing models.
- Enhance the ability of club officers and committee members to fully engage in marketing and developing their clubs.
- Provide an oversight of the leadership and management skills required to run an organisation in an evolving environment.
- Certify that the participants have acquired a range of skills and tools which would authorise them to manage a sports club operation.

### Programme:

- ❖ **This will be an online course, to be delivered via “Teams”, over a period of sixteen weeks. In addition to this, there will be two classroom sessions, to be held in LIT Thurles, on Saturday mornings, as per the programme above.**
- ❖ Various mechanisms, such as “Teams”, “Panopto”, “Moodle”, etc., will be used to facilitate the most flexible learning delivery mode.
- ❖ **The participants will need to properly register in good time with LIT in order to have access to the above mechanisms.**
- ❖ All participants will receive the lecture slides prior to each lecture. Each lecture will be recorded and will be available to participants thereafter.
- ❖ Practical case studies and situations based on normal club activities will be used to enhance learning transfer.
- ❖ Practical samples of club foundation documents such as the Club Constitution, Health & Safety Statement, etc., will be issued
- ❖ Any submissions, such as the Course Assignment, will be seen by the Course Lecturer only and not by any Third Party.
- ❖ **All participants should have access to a laptop and have decent internet access.**
- ❖ The Course Lecturer (J.J. Killian) will be available via the LIT (TUS) email system to all participants for the full duration of the course.

J.J. Killian, MBA, Ms. Mgt., FCIPD, FCILT