



ASMC 2023/2024  
9<sup>th</sup> Edition  
Course Brochure



**ADVANCED  
SPORT  
MANAGEMENT  
COURSE  
2023/2024**



**9<sup>th</sup> Edition of the  
ASMC will be  
commenced from  
5<sup>th</sup> August 2023**

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*Get Your Seat Fast*



# ASMC HIGHLIGHTS

If you don't know where you want to go, there is little chance that you will arrive – which is why you must have a clear understanding of the unique ways in managing a sport organization.

## ASMC OBJECTIVES

- Bring about change within the participant's sport organization is our objective.
- ASMC will enable them to expand and enhance their managerial skills while actively contributing to a unique learning community.

## Course Content

The Advanced Sport Management Course consists of six modules;

- (1) Organising an Olympic Sport Organization
- (2) Managing Strategically
- (3) Managing Human Resources
- (4) Managing Finance
- (5) Managing Marketing
- (6) Organising a Major Sport Event.

The materials present in this course are well known for its balanced experience in theory and practical examples. Managing Olympic Sport Organisations (MOSO) book will provide the primary learning content with Learners Guides for each module to richly comprehend their organisations in the management perspective. These materials enable participants to practice real tools to improve their organisations.

## We Trust Learning is a Pleasure; not a Pressure!

Hence our participants can expect;

- a supportive learning environment that builds confidence and encourages participation;
- respect for individual styles of participation;
- recognition of existing experience and expertise;
- course facilitators who are well prepared;
- a well-paced schedule;
- an appropriate learning environment;
- good course administration;
- comfortable venues;
- appropriate refreshments; and
- an appropriate social environment.

The course is organized and managed by the ASMC Programme Director, who is qualified by the Olympic Solidarity, and Course Facilitators, who assist the Programme Director and are responsible for the delivery of the programme.

# ASMC bring change to the sport organization with the **RIGHT** participant



## Are You Eligible to Apply?

### Application Requirements

1. Hold a passionate interest in the Olympic/Sport Movement and Sports Management, and be an office bearer, volunteer, or a paid staff of the **executive level** at the National Olympic Committee, National Federations or in other bodies responsible for the organisation and development of sports.
2. As the course is conducted in English (one of the official languages of the IOC), possessing a **good English language proficiency** in both spoken and written is expected.
3. A **general computer knowledge and skills** in three major Microsoft Office tools of Word, Excel and PowerPoint are a must.
4. Participants who have attended the Sports Administration Course are encouraged to apply.

**Course Fee: LKR. 65,000** per candidate.

The successful candidates must pay the full amount to NOC-SL to receive the course enrolment certification after the selection announcement.

### Application & Selection Procedure:

#### 1. Step One: Submit Application Documents

- a. Updated resume and a passport size photo
- b. Brief proposal including reason(s) or motivations becoming an ASMC candidate
- c. A signed Letter of Recommendation from your representing organisation

**\*Submission Period: 5<sup>th</sup> – 19<sup>th</sup> June 2023**

\*You must register online via the link below

<https://forms.gle/YzGsXE3aumR1NNem8>

-Complete the form

-Upload all necessary documents as requested

-Incomplete applications will not be entertained

#### 2. Step Two: Screening Workshop at Auditorium, NOC-SL

All applicants are required to attend a full day workshop prior to the final selection on **30 June 2023 from 10:00 – 16:30.**

#### 3. Step Three: Selection Announcement

The successful candidates will be notified through e-mail. The NOC-SL reserves the right not to accept participants without disclosing reasons. All personal information submitted will be treated confidentially for the purpose of the selection and course.

# Course Schedule

The course will be delivered in a **twelve-month** time period consisted of seven sessions as per the given schedule below:

Session	Date**	Time**
Session 1	5 & 6 August 2023	From 0900 To 1800
Session 2	14 & 15 October 2023	
Session 3	2 & 3 December 2023	
Session 4	10 & 11 February 2024	
Session 5	6 & 7 April 2024	
Session 6	1 & 2 June 2024	
Session 7	17 & 18 August 2024	

\*\*Please note that the dates and times are subjected to change only under the approval by the ASMC Program Director on unavoidable circumstances.

## Remarks

If you are selected as an ASMC candidate you are required to attend all the sessions (fulltime) for successful completion of the course.

### Certification:

**Diploma in Management** of Olympic Sports Organisations certified by the International Olympic Committee will be given to participants who fulfil all the requirements of the course.



### Further Information:

Contact Ms. Hiruni Munasinghe (ASMC Course Coordinator) via **077-0550-685** or **011-268-4420** between office hours (0830 - 1700) or Email: [natolcom@slt.lk](mailto:natolcom@slt.lk)

Follow **NOC-SL** social media and website ([www.olympic.lk](http://www.olympic.lk)) for more updates