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EXECUTIVE SPORTS MANAGEMENT PROGRAMME





IN ASSOCIATION WITH WITS BUSINESS SCHOOL



MARCH – SEPTEMBER 2007

EXECUTIVE SPORTS MANAGEMENT PROGRAMME

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Tara Kamp

ENCLOSED IN THIS BROCHURE PLEASE FIND:

- Programme structure
- General information
- Map to WBS
- Schedule of lectures

PROGRAMME STRUCTURE

Below is an overview and objectives of each of the programmes to be included as modules on the SuperSport Executive Sports Management Programme and the dates they will run:

MODULE 1: Sports Management (4 days) **Dates: 13 – 16 March 2007**

Overview:

This is a four-day programme specifically designed for sports administrators, aimed at enhancing existing knowledge and understanding of the business of sport.

It deals with a cross-section of issues confronting sport administrators in their daily work environment and equips senior managers with a sound foundation in the fundamentals of sports law, sponsorship and communication.

Objectives:

- To enable participants to better understand the challenges and opportunities in sport.
- To better enable participants to deal with the legal intricacies in sport.
- To assist participants in better understanding the synergy between the public and sports sectors.
- To better enable participants to position their organisations in the global sports environment.

The following topics will be covered:

- Sports Law, including contracts and contracting, and Sports Legislation.
- Sponsorship covering, amongst others, acquiring, activating and leveraging sponsorships; research in sponsorship; the domestic and international sponsorship landscape.
- Communication & PR including the need for and design of an effective communication strategy.
- International and Government Relations highlighting the role of external influences on sport and the effective management thereof.

MODULE 2: Corporate Governance (4 days)

Dates: 10 – 13 April 2007

Overview

This four day programme has been designed to hone the competencies of experienced directors, and to introduce newly appointed directors to their roles.

It addresses the full range of critical issues facing board members today.

The programme will make a substantial contribution to your ability to add value at the highest level of business leadership.

A combination of interactive presentations and case studies is used to facilitate learning. You will confront the issues that are directly relevant to your business life and be challenged to question your own understanding, to re-evaluate your priorities and to stretch the limits of your thinking.

Objectives

The programme will give you an opportunity to:

- Develop an understanding of the key issues facing directors
- Try to solve difficult problems of corporate strategy, respond effectively to complex and often contradictory information, manage, lead and influence other members of the board, and take responsibility for decisions influencing the future of the company
- Develop your capacity to manage in uncertain times
- Understand the current issues of leadership as they affect the governance of organizations
- Improve your competence as a key organizational spokesperson.

Lecturers: Paul Semark
Grant Sieff
Cynthia Schoeman
Prof. Mthuli Ncube
Andrew Brown



MODULE 3: Strategic Marketing Management (5 days)

Dates: 21 – 25 May 2007

Overview

The strategic marketing five day programme presents a proactive approach which will enable participants to understand better the role of marketing directors and managers to improve the effectiveness and efficiency of their organisation's marketing effort, thus improving the marketing orientation and profitability of the organisation. This programme introduces specialist knowledge and thinking necessary to meet the challenges facing marketers in the current turbulent environment.

Objectives

The marketing directors/managers are involved in three interrelated processes:

- Internal analysis which includes marketing organisation, portfolio analysis and performance analysis.
- The creation of strategic competitive advantage and how to compete globally.
- The development of a strategic marketing plan and marketing implementation issues..

The following topics will be covered:

- An overview of the strategic marketing process
- Marketing orientation improvement
- Customer analysis
- Segmentation and market development
- Competitive analysis
- Industry analysis
- Environmental analysis and scanning
- Performance analysis
- Obtaining a sustainable competitive advantage
- Global marketing strategy
- The planning process
- Marketing implementation
- Other specialist issues that may be current at the time

Lecturers: Prof. Russell Abratt
Geoff Bick

MODULE 4: Finance for Non-Financial Managers (5 days)

Dates: 25 – 29 June 2007

Overview

A five day programme designed for managers whose work experience is not directly in the finance area. It will help with understanding the financial decision framework and equipping participants with the analytical skills needed to use financial reports. Insights will be gained into the impact of operating decisions on the financial health of the firm. The integration of investment, operating and financing decisions is stressed through use of the case study approach. Syndicate groups and interactive presentations simulate the business environment.

Objectives and structure

The programme focuses on four areas of action-oriented skills:

1. Financial communications.
2. Financial performance.
3. Financial controls.
4. Financial decisions.

You will leave the programme with

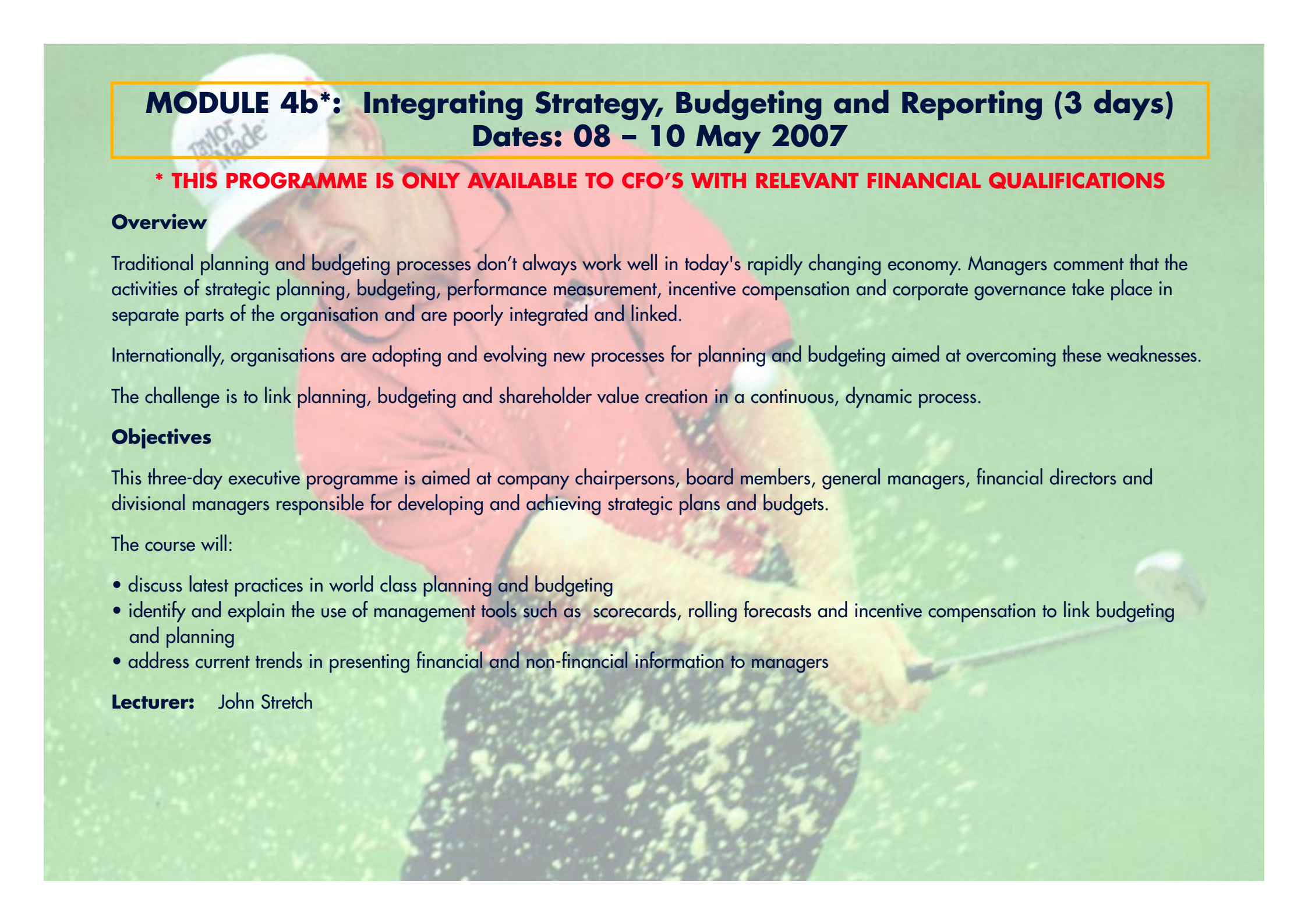
1. The ability to read financial statements and assess financial risk.
2. The ability to identify specification needed to improve returns.
3. The ability to recognise the impact of different methods of costing.
4. The ability to discuss financial matters effectively with the financial specialist.

Some topics to be covered are:

- | | | |
|--|--|--|
| 1. Accounting concepts <ul style="list-style-type: none">• Balance sheet and income statements• Accounting records and systems | 3. Planning future financial performance. <ul style="list-style-type: none">• Pro forma statements• Cash flow forecasts• Budgets• Managing growth• Costing methods | 4. Sources of finance <ul style="list-style-type: none">• Debt versus equity• The cost of capital |
| 2. Assessing the financial health of the firm. <ul style="list-style-type: none">• Cash flow analysis• Ratio analysis• Funds flow analysis | | 5. Evaluating investments <ul style="list-style-type: none">• Discounted cash flows |
| | | 6. Creating value. |

Lecturers:

Max MacKenzie
David Zidel
Frank Durand



MODULE 4b*: Integrating Strategy, Budgeting and Reporting (3 days)

Dates: 08 – 10 May 2007

*** THIS PROGRAMME IS ONLY AVAILABLE TO CFO'S WITH RELEVANT FINANCIAL QUALIFICATIONS**

Overview

Traditional planning and budgeting processes don't always work well in today's rapidly changing economy. Managers comment that the activities of strategic planning, budgeting, performance measurement, incentive compensation and corporate governance take place in separate parts of the organisation and are poorly integrated and linked.

Internationally, organisations are adopting and evolving new processes for planning and budgeting aimed at overcoming these weaknesses.

The challenge is to link planning, budgeting and shareholder value creation in a continuous, dynamic process.

Objectives

This three-day executive programme is aimed at company chairpersons, board members, general managers, financial directors and divisional managers responsible for developing and achieving strategic plans and budgets.

The course will:

- discuss latest practices in world class planning and budgeting
- identify and explain the use of management tools such as scorecards, rolling forecasts and incentive compensation to link budgeting and planning
- address current trends in presenting financial and non-financial information to managers

Lecturer: John Stretch



MODULE 5: Thinking and Planning Strategically (4 Days)

Dates: 30 July – 02 August 2007

Overview

A four-day full time programme. In this era of unprecedented environmental turbulence in South Africa as well as throughout Africa, it is becoming increasingly important for managers from both the public and private sectors to be able to think and plan strategically.

Much of the materials used on the program will be South African based.

Objectives

- To help participants improve their ability to think and plan strategically.
- To better enable participants to strategically transform their organisation.
- To help participants understand how strategy happens in practice.
- To better enable participants to strategically align their organisation.

Some of the topics include:

- The difference between strategic thinking and strategic planning.
- Strategic transformation.
- Stakeholder analysis.
- The steps in building a strategy.
- Strategic alignment and E-commerce solutions

Teaching techniques:

A variety of teaching techniques will be used including case studies, strategy questionnaires, a business simulation game and role-plays. The learning approach will be practical in orientation with the intention that the participants will be able to immediately apply what they learn back to their workplace.

Lecturers: Prof. Gary Stockport
Grant Sieff

MODULE 6: Issues in Leadership (3 days)

Dates: 04 – 06 September 2007

Overviews & Objectives

"There may be born leaders, but there surely are too few to depend on them. Leadership must be learned and can be learned" says Peter Drucker, management educator, consultant and founder of the renowned Drucker Foundation.

This course is a response to that vital challenge.

It is designed for you to examine and enhance the effectiveness of your own leadership. It is an opportunity to study how you can add further value to your organisation, its people, and all those whom it seeks to serve.

Adapted from the Business School's highly successful masters programme course in leadership, it enables you:

- to uncover the essence of leadership
- to understand the nature, processes and impact of leadership
- to explore the key issues of leadership in the world of work today, and the challenges facing business leaders in the future
- to clarify the global and local contexts of leadership
- to enhance your leadership effectiveness

The approach is aligned with the concepts of the leader as entrepreneur and steward, and grounded in the recognition of the importance of self knowledge and self awareness for effective leadership. It strives to develop participants from the inner self outwards, helping individuals to fill out the leadership cloak rather than tailoring a garment to camouflage any personal frailties or deficiencies.

Lecturers: Paul Semark
Cynthia Schoeman
Les Aupiais
Grant Sieff

GENERAL INFORMATION (WHEN ATTENDING LECTURES AT WBS)

1. LOCATION AND PARKING

Wits Business School
2 St David's Place (Cnr St Andrews Road)
Parktown

Entrance to the campus is through the Gatehouse in St David's Place. You are advised to lock your car and leave nothing of value inside, as no liability can be accepted by the University.

2. REGISTRATION

Registration will take place in the Southern Life Room, "Outeniqua" from 07h45 on **Tuesday, 13 March 2007**. Access cards will be available on registration. These cards will allow for access to the campus and to the library facilities.

3. LIBRARY

The John Schlesinger Library, situated in the Donald Gordon Building on the ground floor, houses a comprehensive and modern collection of books, articles, journals, company reports, cases and research materials, and provides ample reading and writing space. The Library is open Monday, Tuesday, Thursday: 08h00 – 22h00, Wednesday: 09h00 – 22h00 (1st Wednesday of month 10h30), Friday: 08h00 – 17h00, and Saturday: 09h30 – 13h30.

4. DRESS

Programme members may dress informally for lectures and

discussion classes.

5. MEALS AND REFRESHMENTS

Early morning tea/coffee will be served from 07h30 in the Southern Life Room, lunches will be provided in the Executive Dining Room, and mid-morning and afternoon tea/coffee will be served in the Southern Life Room.

6. GENERAL

We would appreciate your compliance in not smoking or taking refreshments into the classrooms and syndicate rooms. Refreshment/smoking breaks are provided throughout the day.

7. CERTIFICATION

Participants will be required to meet the certificate requirements of each module attended on this programme.

An overall attendance certificate on the programme as a whole will be awarded to all participants on the SuperSport Executive Sports Management Programme.

Compulsory attendance is necessary for 90% of the programme to receive certification.

8. GRADUATION:

Thursday 6 September 2007

MAP TO WITS BUSINESS SCHOOL/ SUNNYSIDE PARK HOTEL*

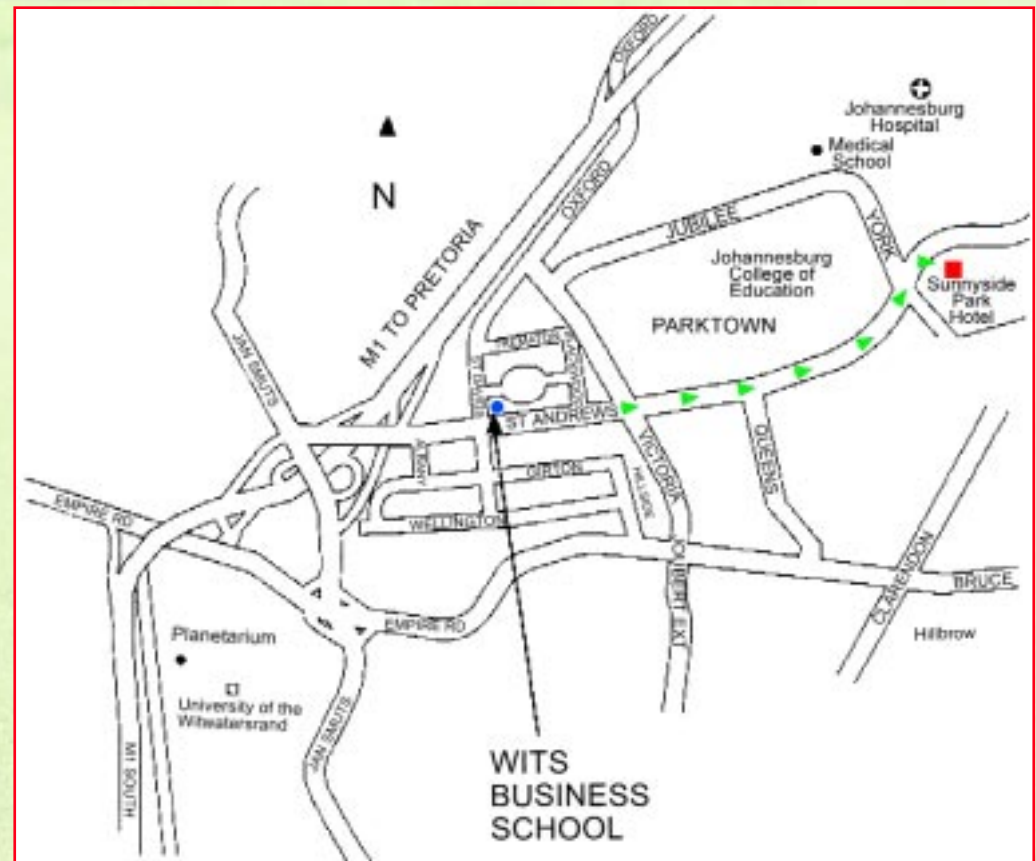
* for those delegates requiring accommodation for each module

DIRECTIONS FROM PRETORIA/JHB NORTH

- Take the M1 South highway going towards Auckland Park / Parktown.
- Take the St. Andrews offramp, turn left at the top of the offramp
- Next robots, left into St. Davids & the entrance to WBS is on the right hand side. Say that you are attending lecturers wherein they will allow you to park your cars inside the premises.
- Registration will take place in the Southern Life Room, Outeniqua which is in the right-hand side buildings as you drive in.

TO THE HOTEL FROM WBS

- Come out of WBS, left onto St. Davids to the Robots
- Left at the robots onto St. Andrews.
- Carry on straight over Victoria / Queens / York intersections and the Sunnyside Park Hotel is then on your right hand side.
- Any queries - Sunnyside Park Hotel no. is **(011) 643-7226.**



SUPERSPORT EXECUTIVE SPORTS MANAGEMENT PROGRAMME 2007

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MODULE 1		13 MARCH SPORTS MANAGEMENT	14 MARCH SPORTS MANAGEMENT	15 MARCH SPORTS MANAGEMENT	16 MARCH SPORTS MANAGEMENT - 3 WEEKS TO NEXT MOD
		10 APRIL	11 APRIL	12 APRIL	13 APRIL
MODULE 2		CORPORATE GOVERNANCE	CORPORATE GOVERNANCE	CORPORATE GOVERNANCE	CORPORATE GOVERNANCE - 4 WEEKS TO NEXT MOD
MODULE 4b*	FOR CFO'S ONLY*	8 MAY	9 MAY	10 MAY	Integrating Strategy, Budgeting & Reporting
	21 MAY	22 MAY	23 MAY	24 MAY	25 MAY
MODULE 3	STRATEGIC MARKETING MANAGEMENT	STRATEGIC MARKETING MANAGEMENT	STRATEGIC MARKETING MANAGEMENT	STRATEGIC MARKETING MANAGEMENT	STRATEGIC MARKETING MANAGEMENT - 4 WEEKS TO NEXT MOD
	25 JUNE	26 JUNE	27 JUNE	28 JUNE	29 JUNE
MODULE 4	FINANCE FOR NON-FINANCIAL MANAGERS	FINANCE FOR NON-FINANCIAL MANAGERS	FINANCE FOR NON-FINANCIAL MANAGERS	FINANCE FOR NON-FINANCIAL MANAGERS	FINANCE FOR NON-FINANCIAL MANAGERS - 4 WEEKS TO NEXT MOD
	30 JULY	31 JULY	1 AUG	2 AUG	
MODULE 5	THINKING/PLANNING STRATEGICALLY	THINKING/PLANNING STRATEGICALLY	THINKING/PLANNING STRATEGICALLY	THINKING/PLANNING STRATEGICALLY	 - 4 WEEKS TO NEXT MOD
	3 SEPT	4 SEPT	5 SEPT	6 SEPT	
MODULE 6	PRESENTATIONS ON MODULES	ISSUES IN LEADERSHIP	ISSUES IN LEADERSHIP	ISSUES IN LEADERSHIP GRADUATION (6PM)	