

## Certified Sports Manager (CSM)<sup>®</sup>

### Course Outline & Module Information



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#### What Modules are covered?

##### Module 1 – Sports Business Administration

Create, maintain and update record keeping systems; Manage project finances; Manage the business components of a sport organisation; Monitor and maintain health, safety and security; Manage a sport or recreation facility.

##### Module 2 – Communication, Customer Care and Self-development

Conduct communication within a business environment; Utilise personal development training for personal growth; Care for Customers; Facilitate learning using a variety of given methodologies.

##### Module 3 – Fitness Participation and Disabilities

Manage participants with disabilities in sport; Support sport or fitness participation for people living with HIV/AIDS; Explain the principles of physical activity in the context of sport or fitness.

##### Module 4 – Marketing, volunteer management and tournament planning

Apply principles of marketing to sport; Manage Volunteers in sports; Organise and administer a sport tournament; Organise and administer a sport tournament.

##### Module 5 – Governance, Structures and Ethical Behaviour in Sport

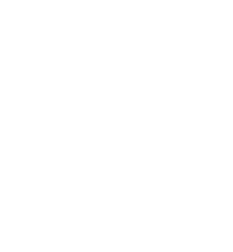
Establish sustainable organisational structures for sport  
Explain the role of governance structures in sport  
Promote an understanding of diversity and equity in sport and fitness organisations  
Develop and implement team ethical behavior and discipline

#### Target Audience

Sport team managers  
Sport event managers  
Sport tournament managers  
Sport facility managers  
Fitness facility managers  
Sport sponsorship managers  
Sport Project managers  
Sport organisation managers  
Volunteer managers  
Gym Managers

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