

***The ADMINS training curricula:
Developing Sport Administration Competences***

The main objective of the project “DEVELOPING SPORT ADMINISTRATION COMPETENCES (ADMINS)” addresses the need of fostering the job-related skills and competences of sports administration employees, who in turn strengthen the capacities of sports organisations and contribute to better governance in sports. Having recognized the importance of sport regarding the physical and psychological well-being of an individual, European Union has started incorporating sport into EU policies and initiatives. The European Commission’s Communication “Developing the European Dimension in Sport”, published in January 2011, proposed concrete actions related to societal role of sport which covers issues that directly affect the citizens, the economic dimension of sport, and the organisation of sport, which covers the aspects dealing with the political and legal framework for the sport sector.

As it was mentioned in the Principles of good governance in sport, it is of great importance to attract new generations of administrators, as well as technology and IT. Like many other professions today, administrative employees of sport organisations are not only “administrators”, because their job position requires a wide range of knowledge and competences.

To ensure a real European dimension, project “Developing Sport Administration Competences (ADMINS) has confirmed a strategic partnership with one sport confederation, one sport association, two academic institutions and two NGO’s with rich experience in sport projects. Throughout the course of the past two years, the ADMINS strategic partnership collaborated to the development of training resources and education material aimed at re-igniting sense of initiative and entrepreneurial attitude of Sport organisations employees or aspiring to be. The training curricula is composed of six modules developed by partnership’s organisations and peer reviewed by colleagues. Each module has distinctive and unique features, while sharing commonalities in the sense of rigour in academic approach and practice oriented learning outcomes. The structure of the whole training curricula is as follows:

Please check the [official website](#) for full access to the courses

Module 1		
Sport’s Law		
TOPIC	CONTENT	LEARNING OUTCOME
European Union institutions and funding policies	<ul style="list-style-type: none"> Historical development of the European Union Institutions of the European Union The role of institutions for supranational organizations Responsibilities of EU institutions The relationship between the European Union and the Member States 	<ul style="list-style-type: none"> Explain the historical development of the European Union Distinguish the Institutions of the European Union Explain the role of institutions for supranational organizations Explain the responsibilities of the EU institutions Explain the relationship between the European Union and the Member States
Legal acts of the European Union	<ul style="list-style-type: none"> EU primary law EU secondary law Individual decisions by EU institutions 	<ul style="list-style-type: none"> Distinguish between primary and secondary EU law Give examples of recourse avenues against individual decisions by EU institutions
Sports Law	<ul style="list-style-type: none"> Sources of sports law, including EU law Private versus public law regulation in sports sector Relationship between rules of private and public origin in sports Effect of EU law over the sports Sports institutions Court of Arbitration in Sports (CAS): competence and procedure Protecting intellectual property in sports Relevance of law in sports in general and in managing sports organisations in particular 	<ul style="list-style-type: none"> Name sources of sports law and distinguish different categories Provide arguments for public and arguments for private law regulation in sports sector Provide examples of the relationship between rules of private and public origin in sports List type of EU rules which affect sports Differentiate and provide examples of sports institutions Explain competence of the CAS Describe the arbitration procedure before the CAS Provide examples of intellectual property rights in sports Explain the role of law in sports, including in managing sports organisations
Module 2		
Marketing in Sport		
TOPIC	CONTENT	LEARNING OUTCOME
The Basics of Marketing	<ul style="list-style-type: none"> Definition of marketing Market characteristics, types and structures 	<ul style="list-style-type: none"> Pronounce the definition of marketing Identify markets, their characteristics, types and structures Identify key business components in the market.

	<ul style="list-style-type: none"> Business components on the market: product, customer, vendor, exchange and activity systems 	
Introduction to Sports Marketing	<ul style="list-style-type: none"> Definition of sports marketing Development of the marketing profession in sports The sport industry model Consolidation in the sports industry Sports market - key features, types and structures Business components in the sports market: product, customer, vendor, exchange and activity systems in sports Segmentation of the sports market 	<ul style="list-style-type: none"> Pronounce the definition of sports marketing Explain the pace of development of a marketing profession in sports Define the model of the sports industry Define the consolidation process in the sports industry Identify the term sport market. Define key business components in the sports market Segment the sports market.
Application of Marketing in sports	<ul style="list-style-type: none"> Implementation of marketing concepts and processes in the 	<ul style="list-style-type: none"> Explain the process of implementing marketing
Module 3 Basic of Sport Management		
TOPIC	CONTENT	LEARNING OUTCOME
Sports events categories	<ul style="list-style-type: none"> Categorization of sports events Event Bidding Event Hosting 	<ul style="list-style-type: none"> Identify and describe the categories of sports events Manage event bidding Manage event hosting
Organization of sports events	<ul style="list-style-type: none"> Sports events organization process Risk management 	<ul style="list-style-type: none"> Define the process of organization of a sports event Manage the risks
Sports events balance sheet	<ul style="list-style-type: none"> Sport event balance sheet Revenues and expenses of sports events Calculation and monitoring economic effects Evaluation of sports events 	<ul style="list-style-type: none"> Explain and create a balance sheet of a sport event Calculate the incomes and expenses of a sports events Calculate and evaluate the economic effects of a sports events Assess the success of a sports events
Trends in sports and sports tourism	<ul style="list-style-type: none"> Trends in sports and sports tourism 	<ul style="list-style-type: none"> Explain and manage trends in sports and sports tourism
Community organization for the development of sport tourism	<ul style="list-style-type: none"> (Social) community analysis SWOT analysis of (social) community 	<ul style="list-style-type: none"> Explain the types of community organizations for the
Module 4 The EU projects and Funding		
TOPIC	CONTENT	LEARNING OUTCOME
Knowledge about Erasmus+ Programme	<ul style="list-style-type: none"> Much more than mobility: 3 decades of the Programme General objectives Specific objectives General key concepts 	<ul style="list-style-type: none"> Promote learning mobility of sport staff, as well as cooperation, quality, inclusion, creativity and innovation at the level of sport organisations and sport policies Promote non-formal and informal learning mobility and active participation among young people, as well as cooperation, quality, inclusion, creativity and innovation at the level of organisations and policies in the field of youth Promote learning mobility of individuals and groups, as well as cooperation, quality, inclusion and equity, excellence, creativity and innovation at the level of organisations and policies in the field of education and training
Break down of the Programme in key concepts, skills, priorities, and values	<ul style="list-style-type: none"> Specific key concepts Characteristics of the Programme Practical activities KA1: Learning mobility of individuals KA2: Cooperation among organisations and institutions 	
Erasmus+ Key Actions to let the newly applicants run for the right call for proposals	<ul style="list-style-type: none"> KA3: Support to policy development and cooperation E+ Sport: Actions in the field of sport Admissibility criteria 	
Module 5 Business Correspondence		
TOPIC	CONTENT	LEARNING OUTCOME
Business communication and business culture	<ul style="list-style-type: none"> The concept of business communication and business culture Work culture and behavioural culture Attitude towards superiors, other employees and clients Work discipline and addressing among employees 	<ul style="list-style-type: none"> Explain the concept of business communication, business culture and business etiquette Describe work culture and behavioural culture Describe the relationship with superiors, other employees and clients Explain work discipline and addressing between employees

Verbal and nonverbal communication	<ul style="list-style-type: none"> • The concept of verbal communication • The importance of verbal communication in human relationships • The concept of paraverbal communication • Characteristics of paraverbal communication in a telephone conversation • Paraverbal features of electronic communication 	<ul style="list-style-type: none"> • Explain the concept of verbal communication • Recognize the importance of verbal communication in human relationships • Explain the concept of paraverbal communication • List the characteristics of paraverbal communication in a telephone conversation • Use paraverbal features of electronic communication
Nonverbal communication	<ul style="list-style-type: none"> • The concept of nonverbal communication • Body language • Influence of body language on communication • False recognition techniques • Simple techniques of communication empathy 	<ul style="list-style-type: none"> • Explain the concept of nonverbal communication • Evaluate interlocutors according to body language • Distinguish the stated untruth in communication • Use simple communication empathy techniques
Written business communication	<ul style="list-style-type: none"> • The concept of business written business communication • Basic principles of written business communication • Styles in written business communication • Rules for writing a business letter • Enveloping and addressing of written items - terms and rules 	<ul style="list-style-type: none"> • Explain the concept and state the basic principles of written business communication • List styles in written business communication • Apply the rules of writing a business letter • Describe enveloping and addressing written items • Apply the rules of enveloping and addressing written items
Business trips and meetings	<ul style="list-style-type: none"> • Preparation and organization of business trip • Travel order and business trip report • The concept, types and ways of organizing meetings • Business correspondence related to meetings and gatherings - invitation to the meeting, minutes from the meeting 	<ul style="list-style-type: none"> • Explain the preparation and organization of a business trip • Prepare a travel order and business trip report • Explain the concept, types and ways of organizing meetings • List the corresponding acts related to meetings and gatherings • Prepare an invitation to the meeting and minutes of the meeting

Module 6 Office Management in Sport organisations

TOPIC	CONTENT	LEARNING OUTCOME
Introduction to office operations of sports organizations	<ul style="list-style-type: none"> • The concept of office business in sports organizations • Administrative affairs and work environment in sports organizations • Means of work and consumables in sports organizations • Office business functions in sports organizations 	<ul style="list-style-type: none"> • Explain the concept of office business in sports organizations • List administrative tasks and describe the work environment in sports organizations • List the means of work and consumables in sports organizations • List the functions of office operations in sports organizations
Basic concepts of office business	<ul style="list-style-type: none"> • Archives - concept and function • Document / documentation - monitoring procedures • Electronic document - management procedures • Electronic document - management procedures • Written (submission or act) - receipt procedure • Attachment - receipt procedure • File (subject) - management procedures • Dossier - the process of grouping items within a dossier • Numerical designations - plan of classification designations and registration number 	<ul style="list-style-type: none"> • Explain the concept and function of the office and archives • Specify procedures for monitoring documents / documentation • Specify procedures for managing electronic documents • Specify procedures for managing electronic documents • Explain receipt of letters • Explain the procedure for receiving attachments • Specify file management procedures • Explain the process of grouping cases within a file • Describe the plan of classification marks and explain the registration number
Processes in office business	<ul style="list-style-type: none"> • Receipt, opening and inspection of shipments • Writing letters • Delivery of writs to work • Use of seals, stamps and stamps 	<ul style="list-style-type: none"> • Conduct receipt, opening and inspection of shipments • Prepare writing letters • Demonstrate delivery of writs to work • Demonstrate the use of seals, stamps and stamps
Organization of meetings in sports organizations	<ul style="list-style-type: none"> • Preparation of a business meeting in a sports organization • Coordination of a business meeting in a sports organization 	<ul style="list-style-type: none"> • Describe and conduct the preparation of a business meeting in a sports organization • Coordinate a business meeting in a sports organization
Administrative obligations of sports entities	<ul style="list-style-type: none"> • Communication with membership in the sports community and the county professional association 	<ul style="list-style-type: none"> • Explain the entry in the register • Coordinate communication with membership in the sports community and the county professional association • Explain the control of the payment of administrative fees and charges

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	<ul style="list-style-type: none"> • Control of payment of administrative fees and charges • Annual inventory procedure • Cash register and cash register report • Control of liabilities and receivables 	<ul style="list-style-type: none"> • Conduct an annual asset inventory procedure • Explain the cash register and the cash register report • Explain the control of liabilities and receivables
Personal data in sports organizations	<ul style="list-style-type: none"> • General Data Protection Regulation • Identification of personal data in the business and information system • Policies and procedures related to personal data protection 	<ul style="list-style-type: none"> • Explain the general regulation on data protection • Explain and apply the identification of personal data in the business and information system • Interpret policies and procedures related to personal data protection
Archiving and storage of archival material	<ul style="list-style-type: none"> • Regulations applicable in archiving • Obligations of the holder and creator of archival material • Records management • Procedures in archival business • Use and availability of archival material • The procedure of handing over archival material to the competent archive 	<ul style="list-style-type: none"> • List the regulations that apply in archiving • State the obligations of the holder and creator of the archive material • Explain record management • List the procedures in the archival business • Explain the use and availability of archival material • Explain the procedure for handing over archival material to the competent archive