

# MANDELA / FIFA / CIES INTERNATIONAL PROGRAMME IN SPORT MANAGEMENT



# WELCOME

The Department of Human Movement Science at Nelson Mandela University is proud to be associated with the FIFA/CIES International Programme in Sport Management. This relationship spans many years and has produced effective graduates who have gone on to make their mark in national and international sports arenas. As the Head of the Human Movement Science Department, I am delighted to extend a warm welcome to you and to the CIES programme. It is with immense pride that our Department, Faculty, and University continue to be integral parts of this prestigious initiative. Over the past 18 editions, the CIES programme has not only thrived but has also become a symbol of excellence in the field of sport management.

Sport, with its profound impact on society, holds a special place in our hearts, particularly in South Africa and across the African continent. It has the power to unify communities, transcend cultural boundaries, and instil a sense of pride and identity. In this regard, our commitment to the CIES programme is not merely academic; it is a testament to our belief in the transformative power of sport to bring positive change.

As we navigate the complexities of the sporting landscape, it is crucial to recognise the pivotal role of sport managers. These individuals bear the responsibility of ensuring equitable and adequate sport governance, a task that goes beyond the field and into the fabric of our societies. Their work is invaluable in shaping the future of sport, fostering inclusivity, and contributing to the overall well-being of our communities.

Allow me to share an insightful quote by the legendary Muhammad Ali: "Champions aren't made in gyms. Champions are made from something they have deep inside them – a desire, a dream, a vision. They have to have the skill and the will. But the will must be stronger than the skill." These words encapsulate the essence of our collective efforts in promoting the significance of sport in building communities and nations. We look forward to another edition of the CIES programme, where knowledge, experience, and passion converge to shape the future of sport management.

Thank you for your commitment and let us continue to work together to make a lasting impact on the world through the power of sport. I applaud and welcome your interest in this internationally recognised sport management qualification and we at Nelson Mandela University look forward to your application.



**Dr Aayesha Kholvadia**

Head of Department: Human Movement Science  
Nelson Mandela University

# THE TRAINING OF SPORTS MANAGERS: A NECESSITY

In today's world, sport is confronted with a constantly increasing number of challenges, and a working environment that grows more complex with each passing day.

One can mention poor management of many sports-related entities, the ensuing lack of credibility, a demand for transparency from many partners, the gap between the richest sports organisations and those that have limited resources, responding to increasingly effective doping methods and the threat from illegal sports betting to the integrity of sports results. This non exhaustive list is followed by the challenges of obtaining support from commercial sponsors, the growing complexity related to the organisation of sports events, the migration of young athletes to rich countries, the legal frameworks which grow in size and sophistication day after day, the emergence of new technologies, the development of eSports, the consequences of the pandemic, the global financial uncertainty and the ongoing fight against the still too common threats from racism and nationalistic behaviour in stadiums and on local playing fields.

For all of these reasons, sports managers must, more than ever before, be able to deal with complex situations involving many challenges. Education, therefore, remains one of the best ways to achieve this.

Created in 2004, the FIFA/CIES International Programme in Sports Management aims to provide present and future sports leaders with the necessary knowledge and skills to be able to better understand their working environment and to deal with the types of situations modern sports organisation can be confronted with.

The FIFA/CIES International Programme in Sports Management is delivered worldwide by 22 universities, forming part of the FIFA/CIES International University Network.

This innovative network allows students, alumni, professors, experts, coordinators and speakers to interact and share their experiences on both a national and global level.

CIES is proud to partner Nelson Mandela University in Gqeberha for the organisation of the FIFA/CIES International Programme in South Africa and to contribute to the wider development of sports management in both this country and those on its borders.



**Prof. Denis Oswald**  
CIES Director



# MANDELA – NELSON MANDELA UNIVERSITY

**MAP YOUR PATH TO SUCCESS. YOUR JOURNEY BEGINS HERE...**



Nelson Mandela University has more than 30,000 students, approximately 2,500 staff members, and seven campuses or delivery sites in Gqeberha (Nelson Mandela Metropole) and George. It comprises seven faculties (Arts, Business & Economic Sciences, Education, Law, Engineering, the Built Environment & Information Technology, Science and Health Sciences). Sensitive to the economic and social context in South Africa, Nelson Mandela University defines its mission as being an “engaged and people-centred university that serves the needs of its diverse communities by contributing to sustainable development through excellent academic programmes, research and service delivery”. In particular, Nelson Mandela University promotes reconciliation and responds actively to past inequities. It strives to eradicate all forms of unfair discrimination. Nelson Mandela University also encourages a multiplicity of opinions and backgrounds.

Nelson Mandela University opened on 1 January 2005, the result of a merger between the Gqeberha Technikon, the University of Gqeberha and the campus of Vista University in Gqeberha. This union of three very different institutions came about as a result of the South African government’s countrywide restructuring of higher education – intended to deliver a more equitable and efficient system to meet the needs of the 21st century. CIES signed a partnership agreement with Nelson Mandela University in January 2007.

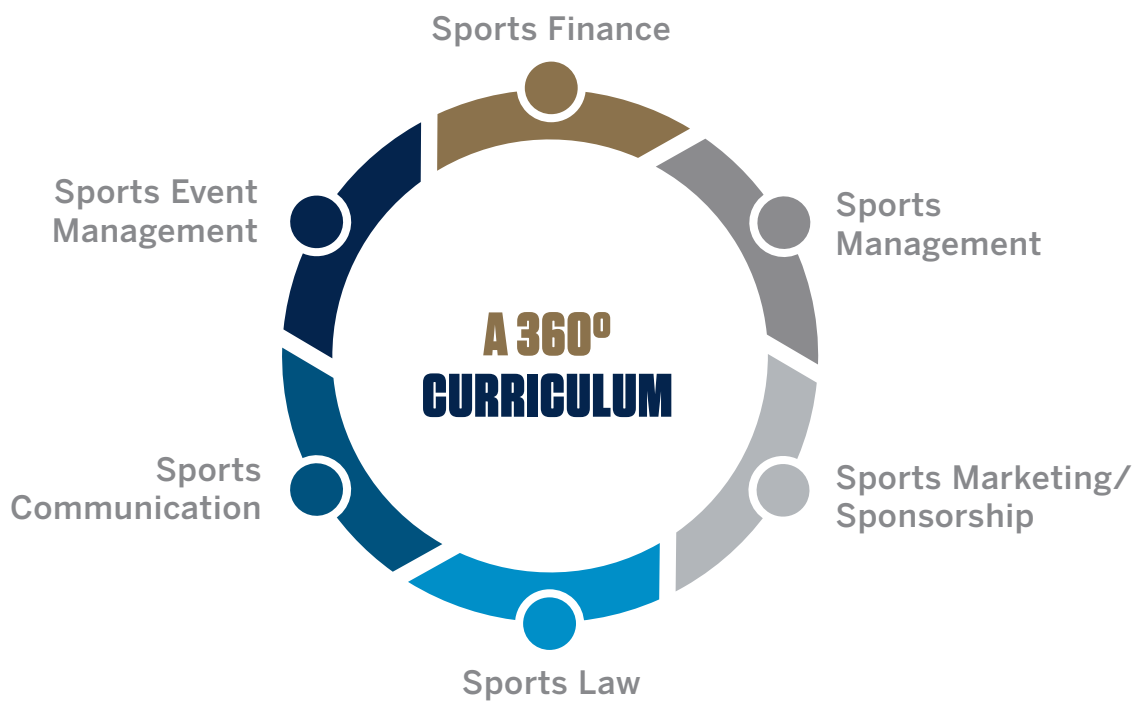
For more information

**Visit Nelson Mandela University’s website:**  
**<https://nmmucies.mandela.ac.za>**

# THE FIFA/CIES INTERNATIONAL PROGRAMME

## GENERAL PRESENTATION

The FIFA/CIES International Programme in Sports Management covers all sports. It provides training in 6 essential fields of sports management, namely communication, law, marketing/sponsorship, management, finance and event management.



## SESSIONS WITH INTERNATIONAL SPORTS INDUSTRY EXPERTS

During each edition of the FIFA/CIES International Programme, CIES offers students the opportunity to meet industry experts from different backgrounds (e.g. IOC, FIFA, other international federations, continental entities, prestigious clubs, sports event organisers, etc.). These special sessions and lectures also provide an opportunity to exchange viewpoints on current issues in the world of sport and to reflect on how these issues can impact on national sport.

## OBJECTIVES

- 1** To give students a comprehensive view of sports management.
- 2** To adapt the curriculum to national and regional requirements in sports thanks to the skills and expertise of our academic partners.
- 3** To combine theoretical education with practical case studies.
- 4** To help students acquire the tools and knowledge that they can use in their daily sports environment.
- 5** To organise each year a cycle of special sessions which are delivered by international sports industry experts.
- 6** To build a network of expertise at both national and international levels.

## WHO IS THE FIFA/GIES INTERNATIONAL PROGRAMME INTENDED FOR?

- **Managers and individuals working in the sports world** on a professional or amateur basis (e.g. national and international federations, continental organisations, NOCs, clubs, regional associations, ministries, municipalities) who are seeking to broaden or refresh their knowledge of sports management.
- **Current and former athletes** from the different sports disciplines.
- **Professionals from all backgrounds** (e.g. legal practitioners, economists, journalists) who wish to start working in sport and become familiar with the specialist aspects of the sports industry.
- **Young graduates** who wish to complement their existing academic training with a specific qualification in the field of sports management.



# PRACTICAL INFORMATION

## OVERVIEW



### Calendar

#### DURATION

Four one-week block periods

#### COURSE SCHEDULE

- Block one runs from 31 August to 5 September 2026
- Block two runs from 30 November to 5 December 2026
- Block three runs during March/April 2027 MANDELA recess for students\*
- Block four runs during June/July 2027 MANDELA recess for students\*

\* Dates to be confirmed

(Should circumstances not allow for face-to-face block week lectures then the programme schedule will be adjusted to make provision for online classes in the evenings.)



### Application deadline

1st June 2026



### Format

Each module will comprise approximately 20 hours of teaching and learning activities, to be completed over one academic year, excluding the formal assessments of the 6 modules. The mode of delivery for 2026/2027 will be by way of a block release system where students are required to attend classes at Nelson Mandela University for a period of one week at four different times in 2026/2027.



### Language

English



### Places available

30 students



### Scholarships

Nelson Mandela University offers no bursaries for this qualification. However a limited number of partial scholarships, provided by CIES, are available. The Candidacy Examination Panel (CEP) for the course is entitled to allocate these bursaries on the basis of circumstances and merit. The decision of the CEP as to the awarding of scholarships is final.



### Fees

ZAR 22,500.00 (inclusive of comprehensive CIES manuals for each module, MANDELA class hand-outs, international, national and local guest speakers, official excursions, graduation function, lunches and refreshments during each block week).

Once accepted, and to secure your place, an initial non-refundable payment of ZAR 6,000.00 must be paid **prior** to the commencement of the first block of lectures and by no later than 20 August 2026.

The initial non-refundable payment to be made by international students, by no later than 20 August 2026, is ZAR 15,000.00. The remaining balance of fees for all students must be paid in full, prior to the commencement of the Block Three lectures in 2027. Should fees not be paid in full by this time, students will not be permitted to continue with the qualification.

# PRACTICAL INFORMATION

## COURSE LOCATION

Nelson Mandela University, Gqeberha

## ADMISSION REQUIREMENTS

Candidates must be in possession of a three-year higher education qualification and show a keen interest and active involvement in sport. Applicants who do not have a three-year tertiary degree/ diploma will still be considered for admission provided they have a grade 12 or equivalent school leaving certificate and can demonstrate active and extensive experience in the management and administration of sport at a high level. Admission is furthermore dependant on selection by the Candidacy Examination Panel (CEP) of the course.

## SELECTION PROCEDURE

The CEP will contact applicants who meet the minimum admission criteria for a personal interview after the closing date for applications. The candidates will be informed of the decisions of the CEP two weeks prior to the commencement of the course, at the latest. The decision of the CEP is final and is exempted from judicial reviews.

## ATTENDANCE AND EXAMINATIONS

Attendance of the four block weeks is compulsory and students must obtain a class attendance mark of not less than 95% for each module. This stipulation is over and above the other academic requirements for the successful completion of each module. Should it happen that the programme has to revert to online classes the same attendance requirements stipulated above will apply.

## ACCREDITATION

Nelson Mandela University is a public higher education institution, which operates under all legislative and quality assurance requirements of the Department of Education and the Council on Higher Education (CHE). By virtue of this, it holds formal institutional accreditation with the Higher Education Quality Committee (HEQC) of the CHE in South Africa. The certificates are signed by NMU and CIES.

## ACCOMMODATION

Students who require accommodation may want to consider the following options:

- Langerry Goup of Holiday Apartments  
[www.langerry.co.za](http://www.langerry.co.za)  
[info@langerry.co.za](mailto:info@langerry.co.za)  
Tel: +2741 585 2654
- Admirals Lodge  
[www.admiralslodge.co.za](http://www.admiralslodge.co.za)  
[info@admiralslodge.co.za](mailto:info@admiralslodge.co.za)  
Tel: +2741 583 3489
- Emabaleni Guest House  
[www.emabaleniguesthouse.co.za](http://www.emabaleniguesthouse.co.za)  
[emabaleniguesthouse@gmail.com](mailto:emabaleniguesthouse@gmail.com)  
Tel: +2781 719 2371

## CONTACT INFORMATION

School of Lifestyle Sciences  
Department of Human Movement Science  
PO Box 77000  
Nelson Mandela University  
South Campus  
Gqeberha 6031  
Tel.: +2741 504 3881  
e-mail: [Cameron.Matebeni@mandela.ac.za](mailto:Cameron.Matebeni@mandela.ac.za)

# KEY PEOPLE

 **Vernon OOSTHUIZEN**  
Programme Director  
Head of Management &  
Event Management modules



**Cameron MATEBENI**  
Administrative Manager



**John BURGER**  
Head of  
Marketing/Sponsorship module



**Daryl NEWTON**  
Head of Law module



 **Rayghana ABRAHAMS**  
Head of Finance module



 **Cindy PRELLER**  
Head of Communication module



 **Denver HENDRICKS**  
CIES Coordinator in South Africa



# TESTIMONIALS



**Maryka HOLTZHAUSEN**

**South Africa**

**Senior Operations Manager, KovsieSport, University of the Free State**

"I gained advanced skills in event planning, strategic management and sports governance from the FIFA/CIES International Programme at Nelson Mandela University. The programme's hands-on methodology and varied viewpoints improved my leadership abilities and capacity to function in the dynamic sports sector. I am now better equipped to promote quality and innovation in sports management because to this experience."

**Nangamso DIBELA**

**South Africa**

**Sport Promotion Officer, Eastern Cape Department of Sport, Recreation, Arts and Culture**

"The FIFA/CIES International Programme in Sport Management at Nelson Mandela University provided me with a comprehensive understanding of the sports industry, equipping me with essential knowledge in areas such as strategic event planning, marketing and financial management. The experience enhanced my leadership skills and expanded my professional network, empowering me to confidently navigate the sports sector and contribute to its development."



**Raymond ORUO**

**Kenya**

**Chief Executive Officer, Gor Mahia Football Club**

"The programme is a distinctive opportunity to validate your competence and knowledge of the sports industry, while providing a great platform to establish and build networks."

**Chioniso MASHAKADA**

**Zimbabwe**

**Zimbabwe Senior Women's Football Team  
Media Manager, Simba Bhora FC**

"The course opened many doors for me. It opened my eyes on the professional side of football and the management structures of the game. Soon after gaining my certificate I got a job within the football association."



**Fako MASUPHA**

**Lesotho**

**Project Coordinator, Lesotho National Olympic Committee**

"I gained advanced skills in event planning, strategic management and sports governance from the FIFA/CIES International Programme at Nelson Mandela University. The programme's hands-on methodology and varied viewpoints improved my leadership abilities and capacity to function in the dynamic sports sector. I am now better equipped to promote quality and innovation in sports management because to this experience."

# APPLICATION FORM

## INTERNATIONAL PROGRAMME IN SPORT MANAGEMENT

### PART I

#### 1. Personal information & demographic data

First name	Surname
Nationality n°1	Nationality n°2
Country of residence	Mother tongue
Language spoken n°2	Language spoken n°3
Gender <input type="checkbox"/> male <input type="checkbox"/> female	Date of birth (dd/mm/yyyy)

#### 2. Professional activity

Are you a former or current professional athlete?  yes  no

If 'yes', please specify In which sport ?

Are you currently employed/working?  yes  no

If 'yes', please specify Your job position

Your employer

Do you have a second employment/job?  yes  no

If 'yes', please specify Your second job position

Your second employer

Are you a former or current professional athlete?  yes  no

Is any of your professional activity linked to football?  yes  no

Is any of your professional activity linked to other sports?  yes  no

#### 3. Voluntary activity (present or past)

Any present or past volunteer activity?  Yes  No

If 'yes', please specify Your voluntary position

Your voluntary institution

Is your voluntary activity linked to football?  Yes  No

Is your voluntary activity linked to other sports?  Yes  No

#### 4. Contact details & social networks

Mobile phone

E-mail E-mail n° 2

Social accounts e.g. LinkedIn, FB, Twitter (https link)

# APPLICATION FORM

## PART II – ADDITIONAL DATA REQUIREMENTS FOR THE UNIVERSITY

### 1. Personal contact information (capital letters)

Home address \_\_\_\_\_

Postal code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_

Place of birth \_\_\_\_\_

Where did you hear about the course? \_\_\_\_\_

Are you/were you a student at NMU? \_\_\_\_\_

If 'yes', please provide your student number \_\_\_\_\_

Please provide your Identification number \_\_\_\_\_

**(A certified copy of identification document must be attached to this application)**

### 2. Educational background

#### High School education

**(A certified copy of your matric/school leaving certificate must be included with your application)**

Name of High School	Address of High School	Period of study	Subjects taken

#### Tertiary education

**(Please start with your highest qualification · Certified copies of certificates obtained must accompany the application)**

Dates (from-to, mm/yyyy)	Full name of university	Address of university	Diploma/Degree obtained

#### Professional qualification

**(Certified copies of certificates obtained must accompany the application)**

Date obtained	Prof. firm or educ. institution	Qualification and subject	Result obtained

Applications that are incomplete and do not include all required documentation and certification/notarization WILL NOT be considered.

# APPLICATION FORM

## PART II – ADDITIONAL DATA REQUIREMENTS FOR THE UNIVERSITY

### 3. Sport involvement

Please attach a one-page curriculum vitae of your sport involvement to this application form. The following information is to be included for each sport organization you have been associated with: address, postal code, city, country, phone, fax, time period, position, description of involvement. Certified copies of certificates obtained must accompany the application.

### 4. Interests

Please list your interests

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### 5. Current and/or previous employment

Please attach a one-page curriculum vitae of your current and/or previous employment to this application form. The following information is to be included for each employment opportunity you have had: address, postal code, city, country, phone, fax, time period, position, description of employment.

### 6. Professional future

(Please list three aims you have for your future professional life)

1- 

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2- 

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3- 

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### 7. Please list the reasons you are applying for enrolment to this course

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### 8. Scholarship

Do you require a scholarship in order to enrol for this course?  
(If 'yes', please provide reasons as to why you would want to be the recipient of a scholarship)

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Place and date

Signature

*Applications that are incomplete and do not include all required documentation and certification/notarization WILL NOT be considered.*



# THE FIFA/CIES INTERNATIONAL UNIVERSITY NETWORK



## PARTNER UNIVERSITIES

The FIFA/CIES International University Network today includes 22 universities, which deliver the FIFA/CIES International Programme in Sports Management :

### THE AMERICAS

- 1** UCA - Universidad Católica Argentina  
Buenos Aires, Argentina (2004)
- 2** UST - Universidad Santo Tomás  
Santiago de Chile, Chile (2006)
- 6** UCR - Universidad de Costa Rica  
San José, Costa Rica (2008)
- 7** UWI - The University of the West Indies  
Port of Spain, Trinidad & Tobago (2009)
- 10** UNIMET - Universidad Metropolitana  
Caracas, Venezuela (2010)
- 11** FGV - Fundação Getulio Vargas  
Rio de Janeiro, Brazil (2010)
- 12** USMP - Universidad de San Martín de Porres  
Lima, Peru (2012)
- 17** UDLA - Universidad de Las Américas  
Quito, Ecuador (2019)
- 18** UPRM - Universidad de Puerto Rico  
Mayagüez, Puerto Rico (2021)
- 19** USA - Universidad Sergio Arboleda  
Bogotá, Colombia (2022)
- 22** Toronto Metropolitan University  
Toronto, Canada (2026)

### AFRICA

- 3** UCAD - Université Cheikh Anta Diop  
Dakar, Senegal (2006)
- 4** MANDELA - Nelson Mandela University  
Gqeberha, South Africa (2007)
- 5** CU - Cairo University  
Cairo, Egypt (2007)
- 21** Midlands State University  
Harare, Zimbabwe (2025)

### ASIA

- 8** BZU - Birzeit University  
Ramallah, Palestine (2009)
- 8** SUAD - Sorbonne University Abu Dhabi  
Abu Dhabi, UAE (2012)
- 16** PILLAI - Pillai Institute  
of Management Studies & Research  
Mumbai, India (2019)
- 20** KSU - King Saud University  
Riyadh, Saudi Arabia (2024)

### EUROPE

- 9** URJC - Universidad Rey Juan Carlos  
Madrid, Spain (2010)
- 14** KU - Kozminski University  
Warsaw, Poland (2014)
- 15** HSE - Higher School of Economics  
Moscow, Russia (2014)

# OVERVIEW

## OBJECTIVES & ACTIVITIES

The FIFA/CIES International University Network is based on the principles of partnership, mutual respect and openness. It allows many exchanges among students, teachers, experts, alumni and all the other participants who actively contribute to the Network.

To strengthen links between its members and to offer them new perspectives, the FIFA/CIES University Network has implemented two initiatives, which, over the years, have become central in creating a sense of community and helping to motivate participants: The FIFA/CIES University Network Prize and the FIFA/CIES University Network Scholarships.



**7000+**  
Alumni



**130+**  
Nationalities



**90%**  
Involved in the sports industry



**70%**  
Involved in football



FIFA headquarters, Zurich, Switzerland

# ACTIVITIES

## THE FIFA/CIES UNIVERSITY NETWORK PRIZE

The purpose of the FIFA/CIES University Network Prize is to reward the best group project presented by the partner universities. The Prize consists of a trip to Switzerland, which includes a visit to the CIES headquarters in Neuchâtel, as well as a day

at the FIFA headquarters in Zurich with the “FIFA Master” students. During the visit, participants are also able to attend a series of presentations by FIFA managers.

## THE FIFA/CIES UNIVERSITY NETWORK SCHOLARSHIPS

The FIFA/CIES University Network Scholarships allow FIFA/CIES International Programme alumni to finance their participation in the “FIFA Master” course (course registration fees, travel expenses, accommodation, etc.). Candidate applications must meet the criteria defined by CIES and the “FIFA Master” Scientific Committee.

Since the scholarship was created in 2012, over 45 students from countries such as Argentina, Brazil, Chile, Costa Rica, Egypt, France, Grenada, Guatemala, Honduras, Italy, Lebanon, Palestine, Russia, South Africa, Spain, Trinidad and Tobago, Turkey, United Arab Emirates, Ukraine, Uruguay and Venezuela, have all been awarded scholarships.

## OTHER FIFA/CIES UNIVERSITY NETWORK PROJECTS

The FIFA/CIES University Network – with the support of its partners – regularly offers FIFA/CIES International Programme students and alumni the opportunity to attend conferences and seminars on various topical issues related to sports management, as well as the opportunity to attend various international sports competitions.



# CIES UNIVERSITY NETWORK ALUMNI ASSOCIATION (CIES-UNA)

## OBJECTIVES



To create links between the Alumni of the different FIFA/CIES International Programme in Sports Management in the world.



To represent the interest of the Alumni of the different FIFA/CIES International Programmes in Sports Management in the world.



To promote relations within the FIFA/CIES University Network and to support activities linked to it.



To create opportunities for them to meet and join in common activities including ongoing education and professional development.



To promote the awareness and reputation of the FIFA/CIES International Programme in Sports Management, particularly in the sports industry.



To encourage and facilitate networking, professional connections, career support, scholarship and mentorship opportunities.



To support sports development projects and initiatives proposed by students and alumni.

## CIES-UNA EXECUTIVE COMMITTEE

**Taha DIAEY**  
Vice-President – CU | Egypt



**Nasr EL DIN AZZAM**  
President – CU | Egypt



**Judith JIMÉNEZ DÍAZ**  
Vice-President – UCR | Costa Rica



**Vincent SCHATZMANN**  
CIES representative



**Vincent MONNIER**  
CIES representative



# CIES – INTERNATIONAL CENTRE FOR SPORTS STUDIES

## CREATING AN IMPACT ON THE WAY SPORT IS MANAGED WORLDWIDE

The International Centre for Sports Studies (CIES) is an independent study centre located in Neuchâtel, Switzerland. It was created as a Foundation in 1995 by the Fédération Internationale de Football Association (FIFA), the University of Neuchâtel, the City and State of Neuchâtel.

Using a multi-disciplinary approach (law, sociology, geography, history and economy), CIES provides research and top-level education to the world of sport.

Since its creation, CIES has aimed to be a bridge between the worlds of research, education and sports organisations. It encourages the exchange of knowledge and experience between stakeholders from both academia and the international sports industry. Thanks to its international network of universities and experts, CIES supports and conducts research and education projects all around the world.

### CIES RESEARCH

The research conducted by CIES examines sport from multiple angles, with an emphasis on Law, Sociology, Geography, History and Economics. The projects undertaken by CIES are part of both pure and applied research. CIES' research activity

is mainly manifested through its publications and the conferences it organises and in which its collaborators actively participate. Moreover, the activities of the CIES Football Observatory and CIES Sports Intelligence have increased CIES' visibility and recognition around the world.

### CIES EDUCATION

CIES offers top-level academic education throughout the world at both the national and international level. Moreover, CIES offers programmes for football executives, in collaboration with FIFA.

The CIES supports programmes for:

- Students wishing to deepen their educational background.
- Executives looking to further their education.
- Organisations wishing to hire a qualified graduate.
- Organisations or universities wishing to offer training programmes in sport management or continuing education to their staff.

*CIES headquarters, Neuchâtel, Switzerland*



**RESEARCH**

**EDUCATION**

**ACADEMIC**

**EXECUTIVE**



# CIES OFFERS TOP-LEVEL ACADEMIC PROGRAMMES ALL OVER THE WORLD



## FIFA MASTER International Master (MA) in Management, Law and Humanities of Sport

- 3 Universities
- 3 Countries
- 1000 Contact Hours
- Full-Time Programme
- 700+ Alumni
- 90% of graduates working in the sports industry

## FIFA/CIES INTERNATIONAL PROGRAMME IN SPORTS MANAGEMENT

- 22 Universities
- 22 Countries
- 150-200 Contact Hours
- Part-Time Programme
- 7000+ Alumni
- 70% of graduates involved in football

## MASTER IN SPORTS LAW

- 1 University
- 1 Country
- 500 Contact Hours
- Full-Time Programme
- 250+ Alumni
- One of a kind in Switzerland

