



# إدارة الأمور المالية في صناعة الرياضة: الدليل الشامل

**Duration:** 5 Days

**Language:** ar

**Course Code:** IND15 - 129

## Objective

:By the end of this course, participants will be able to

- .Read and analyse financial statements specific to the sports sector •
- .Design and manage effective budgets for sports teams and events •
- .Identify revenue opportunities and improve financial performance •
  - .Align financial strategies with long-term organisational goals •
  - .Make sound, data-driven financial decisions under pressure •
- .Strengthen financial communication with stakeholders and partners •

## Audience

:This course is ideal for

- .Senior leaders and executives in sports organisations •
- .Club owners, federation directors, and financial decision-makers •
- .Finance managers in teams, venues, or sports associations •
- .Business development and sponsorship executives •
- .Event organisers and operations heads involved in budget oversight •

## Training Methodology

The course uses a blended and interactive learning approach that combines expert-led presentations, real-world case studies, and hands-on exercises. Participants will engage in group discussions, financial simulation activities, and role-playing scenarios to enhance practical understanding and strategic thinking. Each module includes practical tools and templates that can be applied immediately within the participant's organisation. Instructors bring real-life sports finance experience, ensuring the training is relevant, actionable, and aligned with global industry standards.

## Summary

This course is designed to empower sports executives and professionals with the financial knowledge needed to lead effectively in a results-driven and commercially dynamic environment. Participants will explore the unique financial structures that underpin sports organisations, including revenue streams such as broadcasting rights, sponsorships, and merchandising, as well as cost centres like player salaries, event logistics, and facility operations. The course addresses both day-to-day financial operations and long-term financial strategy.

In today's competitive sports landscape, financial literacy is essential not just for CFOs but also for general managers, marketing leaders, and operations executives. Whether managing club finances, overseeing events, or negotiating high-value contracts, understanding the financial implications of every decision can drive growth, stability, and stakeholder confidence. This course provides a strong foundation for making informed, ethical, and sustainable financial choices in the sports sector.

## Course Content & Outline

### Section 1: Financial Fundamentals in the Sports Industry

- .Key financial terms and concepts every sports executive should know •
- .How the sports business model differs from other sectors •
- .Revenue structures: Broadcasting, ticketing, sponsorship, merchandise •
- .Cost structures in sports clubs, facilities, and governing bodies •
- .Understanding profit vs performance trade-offs in sport •

## **Section 2: Budgeting and Financial Planning**

- .Crafting a practical, realistic budget for sports teams and events •
- .Budget control techniques and cost-efficiency practices •
- .Forecasting revenue and managing cash flow •
- .Building financial flexibility into planning •
- .Managing seasonal variation in sports income and expenses •

## **Section 3: Managing Sports Revenues and Costs**

- .Strategic revenue generation: Events, partnerships, media •
- .Commercialising club assets: Merchandise, branding, hospitality •
- .Controlling operational and staffing costs effectively •
- .Optimising event logistics for financial sustainability •
- .Assessing and improving profit margins in sports services •

## **Section 4: Financial Reporting and Stakeholder Communication**

- .Reading and interpreting balance sheets and income statements •
- .Understanding key ratios for financial health in sports •
- .Preparing reports for boards, investors, and sponsors •
- .Communicating financial performance with non-finance stakeholders •
- .Integrating financial insights into strategic planning •

## **Section 5: Financial Risk and Crisis Management**

- .Identifying financial risks in the sports sector •
- .(Contingency planning for uncertain income (e.g. injuries, cancellations •
- .Legal and compliance issues affecting financial performance •
- .Auditing and internal control practices •
- .Managing currency, taxation, and funding risks in international sport •

## **Section 6: Long-Term Financial Strategy and Sustainability**

- .Building resilient financial strategies for clubs and federations •
- .Investment and growth planning in sports businesses •

- .Debt management and capital funding options •
- .Strategic use of surplus and reserves •
- .Sustainability indicators and long-term ROI in sports initiatives •

## Section 7: Case Studies and Practical Scenarios

- .Budget analysis for a national sports event •
- .Club financial turnaround strategies •
- .Sponsorship deal evaluation: Risk vs return •
- .Profit and loss review of a sports academy •
- .(Ethical dilemmas in financial decisions (e.g. high-cost player transfers •

## Certificate Description

عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من Holistique Training. وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية (e-Certificate) من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقدير Holistique Training شهادات ISO 29993 أو ISO 21001 كما أنها معتمدة وفق معايير، (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة، CPD ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

## Categories

الترفيه والضيافة والرياضة، المالية والمحاسبة، القيادة والإدارة

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.and understand organisational financials