

MSU/ZIFA/FIFA/CIES INTERNATIONAL PROGRAMME IN SPORTS MANAGEMENT



WELCOME

Prof. Victor Ngonidzashe Muzvidziwa

Vice Chancellor Midlands State University, Zimbabwe

"The Midlands State University is delighted to welcome prospective students to the MSU/ZIFA/FIFA/CIES International Programme in Sports Management. This innovative one-year diploma is a landmark initiative that reflects our commitment to educational excellence, societal transformation and global engagement. Through our partnership with ZIFA, FIFA and CIES, MSU is positioning itself at the forefront of professional sports management education globally. Sport is now a significant social and economic driver, creating opportunities in leadership, entrepreneurship, administration and governance. This programme equips participants with the knowledge, skills and networks required to excel in an evolving sports industry, nationally, regionally and internationally. We are proud to offer a learning environment anchored on academic rigor, integrity and practical relevance. I warmly invite you to be part of this transformative journey and contribute to the development of sport in Zimbabwe and beyond."



Prof. Mcebisi Maphosa

**Pro-Vice Chancellor Academic Affairs
and Administration, Midlands State University, Zimbabwe**

"This internationally acclaimed programme represents a major milestone in strengthening our academic portfolio in applied and professional disciplines. The MSU/ZIFA/FIFA/CIES International Programme in Sports Management provides participants with a strong foundation in management, marketing, finance, communication, and legal aspects of sport. At Midlands State University, we are committed to ensuring world-class teaching and learning experiences, delivered by experienced academics and seasoned industry practitioners. The programme

emphasises on real-life sport experiences, practical projects and transdisciplinary interaction with key stakeholders in the sports sector, ensuring that learning outcomes translate into professional competence. We are confident that graduates of this programme will become leaders who shape the future of sport administration and management within Zimbabwe and across the region. I encourage you to take advantage of this unique opportunity to advance your career in sport."

Mr. Nqobile Magwizi

President, Zimbabwe Football Association

"It is my great pleasure, on behalf of the Zimbabwe Football Association, to welcome you to the MSU/ZIFA/FIFA/CIES International Programme in Sports Management. This landmark partnership between Midlands State University, CIES and FIFA represents an important step in strengthening the foundations of football development in Zimbabwe and the region. Modern sport demands professional leadership, sound governance and innovative management. Through this programme, we are investing in the knowledge, skills and values that will empower a new generation of administrators, club leaders and sport entrepreneurs to shape the future of our game. ZIFA is committed to supporting initiatives that promote capacity building, integrity and excellence within football. I therefore encourage all prospective participants to take advantage of this unique learning opportunity and to apply themselves with passion and dedication."



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 21 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 with Midlands State University, Zimbabwe (MSU) and the Zimbabwe Football Association (ZIFA), in the organisation of the first edition of the FIFA/CIES International Programme in Zimbabwe and to contribute to the wider development of sports management in both this country and those on its borders.



Prof. Denis Oswald
CIES Director

MSU – MIDLANDS STATE UNIVERSITY

OUR HANDS, OUR MIND, OUR DESTINY



Midlands State University (MSU) is a leading public University in Zimbabwe established in 1999 through an Act of parliament. The University has a student population of over 23 000 supported by a staff establishment of over 2000.

MSU 10 faculties (Agriculture, Environment and Natural Resources Management; Arts and Humanities; Built Environment, Art and Design; Business Sciences; Education; Engineering and Geosciences; Law; Medicine and Health Sciences; Science and Technology; Social Sciences) and 3 Research Institutes (Gender Institute, Tokwe Mukosi Multi-disciplinary Institute, Language Institute) offer specialised courses and programmes.

As a multi-campus University, it has learning centers in Gweru (main campus), Bulawayo, Harare, Kwekwe and Zvishavane. MSU's vision is to be

a leading, innovative, technologically driven and entrepreneurial world-class University.

The University's mission is to produce holistic graduates and nurture staff who contribute to industrialisation and modernisation of the economy through a research and innovation culture.

Through innovative teaching methods, up-to-date, demand driven curricula and cutting-edge research across the faculties and research institutes, an MSU education gives graduates a competitive advantage.

For more information

Visit Midlands State University's website:
www.msu.ac.zw

ZIFA – ZIMBABWE FOOTBALL ASSOCIATION



The Zimbabwe Football Association (ZIFA) is the official governing body of football in Zimbabwe. Founded in 1965, ZIFA has been affiliated to FIFA since 1980 and is a member of the Confederation of African Football (CAF) and the Council of Southern Africa Football Associations (COSAFA).

ZIFA is responsible for the organisation, regulation and development of football at all levels in Zimbabwe. Its core competencies include the administration of national teams, management of domestic competitions, grassroots and youth development, women's football, coaching education, refereeing, club licensing, safeguarding and integrity matters.

The Association oversees all national representative teams, including the Senior Men's National Team (the Warriors), the Senior Women's National

Team (the Mighty Warriors), and youth national teams across various age categories.

ZIFA operates under a democratically elected Executive Committee and a professional secretariat and conducts its activities in line with CAF and FIFA statutes. The Association is currently focused on strengthening governance structures, improving institutional capacity, enhancing transparency, and professionalising football administration. Through collaboration with government institutions, educational partners, sponsors and international football bodies, ZIFA seeks to position football as a driver of sporting excellence, social cohesion and youth development in Zimbabwe.

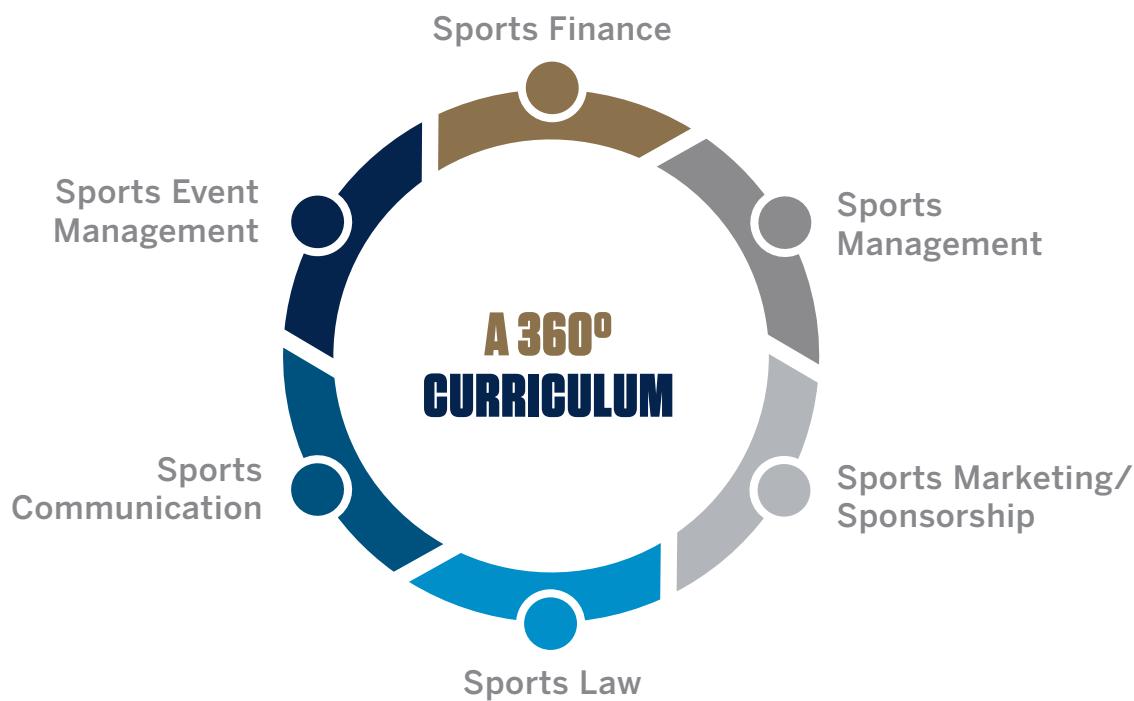
For more information

Visit ZIFA's website:
www.zifa.co.zw

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/CIES 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

April to December 2026
4 block weeks
25 hours per module



Application deadline

13 March 2026



Format

Mix of face-to-face (up to 75% minimum) and online classes (including case studies, local experts experience and international guest speakers)



Places available

30 students



Services

Comprehensive CIES manuals for each module, MSU class hand-outs, international, national and local guest speakers, official excursions, graduation function



Fees

USD 1,200.- (local)
USD 1,300.- (international)



Language

English



Course location

Midlands State University
Harare Campus
Number 1 Kwame Nkrumah Avenue
Harare

ADMISSION REQUIREMENTS

- Possess at least a three-year higher/tertiary education qualification from a recognised institution and show a keen interest and active involvement in sport.
- Applicants who do not have a three-year higher/tertiary degree/diploma may be considered for admission provided they have 5 Ordinary level passes including English language or equivalent
- Demonstrate active and extensive experience in the management and administration of sport at a high level.
- Athletes with a proven track record of at least five years will be considered upon submission of requisite evidence demonstrating extensive participation in sports.
- Compulsory admission interview with a panel comprising of a university academic representative, ZIFA and a FIFA/CIES University Network representative

ATTENDANCE AND EXAMINATIONS

- Compulsory participation in all 4 block weeks
- Minimum 75% attendance required for each module (this stipulation is over and above the other academic requirements for the successful completion of each module)
- Knowledge assessments for each module
- Group project presentation

CONTACT INFORMATION

Midlands State University
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Programme email address
cies@admin.msu.ac.zw
<https://cies.msu.ac.zw>

KEY PEOPLE

 **Tafadzwa
Blessing CHOTO**

Head of Management module



 **Njabulo NKOMAZANA**
Head of Finance module



 **Brian DUBE**
Head of Law module



 **Ursilla KASERERA**
Programme Administrative
Coordinator



 **Thomas MARAMBANYIKA**

Programme Director



 **Miriam MUGWATI**
Head of Marketing/
Sponsorship module



 **Hazel
TAFADZWA NGOSHI**

Head of Communication module



 **Osborn NAYOTO**
Head of Event Management module



 **Brightwell
TENDAI KADENGE**

CIES Coordinator in Zimbabwe



THE FIFA/CIES INTERNATIONAL UNIVERSITY NETWORK



PARTNER UNIVERSITIES

The FIFA/CIES International University Network today includes 21 universities, which deliver the FIFA/CIES International Programme in Sports Management :

CENTRAL & SOUTH AMERICA

- 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)

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)
- 13** 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



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.

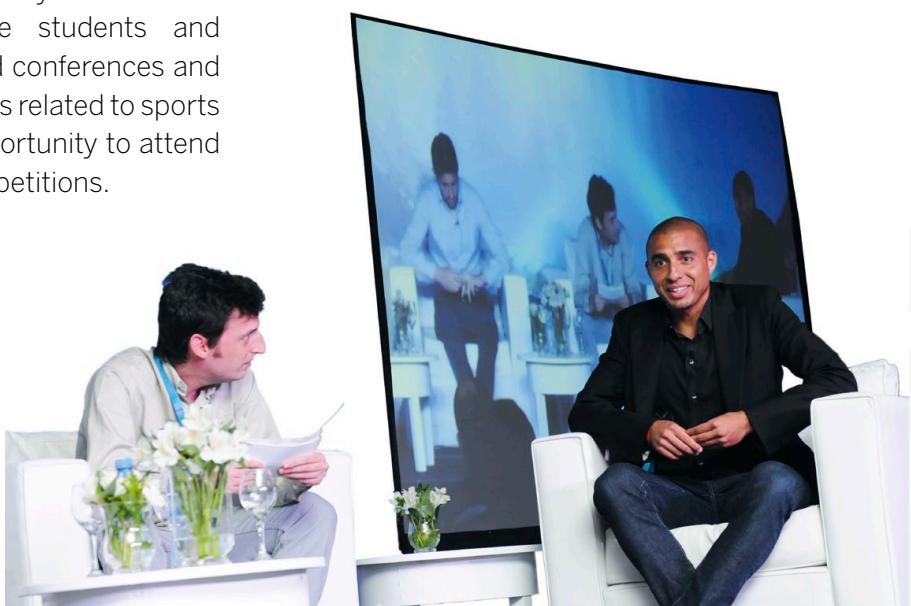
THE FIFA/CIES UNIVERSITY NETWORK SCHOLARSHIPS

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 promote relations within the FIFA/CIES University Network and to support activities linked to it.
-  To promote the awareness and reputation of the FIFA/CIES International Programme in Sports Management, particularly in the sports industry.
-  To represent the interest of the Alumni of the different FIFA/CIES International Programmes in Sports Management in the world.
-  To create opportunities for them to meet and join in common activities including ongoing education and professional development.
-  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

 21 Universities

 21 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

