



communiqué

ALGONQUIN COLLEGE LAUNCHES SPORT MANAGEMENT PROGRAM

Ottawa, February 28, 2002: Algonquin College School of Business launches a Sport Management Post Diploma program at the Woodroffe Campus beginning this August. Algonquin College held a press conference today to launch this new program.

The purpose of this new one-year, three-semester post-diploma program is to prepare students to work within the broader areas of sport, particularly the management aspect of the industry. The program, which has been developed by the Algonquin College School of Business, will provide training that is cross-disciplinary, in that it relates to sport economics, management, marketing, finance and business in the social context, legal aspects of the sport, sport governance and sport management professional preparation.

Says Kent MacDonald, Dean of the School of Business, "Representatives from local and national professional sport organizations have been consulted and have played an active role in the development of the new Sport Management program. Cyril Leeder, Jeff Hunt, Brad Watters, Carolyn Waldo, Mark Lowry, Kyle Bostwick, Lane McAdam and other sport industry leaders have provided advice and guidance in the development of this new initiative."

"With a world-wide sport market estimated at more than \$500 billion, the sports industry contributes more than 1% towards Canada's gross domestic product which is on par with several other major industries, including printing and publishing, the wood industry, paper and allied products, and mining," says Jim Kyte, Sport Management Program Advisor and former NHL hockey player. "This new program will respond to the need expressed by government and industry for employees who are trained in the practical business of sport management and entrepreneurship," adds Kyte. Graduates of the Sport Management program will be prepared to assume supervisory or leadership roles as managers within sport organizations, and who are also capable of establishing, promoting and sustaining a business enterprise in the sport industry.

One of the integral features of the new Sport Management program is the Field Placement component. As the nation's capital, Ottawa is blessed with no less than six different professional sport franchises and more national governing sport bodies and multi-sport organizations than any other city in Canada. Local employers will provide experiential learning opportunities for students by providing a total of 704 hours of field placement opportunities. "The combination of theory and extensive field work experience in this program will ensure that graduates are

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well trained in all facets of the business of sport and ready to assume leadership roles within sport organizations,” concludes MacDonald.

The tuition fee for the Sport Management Post-Diploma program is \$2,425 per term and a mobile computing fee of \$725 for a total of \$3,150 per term.

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