



# Club Managers Association of Europe

## Eligibility Requirements to take the CCM Exam

**To apply to all applications to sit the CCM exam after 1<sup>st</sup> April 2015.**

**AS APPROVED BY THE CMAE BOARD OF DIRECTORS – 17 FEBRUARY 2014**

Individuals who wish to take the CMAE's Certified Club Manager (CCM) exam, must, at the time of taking the exam, fulfill the following four eligibility requirements:

- 1) They must have earned a minimum of 300 Credits, of which:
  - a. 200 must be Education Credits (see Section One below);
  - b. 50 must be Association Credits (see Section One below);
  - c. The remaining 50 credits can be either Education or Association Credits
- 2) They must have attendance at least one CMAA World Conference (See Section Two below)
- 3) A minimum of six years' experience in a management position at a club, plus:
  - a. Six years CMAE membership, or
  - b. One year CMAE membership and five years membership of one of the CMAE's Affiliate Partners, or
  - c. One year CMAE membership and five years employment in a management position at a club independently verified and confirmed by the employer (see Section Three below).
- 4) Successful completion of the CMAE Management Development Programme (MDP) (see Section Four below)

## SECTION ONE: EDUCATION and ASSOCIATION CREDITS

### EDUCATION CREDITS

#### General

The general rule is that one Education credit is awarded for each full hour of instruction. In order to qualify for Education Credits at the rate of one EC per hour of instruction, the organisers of the event (CMAE Regions and affiliated organisations) must be able to provide the following information on request:

- Title, date and venue of event
- Speaker / Presenter biography and outline of programme that was delivered
- Hours of instruction
- A short test at the end of the event to ensure comprehension

When computing the hours of instruction, time for breaks, meals and other non-instructional activities is excluded. If the above details cannot be provided, then ECs can only be awarded at the rate of 0.5 EC's per taught hour.

## Workshops

To satisfy the workshop requirements for certification purposes, a workshop or seminar must consist of at least six hours of instruction (excluding meals and breaks) covering at least one club-specific topic. Then a short test at the conclusion, to test comprehension.

## CMAE Regional and Affiliate Education Programmes

The CMAE EPB will award ECs to all Education Programmes operated by the CMAE Regions and all organisations affiliated with the CMAE

## CMAE Endorsed Education Programmes

The CMAE endorses the following University Degree programmes:

- University of Bournemouth, UK: 4 year BSc Sports Management (Golf) Degree – 105 Education Credits
- University of Lucca, Tuscany, Italy: 3 year Campus Golf & Tourism Course – 105 Education Credits
- Others under consideration

The CMAE currently endorses an e-learning programme, managed for the CMAE by Hotelschool The Hague, and those managers who successfully complete these programs will be awarded the following ECs:

- Membership, Marketing and F & B for Clubs: 30 Education Credits

## Academic Programs

The CMAE recognizes that throughout Europe, there are many colleges, universities and professional institutions that are providing a wide variety of educational opportunities for both students (those seeking to enter the profession) and club managers (those in the profession).

Courses that will earn Education Credits include: full-time residential and non-residential Diploma, Certificate, Degree and MBA programmes; part-time, distance learning and online programmes. Courses organized by club managers associations, that will earn Education Credits, include: seminars, workshops, part-time, distance learning and online programmes.

The CMAE will award ECs to club managers for all courses delivered by universities, colleges and other academic institutions, but will award a higher level of ECs for those courses that cover subjects that are included in the core competencies of club management.

	University		College or other Academic Institution	
	Yes	No	Yes	No
<b>Course Subject is one of the CMAE ten core competencies</b>				
<b>Education Credits per Year</b>	35	20	30	18
<b>Maximum number of Education Credits</b>	105	60	90	54

## Other Certification Programs (e.g.: Professional Bodies)

CMAE recognizes the value of certifications and credentials awarded by other professional organisations in the core competencies. The EPB will consider applications from managers for consideration of such courses for awarding of Education Credits. A maximum of 20 ECs per course/qualification can be awarded.

## Allied Association Education Credits

Successful participation in programs with specified allied associations earns ECs for CMAE members. For an up-to-date list of all Allied Associations, please see the CMAE website [www.cmaeurope.org](http://www.cmaeurope.org)

## ASSOCIATION CREDITS

### General

These are awarded for a member's support of, and participation in CMAE and Affiliated Association activity.

	<b>Activity</b>	<b>Association Credits</b>
1	CMAE Membership	2 ACs per year
2	Membership of Affiliated Organisation	1 AC per year
3	CMAE Directors and Officers *:	
	A President	15 ACs per year
	B Main Board Director	10 ACs per year
	C Chairman, Educational Policy Board	12 ACs per year
	D Member, Educational Policy Board	4 ACs per year
	E Membership of other Committees	2 ACs per year
4	CMAE Regional Officers *:	
	A Regional President	8 ACs per year
	B Regional Board member	4 per year
5	Officers of Affiliated Organisations *:	
	A President / Chairman	8 ACs per year
	B Board / Committee member	4 ACs per year
6	Meetings:	
	A Board / Committee / Business meetings	1 AC per meeting
	B CMAE AGM	3 ACs per meeting
	C Regional / Affiliate Organisation AGM	2 ACs per meeting
7	CMAA World Conference Registration **	8 ACs per conference registration
8	Published Articles (min 750 words)	2 ACs per article
9	Featured Speaker or Workshop / Seminar presentation	2 ACs per speech

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\* If more than one office is held, the higher credit value for one position will be given.

\*\* These events also include Education Credits.

\*\*\* Must be speeches on Club management, at least 30 minutes long.

## SECTION TWO – CMAA WORLD CONFERENCE

The World Conference on Club Management is organised each year by the Club Managers Association of America (CMAA), usually in February. For details of dates and venues, please visit [www.cmaa.org](http://www.cmaa.org). This residential conference, over several days, offers hundreds of 90 minute education sessions covering all of the ten core competencies of club management, enabling a delegate to choose which sessions they would like to attend to suit themselves.

Over 2,000 club managers from all over the world attend the conference, and there are several opportunities to network with colleagues from other countries, establish relationships and share best practice in our industry. A CMAE member will earn 8 Association Credits when they register at the conference and 1.5 Education Credits for each 90-minute education session they attend (verified by completion of the relevant attendance card at each session).

Currently World Conference is complimentary to CMAE members (and those of affiliated organisations and associations) who are actively participating in the MDP pathway, or who are involved in hosting courses in the MDP pathway.

## **SECTION THREE – EXPERIENCE IN CLUB MANAGEMENT**

For the purposes of this requirement, an applicant must have worked in a management capacity at a club for at least six years. This can be in a supervisory or management role, including a department head, assistant manager or deputy or trainee management role.

## **SECTION FOUR – CMAE MANAGEMENT DEVELOPMENT PROGRAMME (MDP)**

The CMAE Management Development Programme, (MDP) is a learning programme of educational events that fulfil the same requirements and learning outcomes as the BMI programme in the USA. In total, the MDP will require a club manager to participate in a minimum of 120 hours of classroom-based, face-to-face learning.

There are five MDP courses, as follows:

1. CMAE Club Management – MDP Part One, Club Operations
2. CMAE Club Management – MDP Part Two, Building and Managing the Club Team
3. CMAE Golf Management – MDP Golf
4. CMAE Food & Beverage Management – MDP F&B
5. CMAE Strategy and Leadership – MDP Part Three

Each of these five day courses will earn the participant 30 Education Credits.

To be eligible to sit the CCM exam you must have attended 4 of the 5 MDP courses as per the table below -

### **For all those taking the CCM exam after 1<sup>st</sup> April 2015**

CMAE Club Management Part One; and  
CMAE Club Management Part Two; and  
CMAE Strategy and Leadership;  
and one of either:  
CMAE Golf Management;  
or  
CMAE Food & Beverage Management