



# Club Management 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> June 2020

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);
  - b. 50 must be Association Credits (see Section One below) of which up to 25 can be regional / alliance partner education credits otherwise not included in Education Credit;
  - 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) or CMAE European Conference.
- 3) A minimum of six years' experience in a management position at a club or approved sector, 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 (EC) 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

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.

#### **CMAE Regional and Affiliate Education Programmes**

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

#### **Academic Programmes**

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	
Course Subject is one of the CMAE ten core competencies	Yes	No	Yes	No
Education Credits per Year	35	20	30	17
Maximum number of Education Credits	105	60	90	54

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

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

### PGA Qualifications

CMAE recognises PGA qualifications from member countries of the PGA's of Europe (Listed below) and awards 105 credits for those who have passed their final examinations. In addition PGA members who go on to further learning and development can claim additional credits –

PGA Director of Golf Programme:

- i) Certificate of Golf Management theory 14
- ii) PGA Director of Golf 30

PGA APAL

- Advance PGA Professional 10
- Fellow PGA Professional 20
- Advanced Fellow of the PGA 30
- PGA Master Professional 40

PGA qualifications recognised -

PGA GB&I, PGA Holland, PGA Germany, PGA Sweden, PGA Norway, PGA Denmark, PGA Italy and PGA South Africa. Others subject to verification.

### Allied Association Education Credits

Successful participation in programmes 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.

	Activity	Association Credits (ACs)
1	CMAE Membership	2 Acs per year
2	Membership of Affiliated Organization	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 Organizations *:	
	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 Organization AGM	2 Acs per meeting
7	CMAA World Conference Registration **	8 Acs per conference registration
8	CMAE European Conference Registration **	5 Acs per conference registration
9	Published Articles (min 750 words)	2 Acs per article
10	Featured Speaker or Workshop / Seminar / Webinar presentation ***	2 Acs per speech
11	Completing CMAE originated surveys	1 Acs per survey
12	Regional / Alliance partner education seminars	1 AC per hour of education****
13	Other volunteer work for CMAE – updating CCM Exam or other relevant activity described with the name of the project (credits allocated on evidence provided)	To a maximum of 5 ACs.
14	Work with / participation with other governing/ national / sporting / association bodies	To a maximum of 15 ACs.

\* 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.

\*\*\*\* Maximum 25 credits, cannot be claimed in Education Credits as well.

## SECTION TWO – CMAA WORLD CONFERENCE

The World Conference on Club Management is organised each year by the Club Management Association of America (CMAA), usually in February-March. For details of dates and venues, please visit [www.cmaa.org](http://www.cmaa.org) (or CMAE website). This residential conference, over several days, offers hundreds of 90- and 60-minute education sessions covering all of the ten core competencies of club management, enabling a delegate to choose which sessions are most appropriate for themselves and their Club.

Over 3,000 club managers from all over the world attend the conference, and there are many 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 who are actively participating in the MDP pathway (One MDP attended gives you a free registration within 2 years of the MDP).

## 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.

Or a minimum of 3 years plus management experience in another sector such as hospitality, sports / agronomy and event management, which will offer the equivalent of 1 year for every 3 years experience in that sector.

*e.g. 3 years in club management plus 9 years in other sector = 6 years relevant experience*

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

The CMAE Management Development Programme, (MDP) is a learning pathway of educational events that fulfils 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 six 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 Sport & Recreation Management – MDP Sport & Rec
6. CMAE Strategy and Leadership – MDP Part Three

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

To be eligible to sit the CCM exam you must have attended 4 of the 6 MDP courses as per the table below -

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  
or CMAE Sport & Recreation Management

### Summary

Attended MDP 1, 2 ,3

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Attended MDP F&B or MDP Golf or MDP Sport  
& Rec

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Attended CMAA World Conference on Club  
Management or CMAE European Conference

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Have attained at least 200 Education Credits

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Have attained at least 50 Association Credits

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Have attained a combined total of 300 Credits

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Have worked in a Club Management position  
for 6+ years

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