

Syllabus. Dilemma between ethics and profit



SYLLABUS

- ☰ Justification
- ☰ Objectives
- ☰ Skills
- ☰ Bibliography
- ☰ Criteria for participation and approval

TOPICS

- ☰ Module 1. Sport as a social good - Sustainable sport for development
- ☰ Module 2. Ethical dilemmas in sport funding
- ☰ Module 3. Soft power and financial sustainability

 **Module 4. Image laundering and sportwashing**

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Justification

As the sport industry world-wide rapidly develops, so do the financial needs of the organisations involved within it. Increasing amounts of funds are thus required throughout the wider international sport industry with often-irregular periodicity, depending, amongst other reasons, on the national and international sport events, the infrastructure needs, and the transfer regulations of each sporting context world-wide. In response to this need, and in line with the fast and continuous development of the wider sport industry, we observe sport's exploration and adoption of new and revised monetisation strategies, leading to the evolution and multiplication of sport's income sources. This significant increase in both the financial needs and the actual funds of sport organisations, raised in response to them, thus invites for a more thorough examination of how they are being managed in an appropriate and sustainable manner.

In this certificate, we offer a detailed analysis of how financial sustainability materialises in sport, through the examination of financial strategies adopted by sport organisations, the regulations, and policies concerning financial sustainability implemented by sport governing bodies, and the criticism and dilemmas that exist concerning sustainable financial management in sport.

Professionals working or aiming to work within sport clubs, sport governing bodies, and commercial agencies, undertaking this certificate, can learn how financial sustainability can be achieved in sport, while appreciating the financial strategies available, the regulations and policies in place, and the dilemmas raised when making financial decisions in sport.

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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

To establish a wide appreciation of how financial sustainability can be managed in sport.

Specific objectives

1

Understanding of how sport is funded financially.

2

Understanding of how sport can manage its financial needs sustainably.

3

Understanding of novel ways of financial management in sport.

4

Understanding of the considerations and ethical dilemmas behind financial sustainability in sport.

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Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

- 1** Understanding of the financial landscape in sport.
- 2** Ability to critically evaluate the opportunities and challenges for financial sustainability in sport.
- 3** Capacity to identify innovative ways of achieving financial sustainability in sport.
- 4** Skill of strategic and critical thinking in examining financial sustainability debates.

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Bibliography

Corraze, J. (1987) Las bases neuropsicológicas del movimiento [The neuropsychological basis of movement]. Paidotribo, Barcelona.

Cratty, B. (1974). Motricidad y psiquismo [Motor function and the psyche]. Miñón, Madrid.

Le Boulch, J. (1975). Hacia una ciencia del movimiento humano [Towards a science of human movement]. Paidós, Buenos Aires.

Le Boulch, J. (1989). El deporte educativo; psicokinética y aprendizaje motor [Educational sports; the mind in movement and motor learning]. Paidós, Buenos Aires.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

CONTINUE

Lesson 6 of 10

Module 1. Sport as a social good - Sustainable sport for development

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Module 2. Ethical dilemmas in sport funding

CONTINUE

Module 3. Soft power and financial sustainability

CONTINUE

Module 4. Image laundering and sportwashing

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