

Teach your children well:

**Sport management v.
sport for development
at American universities**

Simon Ličen, Assoc. Prof. & Sport Mgt. prog. coord.

Washington State University

~~Teach your children well:~~ **Sustainability**
in Sport management v.
~~sport for development~~
~~at American universities~~ **education**

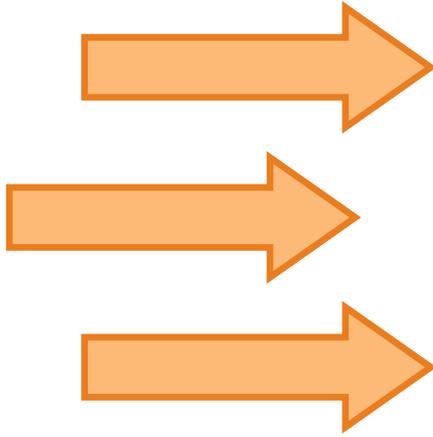
Simon Ličen, Assoc. Prof. & Sport Mgt. prog. coord.

With Scott Jedlicka, Asst. Prof.

Washington State University



Scott (L) and Callum Jedlicka. Used with permission.



Journalists

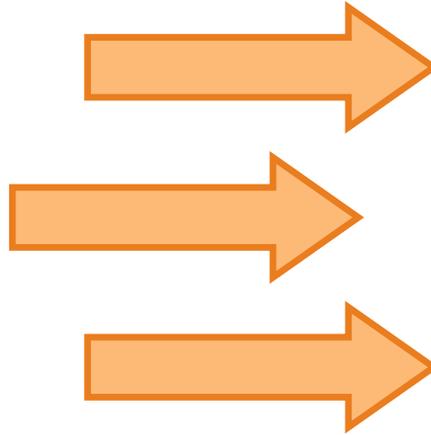
Policy-makers

Academics



Play the Game

Homeless
questions in
sport



Journalists

Policy-makers

Academics

Sport Management curr.

???

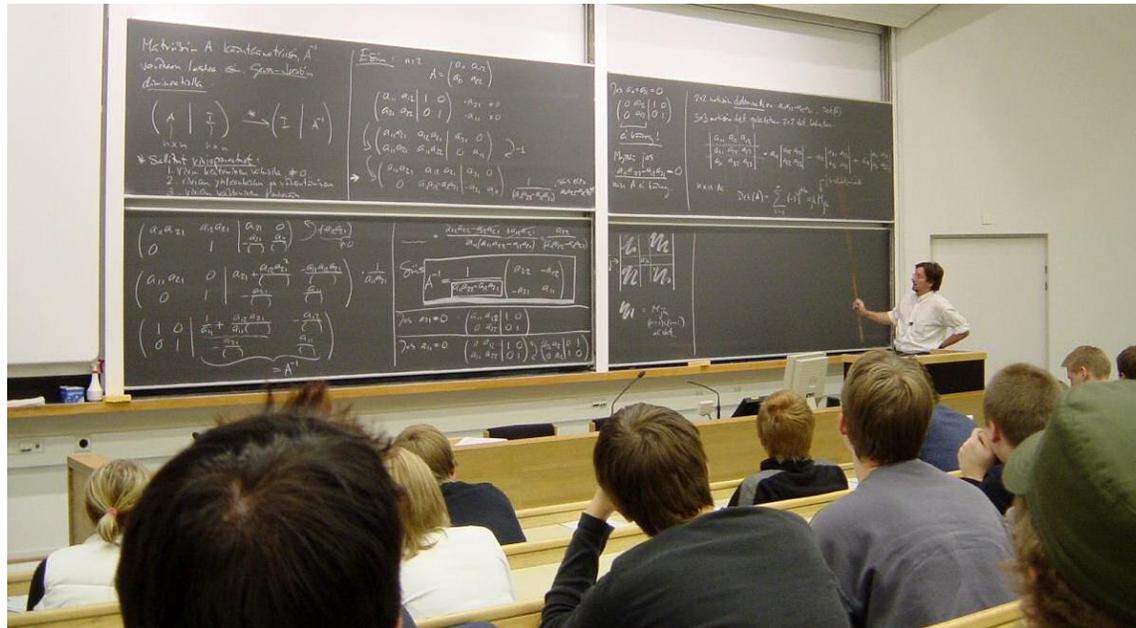


Photo credit: Tungsten

The study:

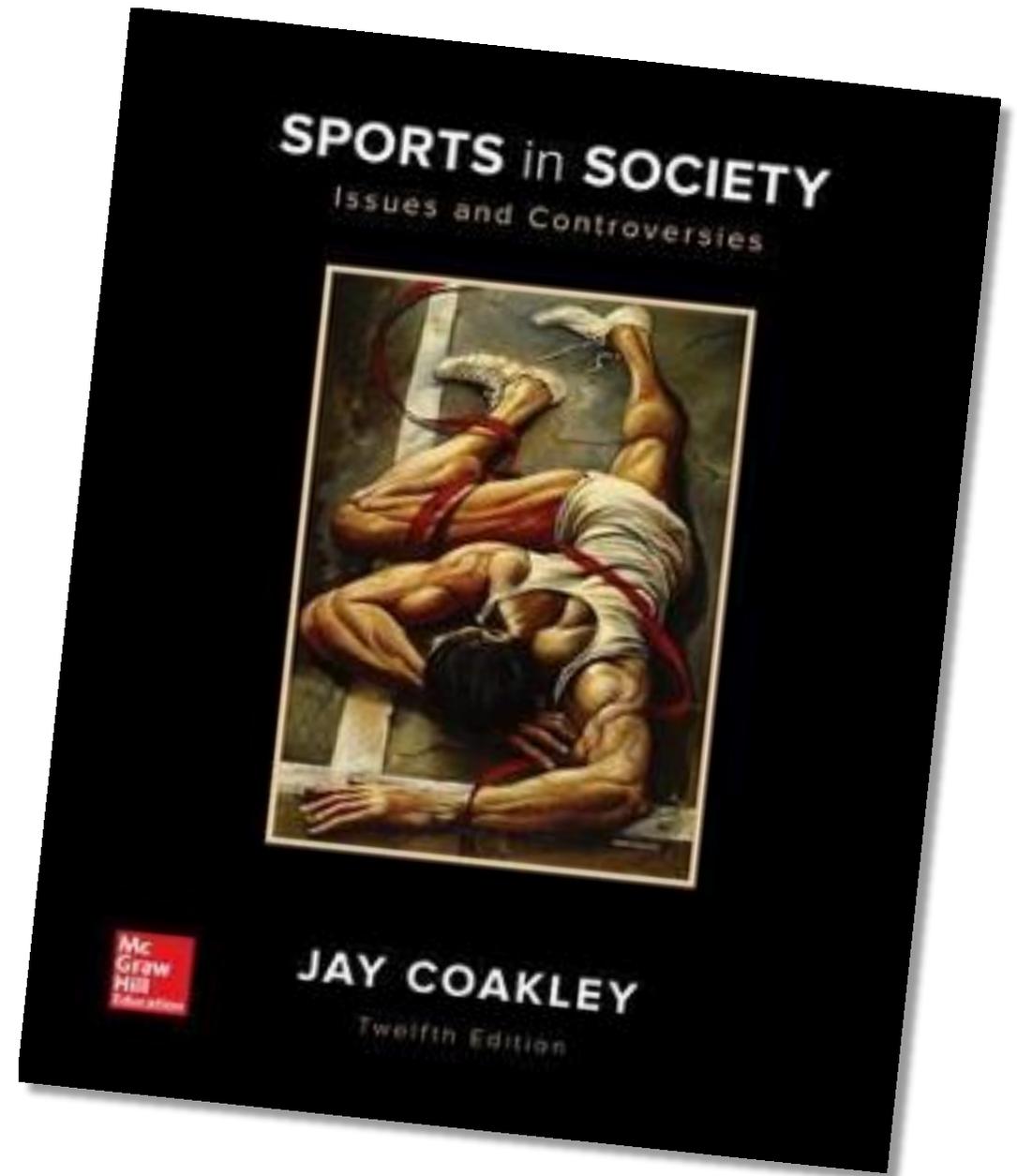
- Curricula, program descriptions and student learning outcomes
- **84 graduate** programs in sport (*athletic, recreation...*)
management (*administration, leadership...*)
- **65 major (Research 1)**
American universities
- climate change (climate action), sport for development and peace, economic growth, sport and education, gender equality (incl. gender discrimination, gender and sport), globalization (incl. international...), sport and health (incl. mental health, well-being, substance abuse), inequality, discrimination (incl. social justice), migration, poverty, sport and society (incl. crime, corruption, discrimination, governance, politics, trafficking, transparency, violence), sustainable infrastructure, sustainable industrialization, innovation, sustainability (incl. pollution, recycling, waste reduction), energy, hunger, urbanization, water
- ethical standards; promote democracy, transparency and freedom of expression; doping; corruption; match-fixing; sustainability of mega-events; promote participation and volunteering

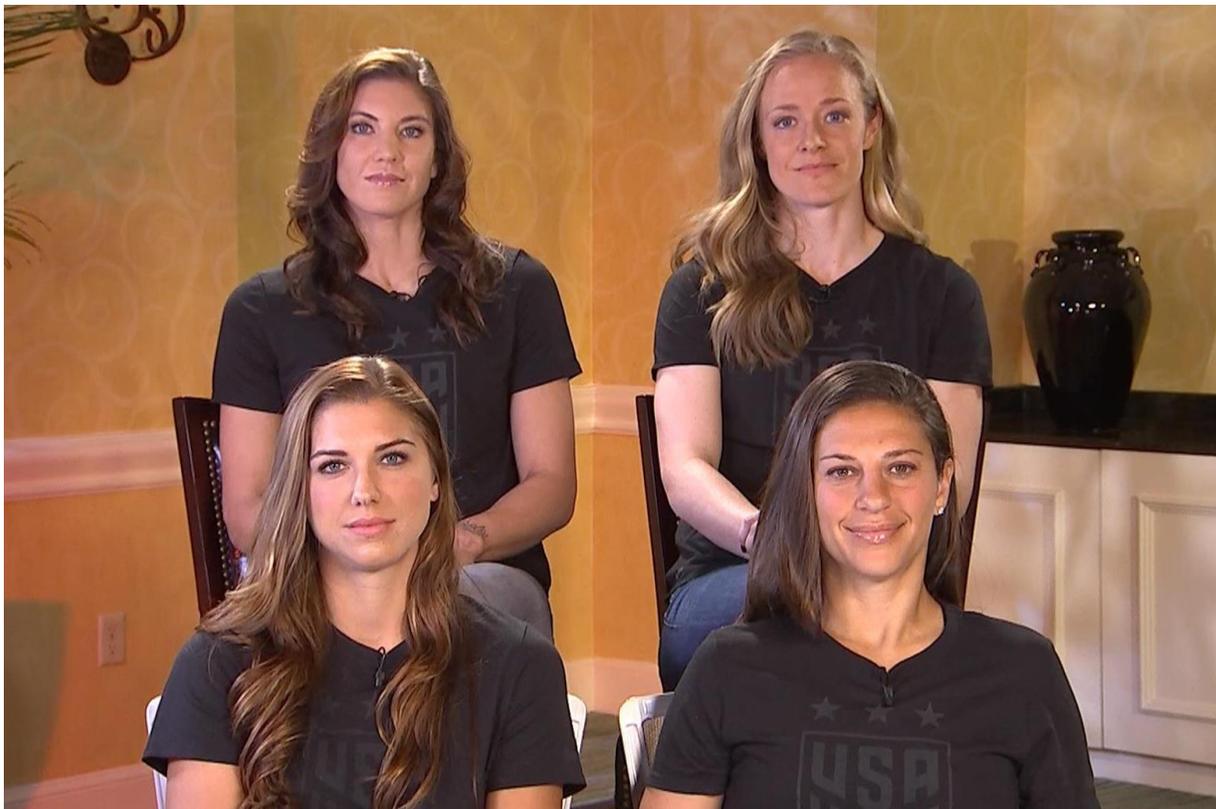


Sustainable Development Goals (UN GA res. 70/1, 2015)

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3. Ensure healthy lives and promote well-being for all at all ages
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. Achieve gender equality and empower all women and girls
6. Ensure availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10. Reduce inequality within and among countries
11. Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure sustainable consumption and production patterns
13. Take urgent action to combat climate change and its impacts
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

- Sport sociology
 - A.k.a.: Social issues in sport, Sport and the social context, Sport in society, Socio-cultural dimensions of sport...
- Sport ethics
 - A.k.a.: Ethics and morality in sport, Applied ethics in sports, Ethics in sport management...
- Offered at 39 univ. (60%)





Clock-wise from top left: Hope Solo, Becky Sauerbrunn, Carli Lloyd and Alex Morgan appear on the TODAY show on March 31, 2016, to discuss equal pay of female NT members.



Colin Kaepernick in Nike's "Dream Crazy" commercial. The ad won an Emmy for outstanding commercial at the 2019 Creative Arts Emmy Awards.

Accrediting body: sociology and ethics are
"common professional components" (2016)

Youth sport

- Courses at **two** universities



Photo: Kristen Tutt, used with permission

Globalization and economic growth

- Courses at 21 universities (32%)
 - Program description or learning outcomes at six universities
 - **How to “do business” in an international/globalized market:** “prepar[ing] graduate students to compete in the global job market as industry leaders”
(*West Virginia University*)
- 
- **Globalization for UN:** partnership “based on a spirit of strengthened global solidarity, focused in particular on the needs of the poorest and most vulnerable”
(*UN GA res. 70/1, p. 2*)
 - “Ensure that sport is managed and well delivered for the greater good of our global society”
(*Washington State University*)

Sport for Development (and Peace)

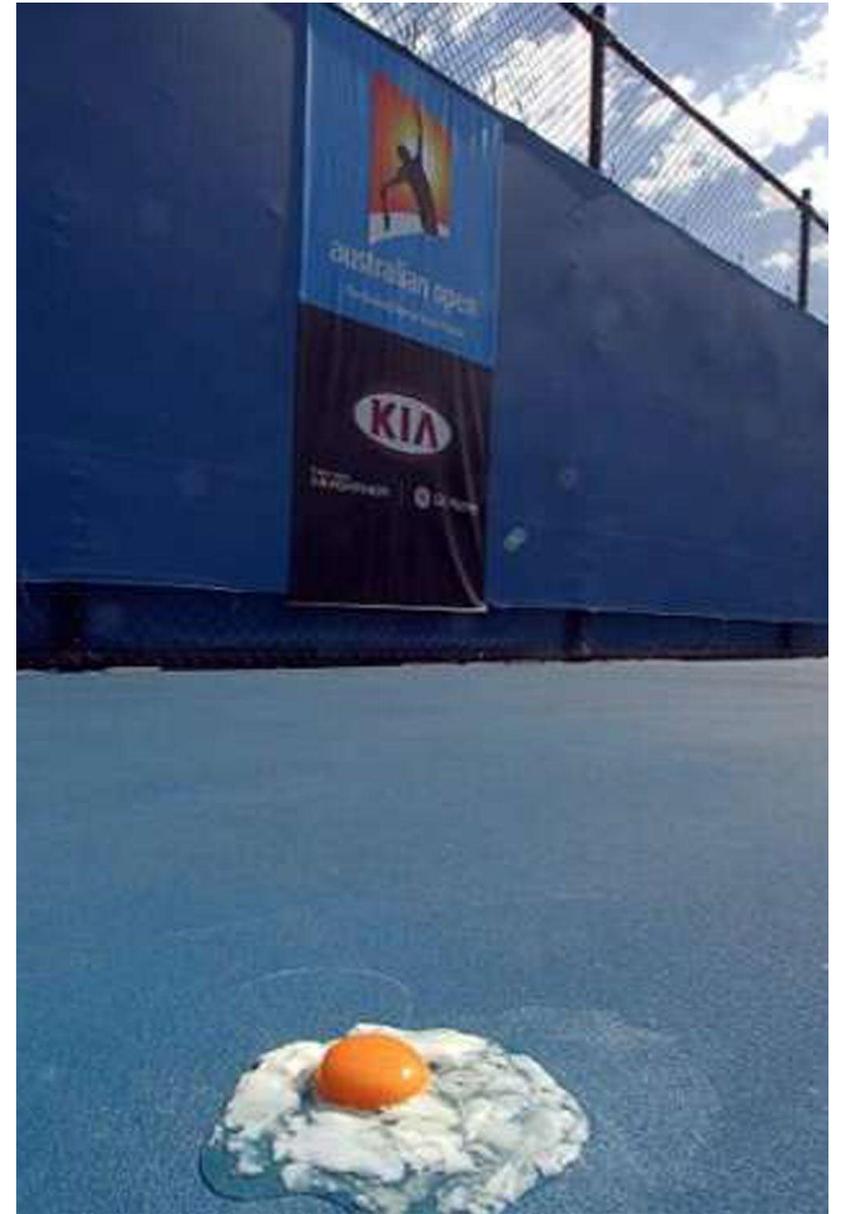


- Seven universities (11%)
- “Discover how to use sports to...prevent violence”
(Northeastern University)

Bob Munro receives the 2015 Play the Game Award for his work with Mathare FC. Photo: Thomas Søndergaard/Play the Game

Climate change and environmental sustainability

- “The social and cultural position of sport makes it an important example of natural environment responsibilities. Sport is a platform for bringing education and behavioral change to those who participate in as well as those who support it”
(University of Tennessee – Knoxville).
- Is it?
- **Five universities (8%),** incl. North Car. State



Courts at the 2014 Australian Open.
Photo: Twitter/@sunriseon7

But...marketing, CSR!

- “It can no longer be considered ‘sustainability’ nor ‘climate action’ to recycle, switch to LEDs, and install hand dryers and sensor-activated faucets. These actions should simply be part of the cost of doing business.” (Orr, 2019, para. 5)
- Energy efficiency, elimination of plastic, reduction of transport emissions, changes in food management...
- 10% or less of one course?



Take-aways

- Most programs focused on preparing students “for the industry”
 - What industry?!
- “Too early”
 - 2030 ← 2015 ← 2000 (← 1994...)

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Denver Olympics termed wasteful

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State Representative Bob Jackson, a Democrat, says Colorado's money should no longer be used for Olympics planning because of higher priorities such as education, environmental protection and benefits for the elderly.

“The decision time is now,” Jackson said. “We ought to say to the nation and the world, ‘we’re sorry, we are concerned about the environment. We made a mistake. Take the Games elsewhere’.”

He noted that the 1960 Winter Olympics site at

tial benefits of the 1976 Olympics for Colorado.

Meanwhile, the Denver Olympic Committee, which has spent seven years of volunteer work and more than \$750,000 in state, city and donated funds, made an appearance before the legislature's joint budget committee to seek supplemental appropriations of \$670,000 for the next two years.

It was not expected that Gov. John Love, Republican and the Republican-dominated legislature would act to put the Games in jeopardy.



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Take-aways

- Long-standing accommodation will require (radical?) reform



Photo credit: Elise Mariano

Selected sources and contact information

- Commission on Sport Management Accreditation [COSMA] (2017). [Self-study template](#).
- General Assembly resolution 70/01 (2015, September 25). [Transforming our world: The 2030 Agenda for Sustainable Development](#).
- Orr, Madeleine (2019, October 3). [Where's the climate leadership?](#) Sustainability Report.
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