This module will investigate the relationship between contemporary sport, politics and development. Sport is often posited as a tool to assist in economic and social development. The World Bank, the International Olympic Committee, international sport federations, major professional sport leagues, national governments and a myriad of other advocates argue that sport can contribute to the empowerment, prosperity, health and overall well-being of individuals, communities, and nation-states. For countries facing acute demographic shifts towards youth, many look to sport to alleviate unemployment, drug use and delinquency. For those on the other side of the demographic transition, sport can provide physical, mental and social benefits to improve the well-being of an aging population. Sport can be used to promote social inclusion of otherwise marginalized people. Finally, in situations of conflict or natural disaster, sport might also contribute to unity, peace and humanitarian relief.

In this module we will examine these claims by looking at the history of modern sport, its relationship to the political realm, and its contributions to what is called "development". Some of the topics covered include: colonialism, imperialism, nationalism, the modern state, globalization, international sporting institutions, elite versus mass sport, and mega-events. The module will pay close attention to factors of social power and capital as well as gender, sexuality, class, race and ableness. For sport industry professionals, this module will also provide frameworks to assist in assessing how historical and sociocultural forces shape the sporting milieu, creating both challenges and opportunities. It will also provide some tools for evaluating and integrating ‘sport and development’ initiatives into overall activities, whether in for-profit, non-profit, public or social enterprise sectors.

Assessment: There will be a pre-module assignment to familiarize students with the terms and lines of inquiry associated with this topic. A short post-module written test will assess students’ grasp of concepts, evidence and tools covered in the module and allow students to express their thoughts on integrating ‘sport and development’ into sport management endeavors.

Outline of Sport and Development Module Topics

Session 1: Sport and Development ~ Past and Present or “Why do history, politics and development matter for sport?”

1. Part 1: Situating the topic – The Past: Overview, Definitions, Demographics and Examples
   a. What is development?
   b. Role of Sport Historically
      i. Nation Building
      ii. Civic culture, Health and Hygiene, Social Progress
      iii. Imperialism then and now
      iv. Soft power
c. Youth, Demographic Dividend and Sport

d. Sport and Politics
  i. Example – Apartheid

2. Part 2: The Present
   a. Contemporary Wave of Sport and Development
      i. 2005: Year of Sport and Development; Millennium Development Goals (MDGs), the Post-2015 Development Agenda, and Other Aspirations
         1. Are good intentions enough?
      ii. Types of SAD
      iii. Why so much in Africa, in particular?
      iv. Sport and Development as a business
         1. CSR
         2. NGOs
         3. Government
         4. Education
         5. Nuts and Bolts or Organizational theory

Session 2: Equity and Social Inclusion in Sport or “Aren’t we just finding new consumers for the sport industry?”

3. Part 3: Biology or Culture?
   a. The 800 meters
   b. Gender and development
      i. Equality?
      ii. Empowerment and transformation
      iii. Sexuality – why is gender an issue?
      iv. Religion
   c. Temporary Able-bodiedness – Notions of Normal
      i. Disability, mainstreaming and inclusivity

4. Part 4: Case Studies
   a. Women’s Football League in Coastal Kenya – Moving the Goalposts-
      i. Next steps for MTG?
   b. Soccer without Borders

Session 3: A) The Lure of Mega-events and the road to riches...?; and

B) Causality and Efficacy or “Did my effort make a difference and who cares anyway?”

5. Part 5: Mega-Events
   a. Value added for whom?
   b. Legacy?

6. Monitoring and Evaluation
   a. Sport, Development and Philanthropy
      i. Power and inequality
      ii. Surveillance, Accountability, Assessment, Monitoring and Evaluation
      iii. The Data Revolution
   b. Tools of the endeavor
Topics and Recommended Readings

Session 1: Sport and Development ~ Past and Present or “Why do history, politics and development matter for sport?”

1. Part 1: Situating the topic – The Past: Overview, Definitions, Demographics and Examples
   • What is development?
   • Role of Sport Historically
     i. Nation Building
     ii. Civic culture, Health and Hygiene, Social Progress
     iii. Imperialism then and now
     iv. Soft power
   • Youth, Demographic Dividend and Sport
   • Sport and Politics
     i. Example – Apartheid

2. Reference and Recommended Readings:


2. Part 2: The Present

• Contemporary Wave of Sport and Development
  i. 2005: Year of Sport and Development; Millennium Development Goals (MDGs), the Post-2015 Development Agenda, and Other Aspirations
    1. Are good intentions enough?
  ii. Types of SAD
  iii. Why so much in Africa, in particular?
  iv. Sport and Development as a business
    1. CSR
    2. NGOs
    3. Government
    4. Education
5. Nuts and Bolts or Organizational theory

- **Reference and Recommended Readings:**
Session 2: Equity and Social Inclusion in Sport or “Aren’t we just finding new consumers for the sport industry?”

3. Part 3: Biology or Culture?
   - The 800 meters
   - Gender and development
     i. Equality?
     ii. Empowerment and transformation
     iii. Sexuality – why is gender an issue?
     iv. Religion
   - Temporary Able-bodiedness – Notions of Normal
     i. Disability, mainstreaming and inclusivity

Reference and Recommended Readings:


4. Part 4: Case Studies
• Women’s Football League in Coastal Kenya – Moving the Goalposts–  
  i. Next steps for MTG?
• Soccer without Borders
• Soccer without Borders, Oakland CA. http://www.soccerwithoutborders.org/blog/

• Reference and Recommended Readings:
• Browse the website of MTKG: http://www.mtgk.org/

Session 3: A) The Lure of Mega-events and the road to riches…?; and
B) Causality and Efficacy or “Did my effort make a difference and who cares anyway?”

5. Part 5: Mega-Events
• Value added for whom?
• Legacy?

• Reference and Recommended Readings:


6. Monitoring and Evaluation
   • Sport, Development and Philanthropy
     i. Power and inequality
ii. Surveillance, Accountability, Assessment, Monitoring and Evaluation

• Tools of the endeavor

• Reference and Recommended Resources:
  i. Websites
    • Monitoring and Evaluation News website: http://mande.co.uk/
    • UN Evaluation Group: http://www.uneval.org/
  ii. Readings
Complete the readings below (Items 1-3). Then answer the following questions in a written document (2-4 pages typed, double spaced, 2.5 cm margins, 12 point font). Deliver your completed to my dropbox at this site:

URL: www.dropitto.me/mesaavedra
Password: UEM.sportdev

Questions

1. What does ‘development’ mean to you? (One paragraph.)
2. What does ‘sport and development’ mean to you? (One paragraph.)
3. In reference to the scholarly articles you read (item 2 below), what are the major issues raised? Make sure to cite the articles. (Two to three paragraphs.)
4. What ‘sport and development’ organization did you explore? (See item 3 below). Describe briefly the activities of this organization. What challenges does it face? (One paragraph.)
5. What role(s) do you think ‘sport and development’ could have in the global sport industry? (One or two paragraphs.)
6. What would you like to know more about with respect to ‘sport and development’? (One paragraph).

Preparatory Readings:

1. International Platform on Sport and Development. -- Read through this page (click on the ‘read more’ links)


2. Read two of the scholarly articles below.*

PDF copies of these readings can be found here: https://www.dropbox.com/sh/rpz52wqtpkdf08b/AABLScJ63VWgj0j1jiGHa3sJa?dl=0


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3. **Select and read about a Sport for Development organization**

Find a ‘sport and development’ organization via the web and learn about it by browsing its website, reading reports, watching media, etc. You can visit this site to locate an organization [http://www.sportanddev.org/en/connect/organisations/](http://www.sportanddev.org/en/connect/organisations/) to find other organizations.

*Note these articles represent just some of the topics we will be addressing in this module.*