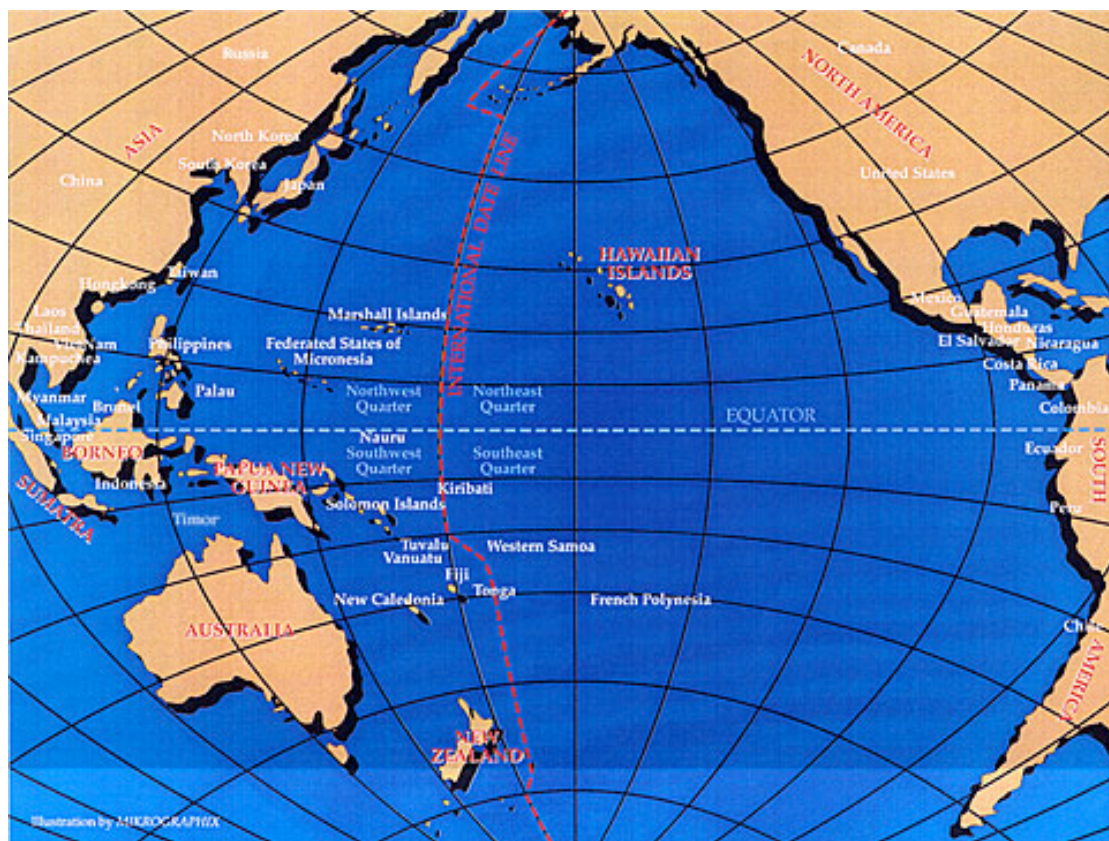


Boston University Sydney Internship Program

IP 401

Sport Management in Australia and the Asia Pacific Region



Course Convener:
Dr Anthony Hughes

Course Description

In the twentieth century sport was transformed from a largely amateur pastime into a global business. This has had enormous implications for Australia, where sport is one of the most important institutions. Likewise, the commodification and globalisation of sport saw it become an important part of the economy in other Westernized Pacific Rim nations such as Canada, New Zealand and the USA. In more recent decades the South East Asian nations of the Pacific Rim and the Pacific Islands have also adopted Western sport models and become players in its economy. Beyond, and because of the economics of sport, it has become an important tool in diplomacy, inter-cultural exchange and education in the region. This course explores the cultural, economic, diplomatic and legal developments in sport in the region as a background to building management skills. While the course has a focus on the understanding of these elements with a view to informing sport management, it will also be of interest to those who want to understand the interplay of the myriad nations of the region through cultural, diplomatic, legal, political and other areas — using the sport industry as a lens. Of particular interest to those involved in internships in the sport industry, the course will have a strong sport management and sport marketing component, while those from other disciplines will gain a broader understanding of the Pacific Rim region, which is of vital geopolitical importance to Australia and the USA.

Course Convener

Anthony Hughes, BA, MA, PhD

Dr Anthony Hughes has been a lecturer at the School of History at the University of New South Wales for a number of years. He also contributes to the Sport and the Law programs in the School of Law at UNSW. He has written widely on the social and cultural history of sport including topics such as sport and the Irish, sport and the Jews, sport and ethnicity, sport and Federation in Australia, sport Governance and the Olympic movement. For several years Dr Hughes edited and produced articles on Irish cultural and historical issues for the *Irish Echo*. He published with Professor Richard Cashman the ground breaking *Staging the Olympics: The Event and Its Impact* (UNSW Press) in 1999. In 2004 he published with Dr Tom Hickie *The Game for the Game Itself: A History of Sydney Suburban Rugby* and in December 2005 *The Pavilion on The Village Green: A History of Sport at UNSW* was published. He is currently working on *Palestine, Israel, The IOC and Geopolitics of the Middle East 1933 to 1972*. It is based on research he undertook at the IOC archives in Lausanne. Dr Hughes was born in Ireland and migrated to Australia with his family in 1970. He has been a member of the Chair for Modern Irish Studies Committee at UNSW since its inception and was Executive Officer of the UNSW Centre for Olympic Studies from 1996 until its closure in 2004.

In 2005 Dr Hughes was awarded the prestigious UNSW Vice Chancellor's Award for Teaching Excellence.

Assessment

The course assessment is weighted as follows:

Debate	10%
First written assignment	20%
Presentation	10%
Research Essay	40%
Final Examination	20%

Course Format and Details of Assessment

The course will be delivered through a series of lectures, supplemented by group work seminars and a short series of documentary films. The class will be divided into groups that will participate in a debate and deliver a presentation to the class. Debating an issue and presenting as part of group collaboration on a chosen topic in a friendly teaching environment are excellent learning tools. Time will be set aside at the conclusion of debates and presentations for Dr Hughes to facilitate class discussions on questions arising.

Debate 10%:

The debate is a wonderful educational tool. In a limited period of time students, must, in a teamwork situation, succinctly and convincingly argue either for or against the set proposition. The debate hones the student's skills in synthesising information and forming logical arguments. It creates an environment where students can, in a safe teaching environment, explore and enhance an important skill in preparation for the professional world. It also highlights that in the workplace individuals may have to work with people they either don't know or don't like. Teamwork is an essential and important element and this method breaks down barriers between students and encourages collegiality. The class will be divided into teams and debate topics allocated. Each student has a maximum of five minutes to present their argument and rebut the arguments of their opponents. Literature will be provided in class on preparing a debate and on the rules and etiquette of debating. It is vital that teams meet to discuss division of work on to devise strategy. One such period will be provided in formal class time. As discussed below, there is a written element to this task that makes up the first assignment to be submitted. The Debates will take place in class on **Monday 1 Nov.**

First written assignment 20%:

In 500 words (approx) write up your personal contribution to your debating team's arguments **AND** an outline of the Affirmative and Negative arguments in your Debate topic..

Research Essay 40%:

The essay is to be 2000 to 3000 words. A list of topics will be provided in week one. Alternatively, you may devise your own topic in consultation with Dr. Hughes. This is a **research** essay and you are expected to look beyond the readings provided. Dr. Hughes will provide research guidance in class and will be available outside of class for individual consultation. A style guide for the essay will be provided. A separate bibliography (rear) should be attached. As the research essay makes up the greatest percentage of your final grade you are expected to deliver a University level research effort with a high level of attention to detail in the written element (and according to the style guide provided).

Group presentation: Each group will collaborate on and deliver a presentation on its chosen topic. A list of topics will be supplied in the first class and groups and topics allocated. Ideally there will be groups of four presenting for twenty minutes. However, the makeup, number of groups and allocation of time will be determined by the size of the enrollment and will be amended accordingly. The group presentations will take place in the final class.

Final Examination. The exam will consist of two sections and you must answer a total of three questions. In **Section A** you must answer **one** question chosen from five. **Section A** is theory based. In **Section B** you must answer two questions from fifteen (15) based on the course content and linked directly to its chronology.

Late submission of work, sickness and misadventure. In general no extensions will be granted. The exceptions are where there are clear and acceptable reasons for late submission. In such cases a written statement outlining any serious illness or misadventure together with supporting documentation (eg medical certificates) must be provided or a strict penalty of five per cent (5 % of the grade weighting) per day will apply. Students must discuss such matters with the Program's Academic Director.

Readings. A reading kit has been provided. Students are expected to be prepared for each class by completing the set readings. Additional readings may be suggested or distributed during the course. A list of useful references books, online research resources and useful websites has also been provided.

Further Suggested readings

D. Healey, *Sport and the Law* (fourth edition), UNSW Press, Sydney, 2009.

D. Booth C. Tatz, *One-Eyed: A View of Australian Sport*, Allen & Unwin, Sydney, 2000.

D. Hemphill, (ed.), *All Part of the Game: Violence and Australian Sport*, Walla Walla Press, 1998.

D. Hemphill, and C. Symons, (eds.), *Gender, Sexuality and Sport: A Dangerous Mix*, Walla Walla Press, Sydney, 2002.

T. V Hickie, A. Hughes, J. Scutt and D. Healey, *Essays in Sport and the Law*, ASSH, Melbourne, 2008.

R. Hoye, A. Smith, H. Westerbrook, B. Stewart and M. Nicholson, *Sport Management, Principles and Applications*, Elsevier, Oxford, 2006

M. Stell, *Half the Race: A History of Australian Women in Sport*, Angus & Robertson, Sydney, 1991.

W. Vamplew et al (eds), *The Oxford Companion to Australian Sport*, OUP, 1997.

Lecture Series

		Lecture
		Introduction
		A) What is sport? The philosophy and development of sport in the Western World since the nineteenth century. B) What is sport management?
		A) The Australian Sport Model 1900-1976: Business; Crowds; Individuals; Players. B) The Development of Western Sport Models in Pacific Rim nations
		A) The management structures of professional Australian sports to 1980: Some case studies. B) The Federal Government and the re-design of Australian sport in the 1980s
		Television and the Professionalisation of Australian sport Case Study: World Series Cricket 1977-1979
		Industrial relations: The Tutty Case & <i>Debate Night</i>
		News Limited v ARL and others: The Rugby Wars of the 1990s
		Sport development in the Pacific Rim
		Managers, Agents and Crooks? The Stewart inquiry and the reformation of Australian soccer
		Sport management and its fundamental principles
		Sponsorship and the marketing of Australian sport: A case study, The transformation of Sydney University Football Club in the 1990s.
		Managing Doping in Sport A) Managing players: The Law and you client B) Ethics and Sport
		Presentations

--	--	--

Reading Program

Class One

A. Guttman, 'Play, Games, Contests, Sports', *From Ritual to Record: The Nature of Modern Sports*, Columbia University Press, New York, 1987, pp. 1-14.

J. Hughson, et al, (eds), 'Sport, Culture and Civilisation', *The Uses of Sport: A Critical Study*, Routledge, London, 2005, pp. 8-29.

J. Huizinga, *Homo Ludens: A Study of the Play Element in Culture*, Routledge, London, 1944, pp. 195-213.

R. Hoye, A. Smith, H. Westerbeek, B. Stewart and M. Nicholson, *Sport Management, Principles and Applications*, Elsevier, Oxford, 2006, pp. 3-13; 69-88.

Class Two

J. Bloomfield, *Australia's Sporting Success: The Inside Story*, UNSW Press, Sydney, 2003, pp. 1-31

G. Davison, "'Welcoming the World: The 1956 Olympic Games and the re-presentation of Melbourne', *The Forgotten Fifties: Aspects of Australian Society and Culture in the 1950s*", J. Murphy and J. Smart, (eds), *Australian Historical Studies*, no. 109, October 1997, pp. 64-77.

A. Hughes, 'Sporting Federations; The Impact of Federation on the Governance of Australian Sport', in R. Cashman et al, (eds), *Sport, Federation and Nation*, Walla Walla Press, Sydney 2001, pp. 118-132

Class Three

J. Bloomfield, *Australia's Sporting Success: The Inside Story*, UNSW Press, Sydney, 2003, pp. 34-109

Class Four

D. L. Andrews, 'Speaking the "Universal Language of Entertainment": News Corporation, Culture and the Global Sport Media Economy', in D. Rowe (ed.), *Critical Readings: Sport, Culture and the Media*, Open University Press, Maidenhead, 2004, pp. 99-129

G. Haigh, *The Cricket War: The Inside Story of Kerry Packer's World Series Cricket*, Text publishing Company, Melbourne, 1993 (Library)

P. Syvret, 'The Men who own Australian Sport: Corporate Ownership of Sports Teams', *Australian Financial Review*, 3-4 Jan. 1998, pp. 21-23.

Class 5

B. Dabscheck, 'The Tutty Case' in A. Moore and A. Carr (eds) *Centenary Reflections: 100 Years of Rugby League in Australia*, ASSH, Melbourne 2008.

B. Dabscheck, 'Sporting Labour Markets and the Courts', *Sporting Traditions*, vol. 2, no. 1, Nov. 1985, pp. 2-24

Class Six

R. M. Colman, 'Pay for Play', *Super League: The Inside Story*, Ironbark Press, Sydney, pp. 27-44.

D. Hazzard, 'The Trade Practices Act, Equity and Professional Sport: News Limited and Ors v Australian Rugby Football League Limited and Ors', *Sydney Law Review*, vol. 19, 1997, pp. 95-113.

B. Hutchins, 'Rugby Wars: The Changing Face of Football', *Sporting Traditions*, vol. 13, no. 1, November 1996, pp. 151-162.

K. G. Sheard, 'Breakers Ahead!' Professionalization and Rugby Union Football: Lessons from Rugby League', *The International Journal for the History of Sport*, vol. 14, no. 1, April 1997, pp. 116-137.

Class Seven

G. G. Gems, 'Sport, Colonialism and the United States imperialism', in *Journal of Sport and History*, vol. 33, no. 1, Spring 2006, pp. 3-26.

F. Hong and X. Xiong, *Communist China: Sport, Politics and Diplomacy* in *Sport in Asian Society Past and Present*, *History of Sport*, vol. 19, Nos. 2 & 3, June – September 2002, pp. 343-365.

R. Light and W. Yasaki, 'J-League Soccer and the Rekindling of Regional Identity in Japan', *Sporting Traditions*, vol. 18, no. 2, May 2002, pp. 31-46

T. Slack, Y-m Hsu, C-t Tsai and F. Hong, *The Road to Modernisation: Sport in Taiwan*, in J. A. Mangan and F. Hong (eds.), *Sport in Asian Society Past and Present*,

History of Sport, vol. 19, Nos. 2 & 3, June –September 2002, pp. 343-365, Frank Cass, London 2002.

B. Wightman, 'New Zealand and the Sports Impetus in Oceania', *Olympic Review*, no. 270, April 1990, pp. 218-219

Class Eight

Report by the Hon. D.G. Stewart, 19 December 1994, in accordance with the terms of reference of the Australian Soccer Federation and provided to the Senate...
Canberra, 19 December 1994.

(Important excerpts of the report and an additional reading will be handed out in class.)

Class Nine

R. Hoye, A. Smith, H. Westerbrook, B. Stewart and M. Nicholson, *Sport Management, Principles and Applications*, Elsevier, Oxford, 2006, pp. 3-13; 69-88.

A. Smith and B. Stewart, *Sports Management: A Guide to Professional Practice*, Allen and Unwin, Sydney 1999, pp. 1-59.

Class Ten

J. Curthoys and C. N. Kendall, 'Ambush Marketing and the *Sydney 2000 Games (Indicia and Images) Protection Act*: A Retrospective, *Murdoch University Electronic Journal of Law*, vol. 8, no. 2, June 2001

<http://www.austlii.edu.au/au/journals/MurUEJL/2001/10.html>

D. Healey, 'Sponsorship', in *Sport and the Law*, (third edition), UNSW Press, Sydney 2005, pp. 56-78

T. Hickie, 'The Amateur Ideal I the era of Professional Rugby', in *Rugby History and the Remaking of the Class game*, ASSH, Melbourne 2007, pp. 17-50.

M. Johnson Morgan and J. Summers, *Sports Marketing*, pp. 1-42.

D. Shilbury, S. Quick and H. Westerbeek, *Strategic Sport Marketing (Second Edition)*, Allen and Unwin, Sydney, 2003, pp. 1-12.

Class Eleven

L. Dallèves, 'Judicial Problems in the Fight Against Doping', *International Conference Law and Sport*, Court of Arbitration for Sport, Lausanne, 13-14 September 1993, pp. 110-116

B. Houlihan, 'The Future of anti-doping policy' in *Dying to Win: Doping in Sport and the Development of Anti-Doping Policy*, Council of Europe Publishing, Strasbourg, 1999, pp. 171-188

Class Twelve

See T. V Hickie, A. Hughes, J. Scutt and D. Healey, *Essays in Sport and the Law*, ASSH, Melbourne, 2008. (Library)

Class 13

J. T. DeSensi and D. Rosenberg, *Ethics and Morality in Sport Management*, 'Ethical Responsibilities and the functions of Sport managers,' pp. 153-164, and 'Ethics and Sport Marketing', pp. 187-208.

S. Loland, 'Fair Play: Historical anachronism or topical ideal?' in M. J. McNamee and S. J. Parry, (eds.), *Ethics in Sport*, E. and F N Spon, London 1998, pp. 79-103.