

## International Sport Management

24-25 and 27-28 July 2017

09.30h-13.30h

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### Course Description

This course will provide students with an understanding of international sport management through examination of the preeminent global sports body, the International Olympic Committee (IOC). In addition to studying the IOC's governance functions and the organization's relationships with constituent organs – National Olympic Committees (NOC), International Sport Federations (IF), Organizing Committees for the Olympic Games (OCOG) – special attention will be paid to the process that determines how cities are selected for the honor of hosting the Olympic Games and Olympic Winter Games in alternating even-numbered years. Students will study in real time the bids of the three cities – Budapest, Los Angeles, and Paris – that are the finalists to host the 2024 Olympic Games, with the decision to be taken 13 September 2017 at the 130<sup>th</sup> IOC Session in Lima, Peru.

### Course Objectives

Students of international sport must obtain an awareness and understanding of this significant global institution – the IOC – that organizes two multi-sport, multi-day competitions of the world's best athletes, and that seeks inclusion of participants from virtually every country on the planet. Upon completion of this course, students will have acquired substantial knowledge about the IOC, its origins, mission, and how it has evolved to become a social force for positive change through the inherent power of sport. As a consequence, students will be more conversant about the challenges facing managers of international sport organizations. This version of the course will consist of an examination of three cities' – Budapest, Los Angeles, and Paris – live bids to host the Games of the XXXIII Olympiad.

### Course Method

Lecture and discussion facilitation by instructor, with expectation of active student engagement based on assigned readings. Upon course conclusion, students will perform a simulation in which they play the role as delegates for one of the three candidate cities – Budapest, Los Angeles, or Paris – and present summary arguments to the class.

### Assessments

Quiz 1	July 25	25 points/%
Quiz 2	July 27	25 points/%
Quiz 3	July 28	25 points/%
Team Presentation	July 28	25 points/%

### Grade/Points Equivalency

A	90-100
B	80-89
C	70-79
D	60-69
F	59 and below

### Resources/Recommended Reading

Bascaramurty, Dakshana. Glamour, Pride, and Cash: Why Cities Compete to Put on a Sports Spectacle. *Globe and Mail* (2015). <http://www.theglobeandmail.com/news/national/glamour-pride-and-cash-why-cities-compete-to-put-on-a-sports-spectacle/article25256020/>

Budapest 2024 Candidate City. <https://budapest2024.org/>

Chappelet, Jean-Loup. *The International Olympic Committee and the Olympic System: Governance of World Sport*. Routledge (2017).

Chappelet, Jean-Loup. *From Olympic Administration to Olympic Governance, Sport in Society*, v. 19 (2016).

Gamesbids.com. <http://gamesbids.com/eng/category/summer-olympic-bids/2024-olympic-bid-news/>

Gerson, Jen. How Sochi Winter Olympics Grew into a State-Sanctioned Flaunting of Ego and Power. *National Post* (2014). <http://news.nationalpost.com/news/how-the-sochi-winter-olympics-grew-into-a-state-sanctioned-flaunting-of-ego-and-power>

Hiller, Harry. *Host Cities and the Olympics: An Interactionist Approach*. Routledge (2012).

IOC Candidature Process 2024. <https://www.olympic.org/current-candidature-process-2024>

IOC Members. <https://www.olympic.org/ioc-members-list>

IOC Olympic Charter. [https://stillmed.olympic.org/Documents/olympic\\_charter\\_en.pdf](https://stillmed.olympic.org/Documents/olympic_charter_en.pdf)

Inefficiencies of the IOC and Olympic city site-selection process (Forbes, July 20, 2016).  
<http://www.forbes.com/sites/prishe/2016/07/20/the-inefficiencies-of-the-international-olympic-committee-and-olympic-city-site-selection-process/#37a3044815be>

Los Angeles 2024 Candidate City. <https://la24.org/>

Koba, Mark. The Money Pit That's Become Hosting Olympic Games. CNBC (2010).  
<http://www.cnbc.com/id/34844120>

NBC News. Obama's Olympic Pitch Draws GOP Criticism. AP (2009).  
[http://www.nbcnews.com/id/33076658/ns/politics-more\\_politics/t/obamas-olympics-pitch-draws-gop-criticism/#.WINBP7YrKCQ](http://www.nbcnews.com/id/33076658/ns/politics-more_politics/t/obamas-olympics-pitch-draws-gop-criticism/#.WINBP7YrKCQ)

Paris 2024 Candidate City. <http://paris2024.org/en>

Passy, Charles. Ten Secrets of the 2014 Sochi Olympics. MarketWatch (2014).  
<http://www.marketwatch.com/story/10-things-the-winter-olympics-wont-tell-you-2014-01-17?page=1>

Pound, Dick. Inside the Olympics, Wiley (2006).

The International Olympic Committee. <https://www.olympic.org/the-ioc>

## Class Schedule

Monday, July 24

09.30h-10.30h	Introduction and Team Assignments
10.30h-11.30h	International Olympic Committee, A Brief History
11.30h-12:30h	IOC Governance Structure and Membership
12.30h-13:30h	National Olympic Committees (NOC), International Sport Federations (IF), and Organizing Committees for the Olympic Games (OCOG)

Tuesday, July 25

09.30h-10.30h	Quiz 1
10.30h-11.30h	Olympic Bid Process and Timetable
11.30h-12:30h	Candidature Phase: Formalization of a City's Commitment
12.30h-13:30h	IOC Evaluation Commission Review

Thursday, July 27

09.30h-10.30h	Quiz 2
10.30h-11.30h	Building a Bid Campaign
11.30h-12:30h	Bid Campaign Execution
12.30h-13:30h	Formulating a Strategy for Closing Arguments

Friday, July 28

09.30h-10.30h	Quiz 3
10.30h-11.30h	Budapest Team Presentation
11.30h-12:30h	Los Angeles Team Presentation
12.30h-13:30h	Paris Team Presentation

### Changes to Syllabus

This syllabus may be modified as deemed appropriate by the instructor, and students will be notified of changes, if any.