

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	Master of Arts Degree in International Sports Business
FHEQ Level:	7
Course Title:	Social Responsibility and Diversity in Sports
Course Code:	SPT 7401
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course examines the history and socioeconomic underpinnings of sports. It explores the issues of ethnicity, gender and international scope in relation to the modern sports world, analysing the stereotypes, misconceptions, and social elements of a changing sports landscape.

Prerequisites: MA International Sports business students only

Aims and Objectives:

- Understand the nature of social responsibility,
- Explore the character and role of diversity in sport
- Critically examine the impact of stereotyping in a global sports environment.
- Discuss the role that gender plays in sport management.
- Analyse the socioeconomic aspects of the contemporary sports environment.

Programme Outcomes:

A2, A4, A5
B2, B3, B4, B5
C2, C3, C5
D1, D2, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is found at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Understand in detail how social responsibility increases the pressure on sport to improve its practice for its own sake and to continue to be relevant for brand messages
- Apply a strategic approach to the development of social responsibility policies
- Analyse the promotion of racial, gender and ethnic diversity in sports organisations

Cognitive skills

- Demonstrate the ability to gather, organise and deploy complex and abstract ideas and diverse information

Subject specific, practical and professional skills

- Evaluate and analyse arguments reflectively from a range of sources.
- Design and undertake substantial investigations which address significant areas of social responsibility and diversity.

General/transferable skills

- Communicate findings effectively in a group situation and in written materials

Indicative Content:

- Nature and role of social responsibility in sports organizations
- Sociological, political and cultural underpinnings of sport, sports provision and development
- Diversity in sports at national and local levels
- Equity issues
- Social Inclusion
- Promoting Diversity in school and youth sport
- Sport, health and stereotypes
- The social responsibilities of teams and elite sports performers
- Physical activity and sport with an aging population

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be taught through lectures, seminars, tutorials, workshops, and practical sessions.

Bibliography:

Required texts

ParamioSalcines J. L., Babiak K., Walters G.,(2014) Routledge Handbook of Sport and Corporate Social Responsibility, Abingdon, Routledge

Indicative Text(s):**Recommended Reading:**

Davies, R. (2002) 'Sport, Citizenship and Development: Challenges and Opportunities for Sports Sponsors', World Sports Forum, Lausanne, 23 September 2002.

Lenskyj, H. (2002) *The Best Olympics Ever: Social Impacts of Sydney 2000* (Albany, NY: State University of New York Press).

Trendafilova, S., Babiak, K., & Heinze, K. (2013). Corporate social responsibility and environmental sustainability: Why professional sport is greening the playing field. *Sport Management Review*, 16(3), 298-313.

Uecker-Mercado, H., & Walker, M. (2012). The value of environmental social responsibility to facility managers: Revealing the perceptions and motives for adopting ESR. *Journal of Business Ethics*, 110(3), 269-284.

Uhrich, S., Koenigstorfer, J., & Groeppel-Klein, A. (2014). Leveraging sponsorship with corporate social responsibility. *Journal of Business Research*, 67(9), 2023-2029.

Journals:

Journal of Business Research

Journal of Business Ethics

Sport Management Review

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body	Change Actioned by Academic Registry
Annual update	June 2023	
Total hours updated	April 2024	

