**CLE9017 The Value of Sport**

**Category in Major Prog.** : Common Core Cluster Values, Cultures and Societies

**No. of Credits/Term** : 3

**Mode of Tuition** : Sectional approach

**Class Contact Hours** : 3 hours per week (lectures, discussions, presentations)

**Brief Course Description** : Sport has become a global phenomenon, but it is also an integral part of society and history at a national and local level. This course introduces students to different disciplinary approaches to the development and dynamics of this particular aspect of globalization. It will also demonstrate that despite evidence of emerging sports monocultures across the globe, the diffusion of sports has also stimulated or reinforced cosmopolitan and ethnic consciousness. In addition, sport embodies and transmits important values that are integral to human societies. Examples will be drawn from Hong Kong and the region, and case studies of some well-known sporting personalities and of particular sports will be used to illustrate the debates.

**Learning Outcomes** : On completion of this course, successful students will be able to:

1. Recall and understand the historical development of modern sport
2. Demonstrate understanding of political-historical, sociological, economic and business perspectives in analysing sport’s multi-faceted role in society
3. Identify and analyse important values embodied in and transmitted through sport

**Aims and Objectives** : The aim of this course is to introduce students to the socio-historical development of sport, which has today developed into an important aspect of the global economy and national culture. Students will be familiarized with the values embodied in sport practices and culture, and the social, historical, and economic forces that shape such values.

**Indicative Content** : 1. Sport and Leisure in Modern Societies
   - Value and utility of leisure
- Socio-historical development of sport
- Globalization and the transformation of sport

2. Sporting Cultures and Policy-Making
- Sport, power and culture
- Sports policy-making: ideology and practice
- Sports in international relations
- Mega sporting events
- History and ideals of Olympism
- Preparations, spectacle and legacies of mega-events

3. Benefits Derived from Sport
- Stadium Location and Costs
- Benefits from Teams and Events
- Value of Athletes
- Economics of Tournaments and Superstars
- Revenue and Costs from Cheating Plays

4. The Value of Sports
- Equal opportunity: sport and gender
- Fairness: sport and drugs
- Culture and civilization: sport and violence

Teaching Method: Lectures, discussions, and presentations

Measurement of Learning Outcomes (LOs):
1. Class participation (measures LOs 1-3)
2. Term paper (measures LOs 1-3)
3. Group presentation and project (measures LOs 2-3).
4. Final exam (measures LOs 1-3)

Assessment: 60% continuous assessment, 40% final exam

Required/Essential Readings:
- Grix, Jonathan, Sport Politics: An Introduction (Basingstoke: Palgrave Macmillian, 2015)

Recommended/Supplementary Readings:
- Cha, Victor, 'Beijing's Olympic-Sized Catch-22', Washington Quarterly, Summer 2008, pp.105-
Lam, S.F. and J. Chang (eds), *The Quest for Gold: Fifty Years of Amateur Sports in Hong Kong, 1947-1997* (Hong Kong: Hong University Press, 2006)
Watson, James L., ‘China's Big Mac Attack’ *Foreign Affairs,* (May/June 2000)

**The Business and Economics of Sports:**

Beech, John and Simon Chadwick (editors), *The Marketing of Sport* (Pearson Education 2007)
Larmer, Brook, *Operation Yao Ming: the Chinese sports Empire, American big business and the making of an NBA superstar* (Gotham Books 2005)
Oates, T. and J. Polumbaum, ‘Agile Big Man: The

The Social and cultural aspects of Sports:
Brookes, Rod, Representing Sport (London: Arnold, 2002)
Cashmore, Ernest, Making Sense of Sport (London: Routledge, 1990)
Ho, Juanita Kit Mui and Eric Wing Hong Chui, Family and Sport (Hong Kong: Univ. of Hong Kong Social Sciences Research Centre, 1996)
Jarvie, Grant, Sport, Culture and Society: Can Sport Change the World (London: Routledge, 2006)
Phillips, John, Sociology of Sport (Boston: Allyn and Bacon, 1993)
胡志轩等篇，一人一球-一群社会学人的足球笔记, 2006, Roundtable Publishing。

Useful websites
http://www.sportsbusinessjournal.com/
The Value of Sport 2015-16: Class Timetable

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Lecturer</th>
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<tbody>
<tr>
<td>1</td>
<td>1 Sept</td>
<td>Introduction to the course</td>
<td>All teachers</td>
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<tr>
<td>2</td>
<td>8 Sept</td>
<td>Presentation topic selection</td>
<td>Marcus Chu</td>
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<td>The origins of sport</td>
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<td>3</td>
<td>15 Sept</td>
<td>The characteristics of modern sports</td>
<td>Marcus Chu</td>
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<td><strong>In-office Consultation for Project Groups</strong></td>
<td>All teachers</td>
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<td>4</td>
<td>22 Sept</td>
<td>Sport and government policy-making.</td>
<td>Marcus Chu</td>
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<td>5</td>
<td>29 Sept</td>
<td>Sport and international relations: A case study of the ‘Two-Chinas’ issue</td>
<td>Marcus Chu</td>
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<td>6</td>
<td>6 Oct</td>
<td>The public finance of sports: who benefits and how</td>
<td>Jimmy Ran</td>
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<tr>
<td>7</td>
<td>13 Oct</td>
<td>The public finance of sports: who pays and why</td>
<td>Jimmy Ran</td>
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<td>8</td>
<td>20 Oct</td>
<td>Markets of Tournaments and Superstars</td>
<td>Jimmy Ran</td>
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<td>9</td>
<td>27 Oct</td>
<td>Sociological perspectives on sport</td>
<td>Sharon Chan</td>
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<td>Sport and leisure in modern societies</td>
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<td>10</td>
<td>3 Nov</td>
<td>Socialization, identity and sport</td>
<td>Sharon Chan</td>
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<td>11</td>
<td>10 Nov</td>
<td>Deviance in sport</td>
<td>Sharon Chan</td>
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<td>The social impact of sport</td>
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<td><strong>Due day for your individual paper – bring it to class</strong></td>
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<td>12</td>
<td>17 Nov</td>
<td><strong>Student Presentations</strong></td>
<td>All teachers</td>
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<td>13</td>
<td>24 Nov</td>
<td>Congregation, no class</td>
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<tr>
<td>14</td>
<td>1 December</td>
<td><strong>Course revision</strong></td>
<td>All teachers</td>
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Assessment

Continuous Assessment takes up 60% and consists of three components – class participation, individual term paper and group presentation and project report – details as follows:

10% class participation refers to general participation in class - so do speak up in class! Attendance will be taken at every class.

20% for one individual term paper to be chosen from a list of topics covering each aspect of the course. The deadline this is Tuesday 10th November and you must hand in your paper in class on that day. Your paper should be around 800 words and should include proper footnoting/referencing. Plagiarism and late submission will be penalised.

Please choose any one of the following 6 topics for your term paper:

(1) “The Beijing 2022 Winter Olympics will facilitate China to realize Xi Jinping’s ‘China Dream’. Discuss.
(2) Is the 2016 Rio Summer Olympics able to boost Brazil’s international profile? Please give your answer with example/s.
(3) Discuss why superstars are paid so high.
(4) What are the benefits and costs of cheating plays?
(5) How can sport contribute to prejudice and cultural stereotyping? Illustrate your answer with a televised sport.
(6) Interview one person under 25, and one person over 60, whom you know to be active in sport, asking them to share with you (a) their activity patterns in sport at different life stages, (b) their own understanding of the meaningfulness and value of sport, and (c) how the personal value and meaning of sport has changed over their life stages. Sociologically theorize the account for the notes you make of the interviews.

30% for a group presentation and e-portfolio based on the political, social or business aspects of a selected sport. A collective grade will be given for all members of the group.

Presentations will be made on 17th November. All students are required to attend the presentations, presentation length should be maximum 20 minutes long with a further 10 minutes for questions and responses. You will also be required to submit your analysis in the form of an ‘e-portfolio’. This e-portfolio allows you to gather together all the information you have found and to provide links to other relevant sites. Using an e-portfolio allows you to structure your analysis in new and exciting ways and allows you to embed information in a variety of formats (audio, video, graphic etc.) into your analysis. Please note that an e-portfolio does not mean just copying and pasting links, videos and data from other sites. You still need to do your own analysis and write up the results of this in a manner similar to that of a normal written report. E-portfolios will be locked on 27th November and graded in the normal manner.
Final exam takes up 40%, to take place during exam week

Students shall be aware of University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

Examples of dishonest practice include plagiarism (i.e. presentation of another person's work without proper acknowledgment of the source), copying the work of other students or deliberately allowing other students to copy from you (whether from this or any other institution), submitting the same piece of work for more than one course.

**Group Presentation Project**

Students will be divided into 6 groups and each group will be responsible for looking at one sport e.g. soccer, tennis, basketball. As far as is possible, students will be assigned to a group that matches with their preferred sporting interests as determined by a survey conducted in class.

Once the groups and their chosen sports have been confirmed we will then conduct a random draw. In that draw two groups will be assigned to look at the political aspects of their sports, two will work on the business and economic aspect of their sports and two will be assigned to social and cultural aspects of their sports. We will therefore have six groups presenting, each with their own sporting area and subject/discipline area (e.g. sociological aspects of rugby or business aspects of horseracing).

Depending upon the selection of discipline area students will be required to discuss their given sports and make a presentation that analyses relevant interactions between their sport and discipline area.

For examples students who have been assigned to:

**Political Aspects** will study:

How sports are used to defend the interests of a nation.

How sports serve as a means of diplomacy.

How sports facilitate nations to integrate into the international society.

How sports can project the grand strategy of a nation.

How sports can be leveraged for arousing nationalism.

**Social Aspects** will study:

Societal values and norms as embodied in sport: values of fairness, excellence, competition and equal opportunities in modern competitive sports.
Social divisions in sport: how social divisions (e.g. social class, race and gender) are regulated, represented, challenged and reproduced through sport.

Social control in sport: the regulation of violence in sports and in sporting events, the relationship between such regulation and culture and civilization.

What sports can tell us about the structure of our society: how power relations are organized, how socio-economic and political institutions shape the way sports develop and are consumed.

**Economic and Business Aspects** will study:

- How new facilities might make fans better off even if they never attend a game.
- How new teams and new events might contribute to a local economy.
- How cities come to fund stadiums.
- Why most stadiums are not in the center of town.
- Why superstars are paid so high.
- What are the benefits and costs of cheating plays.

Grading of your group e-portfolios and presentations will be based on the following:

- Identification of relevant linkages between the sport and the discipline area.
- Background and literature review.
- Application of concepts and issues covered in class to the particular sport under consideration.
- Discussion of relevant case studies and examples.
- Conclusions and implications.
- Overall presentation skills.

Each of the course Professors will schedule individual meetings with each group to make a progress check on the projects during the week of **15 September**. Please schedule a time for your group to meet with the relevant discipline-based Professor for your team at a time when all of your group members are able to attend. These meetings will be approximately 30-45 minutes duration and are intended as an opportunity for you to receive further detailed guidance on your project. Please come prepared with any initial ideas you may have and a list of questions that you wish to ask. **Throughout the course, you are welcome to approach any of the Professors for guidance on how to prepare the project or your presentation.**