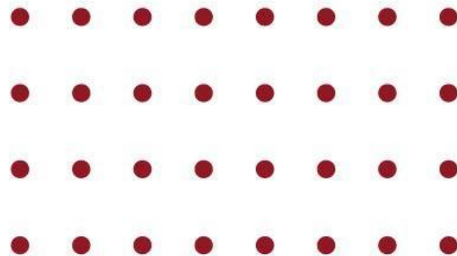


MIM115 Global Sports Business and Industry





Class 3: The Contemporary Sports Industry and Management

- Understanding of the Governance in International Sport
- Governance and Legal Infrastructure
- International Olympic Committee
- International Sport Federations
- Leagues, Tours and Other Properties
- Olympic and Paralympic Movements and The Role of National Olympic Committees

News on Palco 23

AUDI ABANDONS DAKAR AND FOCUS ON FORMULA 1

<https://www.palco23.com/competiciones/audi-abandona-el-dakar-y-se-centrara-en-su-proyecto-de-formula-1>

REAL MADRID WINS 5.1 MILLION EUROS FOR WINNING THE SUPER CUP

<https://www.palco23.com/clubes/real-madrid-cf-gana-51-millones-de-euros-tras-alzarse-con-la-supercopa-de-espana>



Governance In Sports

- Governance in the context of sports refers to the structures, processes, and decision-making mechanisms that oversee and regulate sports organizations and activities.



Key Elements Of Governance In Sports

- Organizational structure: The hierarchy and composition of sports organizations.
- Decision-making processes: How policies and rules are established and enforced.
- Transparency and accountability: The need for openness, fairness, and responsible stewardship.
- Ethical and legal standards: Compliance with ethical and legal norms.
- Financial management: The importance of sound financial practices.



Results Of Transparent and Effective Governance

- Ensures fair competition and a level playing field.
- Attracts sponsors, investors, and fans.
- Enhances the credibility and reputation of the sport.
- Fosters trust among stakeholders.
- Prevents corruption, fraud, and misconduct.



Recent Reforms and Initiatives

- The role of external regulatory bodies and agencies.
- Athlete representation and empowerment.
- Greater focus on ethics and compliance.
- Use of technology for governance and integrity.

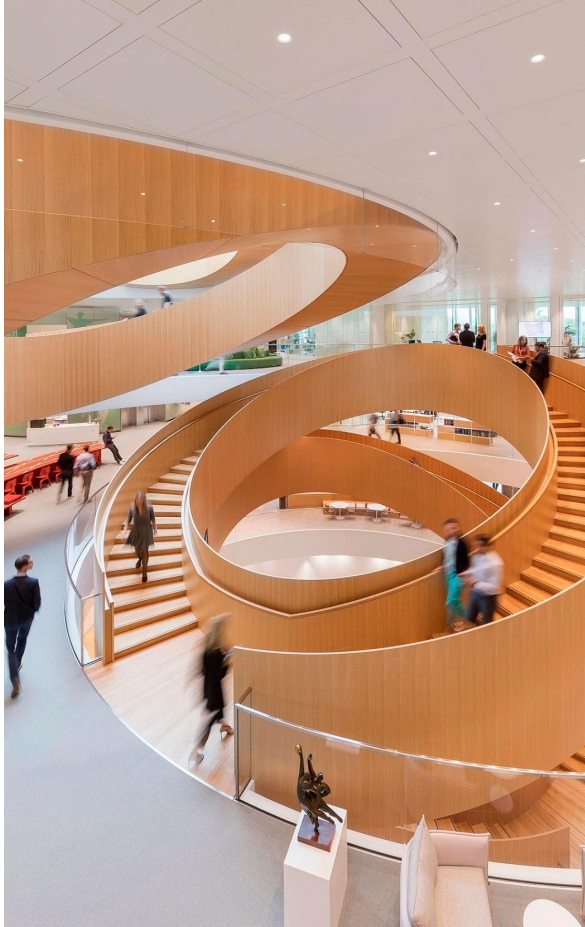


FIFA / FIBA/ FIV/ATP/ WORLD RUGBY Case Study

- Each group discuss the governance structure of the selected governance body
- Discuss the structure, evolution and controversies
- **After Presentations:** Discuss differences on the evolution of those structures



International Olympic Committee



The IOC is an international non-governmental not-for-profit organization, of unlimited duration, in the form of an association with the status of a legal person, recognized by the Swiss Federal Council in accordance with an agreement entered on 1 November 2000.

Its seat is in Lausanne (Switzerland), the Olympic capital.

International Olympic Committee

- They make decisions on the most critical issues, such as electing the host cities for the Games, choosing new sports to be included in the Olympic program, and electing members to the IOC
- **Executive board:** It consists of the IOC President, four Vice-Presidents, and ten other members.



Roles & Responsibilities

- **Organizing the Olympic Games:** Responsible for selecting the host cities for the Games, overseeing the planning and execution of the Games, and ensuring they are conducted in accordance with the Olympic Charter.
- Promoting Olympic Values: Promoting ethics in sports, and encouraging participation in sports across all levels of society.



International Sport Federations



- International Sports Federations (IFs) are responsible for the regulation, organization, and integrity of the relevant sport at international level.
- The IFs have the responsibility to manage and monitor the everyday running of the world's sports disciplines. The IFs must also supervise the development of athletes practising these sports at every level.
- As an example, FIFA Regulations are binding to all its members, based on the principle of adherence – regulations:
 - Regulations on the Status and Transfer of Players;
 - Procedural Rules Governing the Football Tribunal;
 - Code of Conduct for Third Parties;
 - Code of Ethics;
 - Governance Regulations;
 - Regulations on Working with Intermediaries (Agents)

Paralympic Movement

World War II in 1948, when Dr. Ludwig Guttmann organized a sports competition for British veterans with spinal cord injuries.

The first official Paralympic Games were held in Rome in 1960, immediately following the Olympic Games.

Ideals

Empowerment and Inclusivity: Central to the Paralympic Movement is the empowerment of persons with disabilities through sports and the promotion of inclusivity in the sporting world.

Inspiration and Equality: Break down stereotypes about disabilities, promoting the idea that everyone deserves an equal chance in sports and in life.

Objectives

Sporting Excellence: Like the Olympics, the Paralympics aim to showcase the highest standards of sporting excellence.

Awareness and Change: Raising awareness about the abilities and rights of people with disabilities and driving social change towards a more inclusive society.

Parity with the Olympics: Achieving parity in terms of importance, media coverage, and public interest with the Olympic Games.

Group Activity 2

Step 1: Research and present on a specific International Sports federation and focus on their governance structures.

Step 2: Discuss the global influence of major leagues and tours (e.g., NBA, UEFA, PGA Tour) on sports governance.

Step 3: Each team member has to share their personal opinion on the balance between commercial success and maintaining sporting integrity.