



Teaching Awareness of Ethical Governance in Sport

Topic: 12

Commercialisation and Corruption in Sport

Independent Study Tasks

Listen to the BBC File on 4 programme on allegations of match fixing in tennis (found here <https://www.bbc.co.uk/programmes/b06wd7f0>).

Read through the case studies associated with the topic (34; 35; 36; 37)

Answer the following questions:

- *What are the adverse effects of commercialisation in sport?*
- *What is meant by 'hyper-commercialisation'?*
- *What are the benefits of commercialising sport?*
- *How can good sport continue to exist in a market-driven world?*
- *In case 34, what recommendations were made by the appeal panel in relation to the case and why?*
- *In case 35, why did the Disciplinary Committee rule that the defendant's conduct created an apparent conflict of interest?*
- *In case 36, what reasons did the defendant give in his appeal that the appointed Panel Member was biased and why was this rejected?*

Think about what measures authorities can take to ensure good governance in sport in relation to corruption, betting and match fixing.



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Universitatea
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din Braşov



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GLOUCESTERSHIRE
at Cheltenham and Gloucester



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