

The Master Of Arts In Sports Ethics And Integrity (MAiSI)

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Context and objectives

The world of sport is increasingly beset by ethical problems, from corruption and match fixing to child protection, doping and illegal betting. The integrity of sporting bodies and competitions at every level are being brought into question, creating an urgent need to develop a coherent, professional response to these issues. The Master Of Arts In Sports Ethics And Integrity (MAiSI) consortium seeks to establish a new, internationally recognised, profession within the field of sports administration and governance in both public and private sectors. The objective is to develop a generation of postgraduate experts, selected from around the world, who will enrich sport agencies and organisations with their expertise in ethics and integrity and revolutionise the world of sport. Our uniquely innovative international Master level qualification will provide the underpinning knowledge, skills and experience necessary to establish this new profession.

Academic partners

The MAiSI benefits from the combined excellence of a team of internationally renowned scholars, scientists and experienced and successful practitioners from the world of sport. Swansea University (UK) is the coordinating institution. The other consortium partners are Katholieke Universiteit Leuven (Belgium), Universitat Pompeu Fabra Barcelona (Spain), University of Peloponnisos (Greece), Charles University Prague (Czech Republic), and Johannes Gutenberg University Mainz (Germany). The programme is accredited at all academic partner institutions.

Furthermore, we are supported by a diverse range of sports organisations, including Union of European Football Associations (UEFA), International Ice Hockey Federation (IIHF), German Olympic Sports Confederation (DOSB).

Content, structure and organisation

The MAiSI will equip students for high-level careers in sports administration and governance, with a focus on ethical sports, integrity and compliance. Students will receive training that enables them to identify ethical issues, engage in ethical analysis and argument and translate decisions into actions — the three core skills required to develop sports integrity. The MAiSI will support students in developing an ethical mind-set and transferable skills that are indispensable for addressing the value and integrity issues facing national and international sports organisations.

As from 2017, the programme is offered on a full-time basis commencing in September of each academic year and runs for two years. Depending on their year of entry to the programme, students will be based at the institutions as follows:

- Semester 1: Swansea.
- Semester 2: Leuven and Prague to host students on alternate years. Staff will travel in the other year.
- Semester 3: Mainz and Barcelona to host students on alternate years. Staff will travel in the other year.
- Semester 4: Students to be based at any of the consortium partners based on their thesis specialism.
- A summer school takes place in Ancient Olympia at the end of semester 2 and 4.

Target group and admission criteria

The MAiSI will start in September 2017. It considers applications from candidates with a first (1st) or second-class honours, upper division (2.1) degree (180 ECTS; this corresponds to a 2,0 grade in the German grading system). Due to the inter-disciplinary nature of the course, applications from any degree discipline will be considered. Examples of degree subject areas of particular relevance include Business, Management, Disability Studies, Ethics, Governance, History, Law, Philosophy, Social Sciences and Sports.

Due to considerable funding from the European Union, we are able to award a restricted number of Erasmus Mundus Joint Masters Degree scholarships for exceptional students from all over the world starting in September 2017. On basis of a continental allocation formula, these scholarships will help to provide access to the programme also for students from countries with less economic strength.

Aim of the presentation and learning outcomes

The aim of the presentation is to introduce the programme to an appropriate audience of academics and practitioners, who are likewise involved in delivering education in a field of increasing importance in academia and beyond. The past two decades have shown that there is an urgent need for higher education institutions to come up with innovative ideas in the training of students in order to prepare them for complex future challenges in sports administration. The nature of the issues faced demand from graduates to have expertise and competences in a broad range of topics that go beyond management and jurisprudence.

One important learning outcome of our presentation is thus to present the design and content of a programme we seem fit to provide first-class education to meet those challenges. We intend to stimulate further debate about how our experience can help enrich similar programmes and curricula at other universities and to discuss potential future developments.