

M.A. Olympic Studies - NEWSLETTER

Edition No. 2 - 2015

Foreword

Dear all,

I am delighted to introduce you to the 2nd edition of our newsletter. It is my pleasure to mention that the 1st edition was a success. The initiative to edit such an information circular has been appreciated by graduates, current participants and those who have already expressed their interest in joining future intakes of the programme. Voices from graduates stressed that the newsletter helps to maintain their identification with the programme. Participants who are currently on the programme appreciate the newsletter as a stimulus to communicate with each other about the latest developments of the course. It is important that the participants stay connected – a fact which is true for the nature of an international part-time programmes in particular.



**Deutsche
Sporthochschule Köln**

German Sport University Cologne

Zentrum für Olympische Studien
Olympic Studies Centre

In addition to the positive feedback, we also received valuable proposals for improvement in terms of content above all. I say thank you to all who have responded to us. The editorial team has evaluated the comments and has become active to realize them. Therefore, you can find a section on other Olympic Studies Centres which are involved in your programme. In this edition we have reserved a page for presenting interesting projects of the Olympic Studies Centre (OSC) of the Autonomous University of Barcelona. I say thank you very much to Prof. Emilio Fernandez Pena who is director of this OSC.

But apart from this new section the number of pages have increased because of various developments and initiatives on which we want to draw your attention to. I am referring, amongst others, to the growing relationship of our programme to the International Olympic Academy, the revalidation of the study programme and information on the 3rd and 4th intake. You can learn from this update that the profile of the programme is growing which automatically leads to an increase of its international reputation. The programme stands out not only because of its interdisciplinary teaching content. It is also the excellent teaching atmosphere which coins the academic uniqueness of it. All professors teaching on the programme and all staff members of the OSC of the German Sport University Cologne supporting us in the huge administrative and organizational challenges are identifying themselves with the M.A. Olympic Studies 100% - and would do even more if this would be possible. But this identification is only possible because all participants were and still are full of enthusiasm. The synergies between academics and participants is creating an exceptional momentum in teaching, learning, research and socializing in an international context.

Enjoy reading the 2nd edition of the newsletter

Best wishes,

Stephan Wassong (Executive Director of the M.A. Olympic Studies)

Latest News

Professor Müller and Professor Wassong present M.A. Olympic Studies to IOC President Thomas Bach



In the first newsletter it was announced that Professor Norbert Müller and Professor Stephan Wassong will have the opportunity to meet IOC President Thomas Bach. This meeting took place at the IOC headquarters in Lausanne in October 2014. During the meeting, at which the Director of the IOC Culture & Heritage Department, Francis Gabet, also participated, they presented the concept of the M.A. Olympic Studies to the IOC President. Thomas Bach spoke very generously about the structure and the contents of the degree programme. He confirmed the continuing support

of the IOC and Olympic Solidarity in the coming years.

Appointment to the IOC Olympic Education Commission

In June 2015, Professor Norbert Müller and Professor Stephan Wassong were appointed to IOC Commissions. Professor Müller will be a member on the Olympic Heritage Commission, whereas Professor Wassong was selected to serve on the IOC Olympic Education Commission. The IOC President in consultation with the IOC Executive Committee appoints members to IOC Commissions. An important area of activity of IOC Commissions is advising the IOC Session and the IOC Executive Committee in the implementation of the different recommendations of the Olympic Agenda 2020.

The Olympic Agenda, which was adopted on the 127th IOC Session in Monaco in December 2014, deals with the future-oriented direction of the Olympic Movement and the Olympic Games. It entails 40 recommendations for reform, which are separated into five main themes: 1. The Uniqueness of the Olympic Games, 2. Athletes at the Heart of the Olympic Movement, 3. Olympism in Action: keep Olympism alive 365 days a year, 4. IOC's Role: Unity in Diversity und 5. IOC Structure and Organisation. For the successive realization of the Olympic Agenda, the IOC made alignments to the profile of some IOC Commissions in terms of their specialization and members. Therefore, the IOC Olympic Education Commission and the Olympic Heritage Commission emerged from the former Commission for Culture and Olympic Education but are now independent IOC Commissions. It is intended that the separation of the former large IOC Commission leads to a profiling of the areas of education and culture within and through Olympic sport.

M.A. Olympic Studies goes IOA

The International Olympic Academy (IOA) in Olympia, Greece, has provided the Olympic Studies Centre Cologne with the opportunity to hold modules of the M.A. Olympic Studies at its institution. Professor Stephan Wassong, has welcomed this invitation and the module weeks of the 3rd and the 4th Intake will take place at the IOA from 20th to 27th September 2015.



The IOA is the main international educational and cultural institution of the IOC that aims to promote the Olympic ideals and to develop Olympic education. Located at ancient Olympia it functions as a multicultural interdisciplinary centre to study and promote Olympism. The IOA is venue of seminars of National Olympic Committees, the International Sessions of Young Participants and the International Postgraduate Seminar and several other educational events.

Therefore the team of the M.A. Olympic Studies is more than happy to be able to stage the module weeks at the IOA. The participants of the 3rd Intake will already experience their 6th and last module which will deal with 'International Relations and the Olympic Movement', while the 4th Intake will have their 2nd module about 'Olympic Athletes and Elite Sport in transition'. The modules will be taught by an international teaching team under the leadership of the German Sport University Cologne. In addition to the traditional module teaching, excursions to the sites of the ancient Olympic Games will provide authentic insights into the ancient cultural festival.

Revalidation of the M.A. Olympic Studies

The M.A. Olympic Studies is a fully accredited Master programme which provides the participants with a recognized academic degree. After 4 years of implementation the programme was required to be revalidated by the end of 2014. In November 2014, external examiners, the module leaders and the internal Quality Assurance Department of the German Sport University met at Cologne for an expert workshop to discuss further development potentials of the programme. The selected external examiners were Professor Keith Gilbert (University of East London), Professor Otto Schantz (University of Koblenz-Landau) and Stefanie Klein (Sponsorplan).

The workshop led by the external examiners focused on an evaluation of the current programme and on discussions about possible changes to further enhance the quality of the programme. Professor Wassong highlighted in his opening presentation the positive development of the programme over the last years. The increasing number of applicants and participants from all around the world is evidence for the growing reputation of the programme. The subsequent discussions were supported by the module leaders and graduates. Moreover, Nuria Puig from the IOC joined the discussion via Skype.

The final report, compiled by the external examiners, gave a positive evaluation and provided recommendations to further develop the programme. One recommendation has been to strengthen cooperation with the IOA, which has been implemented soon after.

News – 3rd Intake

3rd Intake – Module 4 at German Sport University Cologne



At the beginning of March 2015, the participants of the 3rd intake of the M.A. Olympic Studies took part in the 5th module, which was held at the German Sport University Cologne. Professor Ian Henry and his team from Loughborough University taught the participants in the module 'Governance, Policy and Olympic Organisation'. Amongst the main issues in the lectures

and seminars were topics such as the Olympic legal and organisational structures, good governance and Olympic legacies.

On the first day, Dr. Borja Garcia taught the participants about Olympic governance, the cases of WADA and CAS and challenged the students to think critically about the principles of good governance in the IOC. Gender issues within the Olympic Movement as well as Olympic Solidarity and Sport for all were discussed by Professor Ian Henry on the second day. As with every module, one day was reserved for aspects on research methodologies that are an integral component to ensure the academic nature of the programme. The seminars on research methodology were delivered by Professor Jens Flatau from the University of Kiel. On Thursday, issues on the Paralympic Games were presented by Dr. David Howe, a former Paralympic athlete and lecturer at Loughborough University. Finally, Dr. Mahfoud Amara taught about the Olympic Movement in the Arab-Muslim World on the final day of lectures. The presentations on Saturday have been evidence of the adequate knowledge of the participants after this week of intensive learning.

News – 4th Intake

Start of 4th Intake



In February, the participants of the 4th Intake of the M.A. Olympic Studies started their studies with their first module at the German Sport University. The Olympic Studies Centre welcomed 19 participants from all five continents – spreading from New Zealand to Uganda and Brazil – who aspire to deepen their knowledge about the Olympic Movement. The participants originate from various professional background reaching from International Federations to National Olympic Committees. During the Opening Ceremony Professor Wassong underlined that the

programme is getting increasing reputation around the world. Six participants are supported with scholarships by Olympic Solidarity, which is proof for the continuing partnership between the IOC and the M.A. Olympic Studies.

Professor Karen Joisten (University of Kassel) and Professor Norbert Müller (University of Kaiserslautern) taught the participants in the module 'Ethics, Values and Olympic Education' over the first module week. Pierre de Coubertin's educational intentions to revive the Olympic Games were analysed. Based on this historical background emphasis was given on the further development of the core Olympic values and how their original nature has been influenced and changed by commercialisation, professionalism and political issues connected with the Olympic Movement. In addition, programmes and projects of Olympic Education which have been and still are conducted at the school level and beyond were critically evaluated. A special focus was given to the Agenda 2020 and its further influence on the Olympic movement.



Graduates

Jana Bernhard



Jana Bernhard participated in the first intake of the study programme M.A. Olympic Studies. She graduated successfully and has written her M.A. thesis on the topic 'Sponsoring within Sport for the Disabled in Germany – classic Sponsoring or CSR?' She represents the nature of the programme ideally as she has managed to transfer the academic knowledge acquired in the programme to the professional world. This is a key objective of the programme.

Since 2008 she has been working for the German Sport Marketing Ltd, the marketing company of the German Olympic Sports Confederation and German Paralympic Sports Federation. As Head of Events she is responsible for all events of the German Olympic and Paralympic Team and sports for all projects of the DOSB. The most outstanding and complex event Jana manages is 'Deutsches Haus', the national representation and hospitality venue for the German Olympic and Paralympic Team taking place at the host cities of the Olympic and Paralympic Games. According to Jana the programme allowed her to expand her already existing knowledge on the Olympic Movement, which effectively contributed to the profile of her project work effectively. She argues that the decision to participate in the programme has been highly valuable to plan her further career in both the national and international context of the Olympic Movement.

Participation at the 2014 International Symposium for Olympic Research

More than fifty scholars from various countries attended the 2014 International Symposium for Olympic Research at the International Centre for Olympic Studies of the University of Western Ontario (Canada) in October 2014. The conference, which was first held in 1992, is one of the most prominent opportunities for academics dealing with the Olympic Movement to exchange latest research results.



Amongst the panel speakers at the 2014 edition were Professor Stephan Wassong and Jörg Krieger of the Olympic Studies Centre of the German Sport University Cologne. Professor Wassong spoke in his presentation about the history and actuality of the educational concept of the Olympic athlete as a role model. Jörg Krieger focused on the role of the IAAF Medical Committee and its contribution to the Olympic anti-doping fight. They could also place their articles in the official

Congress Publication, which has already been published and will eventually be available in digital format from the database of the LA84 Foundation.

The Olympic Studies Centre in Japan

The Olympic Studies Centre is an established institution in the Olympic Movement in the field of teaching as well as research. At the first 'Olympic Management Seminar' in the National Sport Academy of the National Institute of Fitness and Sports (NIFS) in Kanoya, Japan the OSC was represented by Professor Stephan Wassong and staff member Caroline Meier. The seminar, which was supported by the Japanese government, took place from 1st to 15th March 2015 and was organised in cooperation of national Japanese and international institutions and organisations.



In preparation of the Olympic Games in Tokyo 2020, the interdisciplinary programme – held in English language – aimed at qualifying selected Asian sports students to become internationally oriented experts in the field of Olympic and Paralympic sports. Furthermore the organisers want to foster the networking of the international Asian participants and to start a mutual learning process in view of the respective national sport systems.

The curriculum of the seminar contained specific seminars on local Asian Olympic and Paralympic educational programmes as well as international topics such as the Olympic Movement, Sports Medicine,

Coaching Science and Sport Management. In this framework international guest speakers were invited from universities in Switzerland, the Netherlands, France, Spain, Canada and Germany. The opening speech for the seminar was broadcasted as a video message by Professor Wassong. Caroline Meier travelled to Kanoya in order to give lectures on the Ancient Olympic Games, Olympic Education as well as Research Methods in Olympic Study.

Professor Wassong at the IOA

From 2nd to 9th May, 2015 the IOA has hosted its 13th International Session for Directors of National Olympic Academies. In the festive opening ceremony the president of the IOA, Mr. Isidoros Kouvelos, could address 123 participants coming from 52 countries. Prof. Konstantinos Georgiadis, Honorary Dean of the IOA, and Prof. Dionyssi Gangas, Director of the IOA, were chairing the Session.

The profile of the session, which has developed a strong tradition, is an ideal opportunity to acquire knowledge about the initiatives of National Olympic Academies to support the educational mission of Olympism. It is an ideal opportunity to create synergies between various national initiatives to stress the international dimension of Olympic education. Two main topics were framing the 13th Session: Olympic Values and The Value of excellence as an Educational Tool.

Professor Wassong was invited to the Session as a keynote lecturer and delivered his lecture on Demands on Athletes to Display Olympic Excellence. He used the opportunity of his stay to strengthen the links between the IOA and the Olympic Studies Centre of the German Sport University Cologne.

Olympic Education Workshop at the University of Johannesburg



From 27th to 29th May 2015 an 'Olympic Education Workshop' took place in Johannesburg within the framework of the cooperation between the OSC of the German Sport University Cologne and the University of Johannesburg. The workshop, which was the first initiative of the two cooperation partners, was attended by representatives of thirteen South African universities, the Government Department of Sports and Recreation South Africa, numerous African NGOs and the National Olympic Committees of Namibia and Swaziland.

Following a brief historical review on the origins of the modern Olympic Movement, Caroline Meier and Jörg Krieger of the OSC Cologne discussed the educational intentions of the Olympic Idea with the participants. Whilst contemporary challenges and chances on the international level were debated, a valuable exchange on the current state of implementation and areas of application within the African context took place. The discussions showed the relevance of Olympic Education for the African continent but it was also highlighted that one has to show consideration for national and local circumstances in the implementation process. Based on a coherent understanding of Olympic Education, this is where involved stakeholders are needed to create adapted concepts for their respective target groups.

In consequence of encouraging results of the Workshop, further periodical meetings are planned to coordinate an increased implementation of Olympic Education initiatives in South Africa. It is intended that the University of Johannesburg will take over a leading role in this process with the support of the OSC Cologne. This was highlighted by Jörg Krieger in his summary and recommendations of the workshop.



Guest Lecture at Hanyang University in Seoul

In April 2015, Jörg Krieger, staff member of the Olympic Studies Centre Cologne, was invited to hold a guest lecture at Hanyang University in Seoul. On request of Professor Seongsik Cho of the Department of Sports Industry & Management, Jörg Krieger presented his study on the historical development of Olympic villages at the Winter Olympic Games.

OSC Barcelona – News

Educational Project: Massive Online Course ‘the Olympic Games and the Media’



Centre d'Estudis Olímpics
Universitat Autònoma de Barcelona

CEO-UAB has organised the first edition of the Massive Online Course ‘the Olympic Games and the Media’ with more than 6700 students enrolled from 142 different countries. Along the 5 weeks duration of the course the students have watched 44524 videos and sent 5874 exercises. CEO-UAB aspires to this course be a positive promotional tool of its activities and the Master of Arts on Olympic Studies of which is a partner. Almost 30% of the total students come from emerging economies such as India (6%), Brasil (6%) and Russia (4%), among others. The homepage of the course can be visited on: <https://www.coursera.org/course/olympicgames>

Ongoing Funded Research Projects

1. Information and knowledge Management generated by the Sport MegaEvents. This research project has as its goal helping the Barcelona City Council to manage in an efficient and sustainable way the investment devoted to organize Sport Mega Events
2. Consultancy commissioned by the organising Committee of the 2017 Mediterranean Games to be held in Tarragona, Spain.

Dissemination of the Research

CEO-UAB is leading the Creation of the Observatory of Social Media and Global Sport in Collaboration with the Institute of Communication, Society and Sport at the University of Southern California, Los

Angeles. The webpage is currently in Beta phase. The content are being created and revised to be launched next September.

Olympic Education

Translation into Catalan language the book ***Teaching Values: an Olympic Education Toolkit***, created by the International Olympic Committee. These teaching materials will be introduced in the schools in order to promote the Olympic Values among the young students of Catalonia and Barcelona.

International Researchers at CEO-UAB

On April 2015 the following international postgraduate students and scholars are in a research stay or internship:

- Prof. Dr. Lizandro Angulo. University of Tolima. Colombia. Senior Associate Researcher
- Daniel Malanski. Université de Paris 3. Junior Associate Researcher
- Mauricio Javier Córdova. German University of Sport (Cologne) Internship
- Anastasios Katsiadramis. University of the Peloponnese (Greece) Internship

Dates

20.09. – 27.09.2015 Module weeks 3rd & 4th Intake (IOA/Greece)

29.11. – 02.12.2015 Congress on Olympic Studies (University of Johannesburg/South Africa)