

Who we are

Daniels Fund Ethics Initiative at UCCS

The Daniels Fund Ethics Initiative at UCCS is a resource for principle-based ethics education, serving students, educators, and business community. The ethics initiative promotes practical application of principle-based principles in the curriculum, provides student opportunities to practice ethical leadership and ethical decision-making, engages the business community all while encompassing the following eight principles:

- **Integrity** - Act with honesty in all situations
- **Trust** - Build trust in all stakeholder relationships
- **Accountability** - Accept responsibility for all decisions
- **Transparency** - Maintain open and truthful communications
- **Fairness** - Engage in fair competition and create equitable and just relationships
- **Respect** - Honor the rights, freedoms, views, and property of others
- **Rule of Law** - Comply with the spirit and intent of laws and regulations
- **Viability** - Create long-term value for all relevant stakeholders

For more information please log on to

www.uccs.edu/business/community-resources/ethics-initiative.html

Sport Management Program at UCCS

Housed in the College of Business, the Sport Management program at UCCS prepares students to pursue business careers in Olympic movement, collegiate, or professional sports. The 2015-16 academic year brings the launch of a new career path opportunity with the establishment of a Soccer Management track developed in partnership the Colorado Rapids MLS club. Students in the Sport Management program at UCCS will earn a bachelor's degree in business from an AACSB accredited program (top 5% of business schools worldwide) and have access to some of the most amazing internship opportunities in the US and abroad.

For more information please log on to www.uccs.edu/smp.

From FIFA to the Pitch: The Ethics of Soccer

Student Workshop



October 8, 2015
Upper Lodge on the UCCS Campus

Presented by



Agenda

Opening Remarks

- **Eric Olson**, PhD, Director Sport Management, Professor of Marketing and Strategic Management in the College of Business
- **Tracy Gonzalez Padron**, PhD, Director Daniels Fund Ethics Initiative at UCCS, Associate Professor of Marketing and International Business in the College of Business
- **Bo Peretto**, Senior Vice President, Communications and Operations for the Daniels Fund
- **Pamela S. Shockley-Zalabak**, PhD, Chancellor of the University of Colorado Colorado Springs

Ethics in Soccer Panel Discussion

MC - Dylan Gannon, Digital Content Coordinator Kroenke Sports and Entertainment – Colorado Rapids and 2014 UCCS alumni

Question One -- What ethical issues do you encounter in your role in the soccer industry?

Question Two -- Should a player admit to a referee an undetected handball that resulted in a late-game go-ahead goal?

Question Three -- How have the arrests and investigations of top executives of FIFA cast doubt over the transparency and honesty of international soccer? What needs to happen to regain the trust of FIFA?

Ethics in Soccer

Sport is big business, growing at a pace greater than GDP growth of most nations. The global market for the sports industry is \$80 billion in 2014, including revenues from tickets, media rights, and sponsorships. Adding in sales of sporting goods, apparel, equipment, and health and fitness spending bring the total sports industry to \$700 billion. Revenues of soccer are \$35.3 billion, with \$27.1 billion in Europe, the Middle East and Africa.

Sport encompasses many opportunities to apply the application of ethics, whether you are playing, refereeing, or are involved in the management of a sport organization. It is easy to venture down a road of unethical decisions because at its core, sport competition is about winning.

Ethical violations in soccer occur at the individual and organizational levels.

- Racial slurs during high school and college soccer games create volatile game conditions, causing some schools to forfeit games.
- Neymar Jr. had \$47 million worth of assets frozen in September of 2015 as a result of allegedly missing tax payments to the tune of \$15.1 million between 2011 and 2013.
- In West Africa, underage players are being allegedly trafficked to a new soccer club in Laos in violation of FIFA rules that prohibit movement of foreign players to a club or academy until they are eighteen.
- Chelsea Manager Jose Mourinho berated Dr. Eva Carneiro for aiding an injured player on the field.
- FIFA executives face indictments and arrests in response to a U.S. and Swiss investigation into alleged bribery and corruption charges.

After From FIFA to the Pitch: The Ethics of Soccer, you will be able to:

1. Identify issues of sports ethics incurred in the actual operation of sports clubs and venues but are not typically apparent to individuals not directly involved with the management of the game.
2. Learn the ethical standards for those charged with management of clubs, leagues, or events associated with soccer.
3. Understand the potential consequences of unethical actions at both the individual employee level and the club level.
4. Identify the long-term positive consequences of adopting ethical behavioral policies for both individual employees and clubs.
5. Understand the decision process by which ethical decisions are made at various levels within the club or organization.
6. Internalize this information to develop a personal decision process model can apply when facing ethical issues in sport.