

Towards the Promotion of Sports Management in Africa for Individual and Community Empowerment: The Case of Kenyatta University, Kenya

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Abstract

The pronouncement of the Millennium Development Goals (MDGS) by UN at the beginning of the 21st Century marked a new beginning for all UN member states on their development agenda. All the eight MDGS have pertinent relevance to every country and especially amongst the developing countries. Consequently, universities as vital centers for generation of research based knowledge and innovation are expected to be on the forefront in developing their curriculum programs in the best way that will lead their communities to the achievement of the MDGS. Additionally, universities are challenged to be at the fore front in the implementation of relevant curriculum content that will empower individuals and communities in various dimensions in tandem with the millennium development goals. In this paper, the authors show case the twin departments namely, Department of Physical and Health Education as well as the Department of Recreation Management and Exercise Science in Kenyatta University, Kenya, as regional models in effectively contributing to regional economic development through training, research, community service and consultancy in Sport Management and related disciplines. In addition to training of highly skilled personnel who are serving in Kenya in the said disciplines, the twin departments have also significantly participated in the establishment of related departments and training of personnel up to PhD level at various countries of East African region as detailed in this paper. The paper also serves as a herald for documentation and dissemination of best practices by African Universities on sports management and related disciplines.

Key words/ terms: documentation and dissemination of best practices in Africa, Millennium Development Goals, regional models