

Université Claude Bernard Lyon 1 Establishment Contract - 2016-2020



MASTER'S DEGREE 2ND YEAR

MPSI RESEARCH PROGRAMME

MOVEMENT, PERFORMANCE, HEALTH AND INNOVATION (MPSI)

SPORT **M**ANAGEMENT (MS)



2016-2017

SCOLARITE ADMINISTRATIVE ET
PEDAGOGIQUE

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MPSI course tutors

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Laboratoire sur les Vulnérabilités
et l'Innovation dans le Sport

Subject to Change

Non-binding document

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1. Course objectives and description

The MPSI programme focuses on the research process, conducting research, mastery of the use of several methodologies and the production of a research dissertation. The work placement in a laboratory, for a minimum of 4 months, trains students in models applied to research in sociology, marketing, communications, economy and law, with a view to the production of knowledge in the field of sport management.

This course, which aims to develop a sense of rigour, method and autonomy in the apprentice researcher, is supported by a research unit: the L-ViS (*Laboratory on Vulnerability and Innovation in Sport* - EA 7428), which conducts research on marketing, sociology, communications, economics and the law of sport (<http://l-vis.univ-lyon1.fr>).

From the 1st year of the Master's in Sport Management (MS), students can combine a professional specialisation (operational training in management) with an opening in the field of research (introduction to the scientific method). To do this, students simply have to complete a 2-month placement with L-ViS, an option that is compatible with further studies in a professional field.

(2nd year of the Master's programme in Management of Sports Organisations).

2. Admission requirements

Admission to the MPSI programme requires the student to have already completed the first year of a Master's degree. A selection board (*commission ad hoc*) examines the application, composed of a detailed CV, covering letter and research project prepared in conjunction with a laboratory faculty member.

The MPSI programme is also accessible to students in continuing education, in the context of a resumption of studies.

3. Organisation of the course

The course takes place over two semesters (S3 & S4). It is organised on the basis of specialised courses: research methodology and epistemology, English and scientific communication, investigation techniques, statistics, etc. The themes of innovation and vulnerability, which constitute the main areas of research within L-ViS, also occupy a significant place in the courses proposed.

The link between education and research is ensured by 1) individual supervision by a director of research and member of L-ViS, who accompanies each student throughout the course of their research; 2) access to a series of seminars in connection with the laboratory's research themes; 3) integration of the student into the life of the laboratory (socialisation of research); and 4) the preparation of a research dissertation. The student thus benefits from specific advice to gradually familiarise them with the scientific approach and the various ways of conducting research.

4. Career opportunities and/or further study

The MPSI programme enables students to test their abilities and real desire to undertake a scientific career. Indeed, completing a Master's programme in research is the best way of accessing an academic career in the field of Sport Management. In a broader sense, this research programme is conducive to several types of professional projects:

- further study at PhD level: the development of a scientific project at Master's level that may be extended at doctoral level constitutes a significant advantage (familiarisation with the theories and methods, honing of the problem, preparation of requests for funding, etc.)
- acquisition of specific skills in applied study and research (development of expertise)

5. Targeted skills

The aim of this programme is to render students able to:

- identify the specific nature of research in the social and management sciences
- gain epistemological perspective with regard to the substantial multidisciplinary nature of Sports Science
- acquire in-depth knowledge of a theory specific to a discipline within the social or management sciences (sociology, marketing, law, economics, etc.)
- adopt a methodical approach to the production of knowledge
- design a rigorous analytical approach, supported by current scientific knowledge
- familiarise themselves with different methods of investigating, producing and analysing data (qualitative and quantitative); master the use of one such method (collection, processing and analysis of data) or master the experimental approach.
- master the use of IT and statistical tools
- master the English language and written and oral scientific communication techniques
- use documentary monitoring techniques with purpose and identify the issues concerning the use of academic social networks
- structure, draft and present an introductory piece of research (dissertation)
- demonstrate perspective and critical objectivity with regard to the results and analysis produced
- demonstrate autonomy and initiative in steering analytical work

6. Possible areas of research

The subject-matter of the work placement and dissertation carried out in the laboratory must be connected to the main research themes of L-ViS (vulnerability and/or innovation in the field of sport). The large number of faculty members contributing to the Sport Management programme at UFR STAPS in Lyon offers a great diversity of approaches and expertise. For example:

- Study of innovation in equipment, services and sports entertainment (joint value creation, lead user theory, socio-technical analysis).
- Risk analysis and prevention, safety management (systemic approach)
- Change management in sports organisations (organisational innovation, crisis management)
- Changes in sporting practices and consumption (evolution of the social demographics of sport, socio-economic aspects)
- Design and management of sports facilities ('indoorisation', skate & snowparks, public-private partnerships)
- Governing of outdoor sports leisure activities (public policies, tourism development, regional mediation)
- Sports censorship and brand image
- Event marketing and communications (ambush marketing)
- Analysis of the effects of sports events (social and economic impact, impact on practices)
- Customer satisfaction surveys (brand awareness, brand image, price, customer loyalty, attachment, etc.)

7. Content of the course

M2 MPSI programme – Social and Human Sciences programme – 3rd semester: **Analyse and understand the professional environment and socio-economic context**
Master the use of methods and tools

APOGEE Code	Courses	ECTS (European credits)	Targeted skills: be able to...	Status	Hours in class
SPT2113M	Methodology of research in the Social and Human Sciences	6	Gain epistemological perspective with regard to the research process in the Social and Human Sciences and the multidisciplinary specific to Sports Science Be familiar with different methods of research, production and analysis of data (quali/quant)	Compulsory	20 hrs (tut.)
SPT2137M	Sociology of sport Innovation	3	Gain awareness of the complexity of innovation processes (services and products) Identify the conditions for the spread and appropriation of a sporting innovation Put management interpretations (joint value creation, lead user theory) into perspective through sociological approaches (diffusionist and socio-technical)		30 hrs (lect./tut./prac.)
LGSPT2AM	English	3	Communicate in a professional manner in academic English (oral and written)		24 hrs (tut.)
Teaching unit (unité d'enseignement - UE) options in Master's degrees in Sports Science (up to 12 ECTS)					
SPT2114M	APA and vulnerability: sociological approach	6	Distinguish between fragility, vulnerability and disability Analyse vulnerability as a social question linked to institutions, organisations, professions and practices Understand Physical Activity actions in terms of their ability to counter vulnerability	Options	24 hrs (tut.)
SPT2117M	Motricity, performance and health: psychological approach	6	Understand and analyse the psychological and psycho-social factors explaining the involvement and emotional experience within a group of sportspeople and in so-called vulnerable groups (those with a sedentary lifestyle, the elderly, people suffering from chronic illnesses, etc.)		20 hrs (tut.)
SPT2119M	Equality, Gender and Organisation of Sport	6	Identify the socio-historical mechanisms behind the construction and transformation of the sexual division of physical activities and sport Analyse the causes and effects of this organisation of sport in terms of the vulnerability of participants linked to gender or sexual orientation		32 hrs (lect./tut.)
SPT2120M	Body Equality, Health and Sport	6	Question the body (its material nature, its abilities and its very development) based on the following question: does the body have a sex? Identify and question the influence of gender in health issues and practices through physical activities and sport		32 hrs (lect./tut.)
Teaching unit (UE) options in Master's degrees at Université de Lyon (up to 12 ECTS)					
SPT2125M	Theoretical Contributions to Social Psychology Master's in Social Psychology and the Psychology of Work and Organisations (Lyon 2)	3	This information is in the process of being prepared	Options	30 hrs (tut.)
SPT2126M	Advanced Methodologies Master's in Social Psychology and the Psychology of Work and Organisations (Lyon 2)	3	This information is in the process of being prepared		30 hrs (tut.)
SPT2127M	Opening course	6	To be chosen from among courses other than those proposed above.		

M2 MPSI programme – Social and Human Sciences programme – 4th semester **Design, organise and manage a research project**

APOG EE Code	Courses	ECTS (European credits)	Targeted skills: be able to...	Status	Hours in class
SPT2128M	Scientific communication	3	Communication orally and in writing in a professional manner	Compulsory	20 hrs (tut.)
SPT2129M	Statistics	3	Be familiar with the descriptive univariate and bivariate methods, associated inferential procedures and corresponding effect sizes		20 hrs (tut.)
			Understand the difference between multiple regression, variance analysis and covariance		
			Know the rudiments of the main factorial multivariate analytical methods: PCA, MCA and CA		
			Apply all these methods using the free software R		
SPT2130M	Professional experience in a laboratory (work placement)	24	Produce a dissertation on a completed piece of research demonstrating mastery of the scientific approach		400 hrs
			Integrate the professional environment of a research laboratory (participation in the life of the laboratory)		