



Undergraduate degree in Sports Science (STAPS) 3rd Year SPORT MANAGEMENT (MS)

2020-2021

**ADMINISTRATIVE
AND
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Subject to Change
Non-binding document
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Description of teaching units (*unités d'enseignement* - UE) in terms of targeted skills.

SEMESTER 5 - Key skills for the semester:

Analyse and understand the professional environment / socio-economic context

Analyse and Understand How the Participant/Public Functions

Manage and lead a team or structure

APOGEE CODE	Name of UE		ECTS (European credits)	Targeted skills: be able to	Status	Hours in class	Pers. study
SPT3145L	Sociology of Sports Organisations and Consumption		3	Identify the different determining factors in sport consumption	Compulsory	28 (lect./tut.)	62
				Identify the strategies of different stakeholders, decipher the power games and identify the rationale for actions within organisations in the field of sport			
SPT3146L	Knowledge of Sport	Understand the Sport sector (including legal aspects)	6	Identify the main stakeholders in the sport sector in France and identify their objectives and specific characteristics.		14 (tut.)	76
		Design and Organise Physical Sporting and Leisure Activities		Analyse the organisation of the outdoor activity offering		28 (tut./prac.)	62
SPT3147L	Event Design and Organisation		3	Apply the project management approach and associated tools to event management projects		26 (tut.)	64
SPT3148L	Communication	Communication in Sport	6	Analyse the implications of internal and external communications in a sports organisation		28 (lect./tut.)	62
		Communication Software Tools		Create internal or external communication materials (logo, event poster, mailshot) for a sports association		14 (tut.)	76
SPT3149L	Marketing	Sport Marketing	6	Develop a marketing mix and positioning, carry out targeting based on operational segmentation criteria, design an operational merchandising operation and produce a sponsorship kit		28 (lect./tut.)	62
		Sales and Negotiation		Understand the work of sales and master the different aspects of negotiation		28 (lect./tut.)	62
SPT3150L	Professional Insertion Strategy		3	Understand the internal functioning of a sports organisation to adapt its professional activities and professional project in line with its aspirations (self-awareness)		56 (lect./tut./prac.)	34
SPT3151L	English (TR5 STAPS)		3	Express yourself in a professional situation orally (job interview), as well as in writing in response to an advert		20 (tut.)	70

SEMESTER 6 - Key skills for the semester:

Master the use of methods and tools. Cross-disciplinary skills
 Analyse and understand the professional environment / socio-economic context
 Manage and lead a team or structure

APOGEE CODE	Name of UE		ECTS (European credits)	Targeted skills: be able to	Status	Hours in class	Pers. study
SPT3158L	Strategy of a Sports Organisation		3	Situate a sports organisation in its environment and competitive sector and identify the various strategic development options and their respective implications	Compulsory	28 (lect./tut.)	62
SPT3159L	Sport Law & Business Law		3	Understand the legal and contractual environment with regard to sport		28 (lect./tut.)	62
SPT3160L	Sport Economy		3	Analyse the real-life economic functioning of the main sectors of sport (non-profit, public and for-profit)		28 (lect./tut.)	62
SPT3161L	Methodology Research	Statistics	6	Conduct a statistical analysis of data (univariate and bivariate) using the free software R.		20 (lect./tut.)	70
		Survey Methods		Conduct a survey using interviews: identify the issues, prepare, conduct then analyse the interview		20 (lect./tut.)	70
SPT3162L	Management and Accounts		3	Master the basics of operational management		28 (lect./tut.)	62
SPT3163L	Human Resources Management		3	Understand and apply the political principles of HRM in sports organisations		28 (lect./tut.)	62
SPT3164L	Work placement in the Sport Management sector	Develop a Professional Project	9	Analyse the offers of positions (work placements and jobs) available on a short- and medium-term basis in connection with your professional project		65 (prac.)	
		Professional Insertion Strategy for a Specific Sector		Understand the employment market and professions in a particular sector in order to be able to develop an appropriate professional insertion strategy.		28 (tut./prac.)	62
		Positive Psychology for Managers and Organisations		Understand the basics of positive psychology (emotions, relationships, states of mind, strengths of character and meanings). Use the 5 'strengths of character' in the professional context.		14 (tut.)	76

1- Course objectives and description

This degree, offering four specialisations, meets the criteria of the National Register of Professional Certification (RNCP). Indeed, the course description for the first two years is based on the **RNCP file for the DEUG (two-year general undergraduate course) in Sports Science (STAPS)** (<http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&fiche=4567>). Holders of this degree, as technical activity leaders, 'safely supervise and teach groups within a facility or independently in the field of physical or sporting activities, at introductory, practice or leisure level, not including at competition level. They form part of a professional team and are able to propose and successfully implement an activity project.'

In the 3rd year, the Sport Management (MS) programme is based on the corresponding RNCP file (<http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&fiche=4400>).

This course aims to train sport management graduates who are operational in sales, communication and management assistant positions ('sell and communicate') in sports organisation in the broad sense of the term. Lyon targets three professional sectors in particular: Amateur and Professional Clubs (CAP), Sport Tourism and Leisure (TLS) and the Manufacturing and Distribution of Sports Goods (IDAS). A three-month work placement enables students to commence their professional insertion.

2- Admission requirements and recommended skills

In order to succeed on the Sport Management programme, students must have acquired the following: - academic knowledge in the field of sport and the sciences associated with practicing sport - the ability to intervene in the fields of action associated with the reference professional sectors - work, study and research methods - skills in analysing and comparing sociological and economic data. Professional experience (limited, even voluntary), for example in selling sports goods or assisting the organisation of a sporting event. Initial education: 1 - Students already following the undergraduate degree programme in Sports Science (STAPS): candidates must have validated at least 3 semesters. Students must submit an application. 2 - Students from another field of study other than Sports Science: candidates must have obtained a 2-year higher education diploma or have validated at least 120 university credits. Admission by application. Information: <http://sportmanagement.univ-lyon1.fr>

Continuing education: admission on application, possibility of validating professional experience (for admission by means of a derogation). For more information regarding the procedures, contact the VAE unit: <http://vae.univ-lyon1.fr/>

3- Organisation of the course

This undergraduate degree course specialising in Sports Science (STAPS) is organised as follows:

- A 1st year (**L1**) **common to all four specialisations** Adapted Physical Activity and Health (APA-S), Education and Motricity (EM), Sport Training (ES) and Sport Management (MS): students take all teaching units for semesters 1 and 2, i.e. 60 ECTS ; the 1st year constitutes the **STAPS FOUNDATION COURSE**;
- A 2nd year (**L2**) worth 51 core ECTS (i.e. 85%) organised as follows: **10 common teaching units** and **3 optional teaching units**, specific to each specialisation (the choice of optional teaching units in semesters 3 and 4 **does not restrict the student in their choices** for the 3rd year).
- A 3rd year (**L3**) of **specialisation**, very specific to the sport management sector.

The combination of cross-disciplinary, core and professional specialisation courses from L1 to L3 gradually orients students towards their chosen career.

4- Career opportunities and/or further study

One year after graduating with a degree in Sports Science, surveys among alumni show that:

- **12.5%** of graduates, on average, **enter employment directly** after completing their undergraduate degree (42.4% for the APA-S programme; 4.9537,8% for EM; 65.4% for ES and 29% for MS);
- Around **73.5%** pursue further studies at Université Lyon 1;
- Only **10%** leave Lyon 1 to pursue further studies in another institution.

In the 2016-2020 educational contract, MS graduates can continue their studies at Lyon 1 according to a selective application process (see Decree no. 2017-83 of 25 January 2017) on:

- primarily, the Master in Management of Sports Organisations
but also, on other Sports Science master courses: Training and Optimisation of Sporting Performance; Adapted Physical Activities and Health; Teaching, Education and Training Professions; and Gender Studies

5- Course assessment

The degree is obtained after validating each of the three years with an average grade (10/20).

Each year is validated by the validation of each semester or by compensation between semesters. A semester is validated with an average grade (10/20) by compensation between the teaching units composing it. Specific procedures are approved each year and displayed in the component school.

For more information on Course Assessment: <https://www.univ-lyon1.fr/formation/inscription-et-scolarite/modalites-de-contrôle-des-connaissances-572026.kjsp?RH=FORMATION>

6- Student numbers and pass rate

		2014-15	2015-16	2016-17	2017-18	2018-19
L3 MS	Student numbers	64	70	63	61	69
	Pass	55	65	54	52	57
	Pass rate	86%	93%	86%	85%	83%