



Master's degree 2nd year
Sport Management (MS)
TWO PROGRAMMES: MOS OR MPSI SPECIALISING IN RESEARCH MS*
MANAGEMENT OF SPORTS ORGANISATIONS (MOS)

2020-2021

**ADMINISTRATIVE
AND
ACADEMIC CONTACTS**

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*MPSI RESEARCH PROGRAMME: SEE MS MPSI brochure

Subject to Change

Non-binding document

Updated: JULY 2020

Description of teaching units (*unités d'enseignement* - UE) in terms of targeted skills: All classes are compulsory

SEMESTER 3

APOGEE CODE	Name of UE	ECTS (European credits)	Targeted skills: be able to	Hours in class	Pers. study
SPT2071M	Innovative communication	3	Identify the basis of innovative communication Design an innovative communication plan	32 (lect./tut./prac.)	60 hrs
SPT2072M	Economy and management of sports facilities	3	Define and categorise sports facilities Identify the factors involved in the design of sports facilities Identify the factors involved in the management of sports facilities Identify the factors involved in the use and evolution of sports facilities	32 (lect./tut./prac.)	
SPT2073M	Legal management of risks and public policies	3	Identify the different levels of responsibility incumbent on the managers of sports organisations and events, as well as on other stakeholders Be able to anticipate different types of risk incumbent on an organisation or sport project, in order to reduce the exposure of the legal entities and natural persons concerned Implement an organised and systemic risk analysis method for a sports organisation	32 (lect./tut./prac.)	60 hrs
SPT2074M	Innovation marketing	3	Identify the basis of innovation marketing Design a plan to launch, adopt and disseminate an innovation Market a new or innovative product	32 (lect./tut./prac.)	60 hrs
SPT2075M	Professional insertion and management of a study commissioned by a sponsor	6	Analyse and interpret the needs of a sponsor Design and implement a data collection method Present the results and recommendations of a study before a sponsor Understand the functioning of the professional sector concerned Understand the environment relevant to the sports organisation Prepare your professional insertion strategy in detail Manage your digital identity	84 (lect./tut./prac.)	
SPT2076M	Sociology of sport innovation	3	Define and explain the key concepts Use the different theoretical approaches Compare and contrast the theoretical approaches Retroactively determine and collectively relate a complex and real-life trajectory of a sporting innovation	30 (lect./tut./prac.)	60 hrs
LGSP2AM	English for professional communication level 2	3	Present and propose a project for an event during a professional meeting Present your professional experience orally and in writing Oral and written comprehension	24 (tut.)	60 hrs
SPT2077M	APPLIED research methodology*	3	Design a study mechanism based on (or including) observation	24 (tut.)	60 hrs

			Experiment in using observation in the context of a commissioned study Establish managerial recommendations based on analysis		
SPT2078M	Statistics (level 2)*	3	Set up a data collection method Conduct a statistical analysis of univariate and bivariate data using the free software R. Conduct a statistical analysis of multivariate data using the free software R. Formulate interpretations and recommendations (managerial, coaching, treatment and education) based on these results.	24 (tut.)	60 hrs

SEMESTER 4

APOGEE CODE	Name of UE		ECTS (European credits)	Targeted skills: be able to	Hours in class	Pers. study
SPT2079M	Human Resources Management (level 2)		3	Manage, steer and organise a team or structure Implement an organisational strategy or change and design an organisational project Design and develop analytical tools and managerial practices	32 (lect./tut./prac.)	60 hrs
SPT2080M	Management of financial risks		3	Assess the financial position of a sports organisation (spiral of success or spiral of failure) Propose management actions in connection with the financial position of the sports organisation	32 (lect./tut./prac.)	60 hrs
SPT2081M	Management of strategic risks		3	Conduct a full strategic audit of a real sports organisation Establish recommendations in the framework of an action plan and indicators Manage the strategic risks (spiral of failure, change, failure, etc.)	32 (lect./tut./prac.)	60 hrs
SPT2082M	Professional Experience in Sport Management - 2	Preparation for professional insertion - 2	21	Understand the functioning of the professional sector concerned Understand the environment relevant to the sports organisation Prepare your professional insertion strategy in detail	118 (lect./tut./prac.)	
		Applied research		Formulate an original and relevant set of questions Identify the literature necessary to determine the contextual and theoretical framework of the company search Justify your methodological choices and master the use of a study technique Demonstrate perspective and critical objectivity with regard to the results and analysis produced Formulate realistic and detailed managerial recommendations Structure and draft a work of applied research		

1- Course objectives and description

Promote and Manage.

The aim of the MOS programme is to ensure students' immediate professional insertion, by training operational and dynamic sports managers capable of applying innovations (services, products, events and processes) in public and private for-profit and non-profit sports organisations.

Link to RNCP file: <http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&fiche=6836>

2- Admission requirements and recommended skills

The 2nd year of the Master's degree in Sport Management is accessible to **students in initial education**:

- in the field of Sports Science (STAPS): having validated 240 university credits (ECTS) - **admission on the basis of applications and interviews, where necessary**
- outside the field of Sports Science: having validated a four-year undergraduate degree (Bac+4) or having validated 240 ECTS - **admission on the basis of applications and interviews, where necessary**

And to students in **continuing education**, in the context of mature study or validation of experience. In this case, candidates should have significant experience in the area covered by the course.

For more information on the procedures or to obtain advice, please contact the VAE team: <http://vae.univ-lyon1.fr/>

3- Organisation of the course

The course takes place over two semesters. The first semester includes a total of 7 weeks in class (2 weeks in September, 2 weeks in October, 3 weeks in November); the second semester includes 3 weeks in class in January combined with a professional placement and remote study.

The compulsory 5-month work placement may begin before the start of the academic year in September, once the placement agreement is signed and the academic and professional tutors appointed. It must be completed by 15 October of the following year.

4- Career opportunities

At the end of the 2nd year of the Master's in Sport Management, career opportunities exist in all 3 professional sectors of specialisation: Manufacturing and Distribution of Sports Goods (IDAS), Amateur and Professional Clubs (CAP) and Tourism and Leisure (TLS).

Examples of careers: Operating manager (IDAS), project manager (IDAS, TLS), product manager (IDAS, TLS), communication manager, development manager (CAP, communication/marketing manager (CAP), event manager (CAP), direction of operations (TLS), etc.

5- Course assessment

Validation is based on an average grade ($\geq 10/20$) for the teaching units in each semester.

Compensation between teaching units in the same semester: no compensation between semesters 1 and 2.

The teaching unit entitled Professional Experience in Sport Management must be passed with an average grade in order to validate semester 2.

6- Student numbers and pass rate

		2014-15	2015-16	2016-17	2017-2018	2018-2019
M2 MOS	Student numbers	43	44	42	37	51
	Pass	31	29	41	31	39
	Pass rate	72%	66%	98%	84%	76%