

Short-Term Study Program

Short-Term Study Program - Summer Program

Business Game - Football Club CEO

2526_ST_4_2_037_E

Academic department: Strategy & Entrepreneurship

Head of the course: M. COOPER

Instructors:

Core course:



Medium of instruction:

Anglais

ECTS credits:

3

ECTS credits external:

0

Coefficient (if different from

Contact hours:

15 h

Total student workload:

75 h

Course requirements:

Basic management skills

The courses content as a link with CSR



Sustainable business

The content of the course and/or the teaching methods has a digital dimension



The course uses a pedagogic innovation



The courses is linked to NEOMA-BS area of excellence



The World We Want – Developing

Course presentation

This simulation allows students or professionals of the sports industry to apply their general management, marketing and strategic decision-making skills to a specific sports situation. Through this experiential learning tool participants have to demonstrate sectorial know-how and managerial agility to succeed. Industry specific competences and knowledge have been fully integrated into the game to provide participants with opportunities to test new strategy and practices (for example; financial fair-play, social responsibility, grass-root training, brand management, digital marketing, internationalization).

AoL Learning Objectives

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Additional Learning objectives

At the end of the course participants will be able to:

Will be able to understand the overall functioning of a football club from a financial and strategic perspective

Will master the key steps in football club management

Keywords: Management - Simulation - Football Club

Description of teaching methods

Students will manage a professional football club in a dynamic, competitive, socially and financially responsible context. Combine business fundamentals with sectorial specialization in order to develop and innovate on an international sports market place. Class Online business simulation

Assessment

Pass/Fail

Type	Title	Duration	% weight in final mark
Evaluation finale individuelle	Business Game simulation - Club performance in the league and group	0 min	60 %

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Code APE : 8542Z - N° TVA intracommunautaire : FR21 834 295 354 - Siège social : 1 rue du Maréchal Juin - 76130 Mont-Saint-Aignan · www.neoma-bs.fr

Type	Title	Duration	% weight in final mark
	dynamics - Team Work		
Evaluation en groupe	Business Game simulation - Club performance in the league and group dynamics - Individual Assessment	20 min	40 %

Details on the assessment methods

Detail of the different assessment methods

All students must write an individual written 5-page essay on one of the issues raised during the course (including during the federation visit meetings). Bach. 1800 words. Master 2700 words.

Complementary precisions

Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Course	180 min	First students will get into groups/teams and then create their clubs structure. This concerns looking at their Strategic plan and initial development decisions for year 1.	-	Face-to-face
2	Course	180 min	Year 2-3 continue to develop the club. Focus on data from the first decision. Students will look at developing and making their club more financially stable. Is the club developing in line with your strategy?	-	Face-to-face

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Session	Type	Duration	Topics	Preparatory work	Teaching methods
3	Course	180 min	Year 3-4 continue to develop the club. Is the club developing in line with your strategy? Student will need to conduct a Finance Audit and hand in, before the end of class.	-	Face-to-face
4	Course	180 min	Year 4-5 Club mid audit report review. Continue to develop the club. Is the club developing in line with your strategy?	-	Face-to-face
5	Course	180 min	Group Presentation - Final Performance Assessment - Boardroom presentation	-	Face-to-face

References & teaching material

Magazine article

Managing Football: An International Perspective Simon Chadwick 2009 (new edition 2017)
Football Management, Sue Bridgewater 2010

Football Hackers : The science and Art of Data Revolution, Christophe Biermann 2019

Done Deal : An Insider's Guide to Football Contracts : Daniel Geey 2019

Book mandatory manual

Routledge Handbook of Football Business and Management (2019) Simon Chadwick, Daniel Parnell, Paul Widdop, Christos Anagnostopoulos

Managing Football: An International Perspective Simon Chadwick 2009 (new edition 2017)

Football Hackers : The science and Art of Data Revolution, Christophe Biermann 2019

Referent-s Module-s

- Sport Federations and Major Event Management - Short-Term Study Program - Summer Program