

Short-Term Study Program

Short-Term Study Program - Summer Program

Sport Management - The French Model, Strengths and Challenges

2526_ST_4_2_039_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 business and managements 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 course will look at the sport sector in France from the eyes of sports federations, notably football, rugby and handball and how sport federations have developed and grown. The course will look at their current strengths, from increased number of participants, the development of new disciplines and how sports federations have had to adapt to new social, economic and digital challenges. You will also look at the Olympic movement in relation to federations.

Key subject areas: governance, inclusion, revenue development, and the digital platform revolution.

The course combines class discussion with sport business professors, and a visit to meet the national sport federation experts.

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 identify the major business and strategic issues facing large sporting organisations.

Will be able to critically analyse the strategic development decisions today's federations are taking.

Will anticipate future developments and potential threats to large sporting federation organisations.

Keywords: Governance, inclusion, revenue development, digital

Description of teaching methods

Case Study and Class Presentation

Assessment

Pass/Fail

Type	Title	Duration	% weight in final mark
Evaluation finale individuelle	Written report	0 min	60 %
Evaluation en groupe	Presentation Group	0 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	Introduction to Sports Governance and the Olympic movement	-	Face-to-face
2	Course	180 min	Federation's current challenges and service quality in sport spectator services - UEFA - FIS	-	Face-to-face
3	Course	180 min	French Sports Federations' marketing approaches to spectators	-	Face-to-face
4	Course	180 min	The Digital Age	-	Face-to-face
5	Course	180 min	Presentations + Wrap up	-	Face-to-face

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Campus de Paris - 6 rue Vandrezanne - 75013 Paris · Tél. +33 (0)1 73 06 98 00

Session	Type	Duration	Topics	Preparatory work	Teaching methods
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References & teaching material

Magazine article

Sport and Society in Global France, Nations, Migrations, Corporations, Cathal Kilcline, 2019

Governance and Ethics Ian Henry & Ping Chao Lee (2004)

Book mandatory manual

Shilbury, D., & Ferkins, L. (Eds.). (2019). Routledge handbook of sport governance (1st ed.).

Greenhow, A., & Wolohan, J. (Eds.). (2025). The Routledge handbook on sports law and governance (1st ed.). Routledge.

Referent-s Module-s

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