

## **Programme : Sport Federations and Events Management**

### **Business Game – Football Club CEO**

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**COURSE PROFESSOR : MICHAEL COOPER**

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**LANGUAGE OF INSTRUCTION: ENGLISH**  
**ECTS CREDITS: 3 ECTS**  
**CONTACT HOURS: 15 HOURS (NOT INCLUDING VISITS)**  
**TOTAL STUDENT WORKLOAD: 45 HOURS**

**REQUIRED KNOWLEDGE:**

- Basic management skills

**PRESENTATION OF THE COURSE AND GENERAL OBJECTIVES:**

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.

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).

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**LEARNING OBJECTIVES :**

**AT THE END OF THE COURSE PARTICIPANTS**

- 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

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## ASSESSMENT

	DURATION	% WEIGHT IN FINAL MARK
Business Game simulation	Club performance in the league and group dynamics	60% Team work 40% Individual

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## DETAILS ON THE ASSESSMENT METHODS

The participants are in teams of 4 and must take charge of the strategic and operational management of the club. They will have to manage the club for 6 to 8 seasons. Each member of a club will be responsible for a major function of the company; finance, marketing & sales, accounting, player development and general management. The evaluation is conducted on an ongoing basis and takes into account both the collective performance of the team and the contribution of each of its members to the work and results of the team.

It is also based on the reports and presentations to the Boards of Directors and on the interactions with the facilitators during the simulation.

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## COURSE STRUCTURE

Information about topics and assignments may be modified by teachers during the courses.

SESSION	TYPE	DURATION	TOPICS	ASSIGNEMENTS
1	3 decision periods	7h30	Strategic plan, initial development decisions	
2	3 decision periods	7h30	Advanced development decisions and final performance assessment	

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## REFERENCES & BIBLIOGRAPHY

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

**Football Management, Sue Bridgewater 2010**