

Programme : Sport Federations and Events Management

Sport Management – The French Model, Strengths and Challenges

HEAD OF THE COURSE : MICHAEL COOPER, LL.M. INTERNATIONAL SPORTS LAW
COURSE PROFESSOR : PAUL HUISZON.

LANGUAGE OF INSTRUCTION: ENGLISH

ECTS CREDITS: 3 ECTS

CONTACT HOURS: 15 HOURS

TOTAL STUDENT WORKLOAD: 45 HOURS

REQUIRED KNOWLEDGE:

- Basic business and management skills

PRESENTATION OF THE COURSE AND GENERAL OBJECTIVES:

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.

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.

LEARNING OBJECTIVES :

AT THE END OF THE COURSE PARTICIPANTS

- 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 organizations.

KEYWORDS :

Governance, inclusion, revenue development, digital

ASSESSMENT

TYPE	TITLE	% WEIGHT IN FINAL MARK
Individual/ Group	Written Report/	60%
	Presentation	40%

DETAILS ON THE 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).

COURSE STRUCTURE

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

SESSION	TYPE	DURATION
01	Introduction to Sports Federations	3 hrs
02	Federation's current challenges and service quality in sport spectator services	3 hrs
03	Federations' marketing approaches to spectators	3 hrs
04	The Digital Age	2.5 hrs
05	Presentations + Wrap up	3.5 hrs

REFERENCES & BIBLIOGRAPHY

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