

Sport Management – The French Model, Strengths and Challenges

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

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 organisations.

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.

| SÉSSION | 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 and the future | 2.5 hrs |
| 05 | Presentations + Wrap up | 3.5 hrs |

REFERENCES & BIBLIOGRAPHY**Bibliography**

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