

Field of study **Human and social sciences, architecture, sport Management, Economy, Communication**

Training available in

Apprenticeship

Initial training

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Champs sur Marne - Bâtiment Copernic 5 Boulevard Descartes 77420 Champs-sur-Marne

Calendar :

M1 classes from 15/09/23 to 12/05/24 M2 classes from 12/09/23 to 16/05/24 Work-study format between September and mid-May. Full-time work experience from mid-May to September.

Contacts :

BEAUDOUIN Sandie (M1)
Academic coordinator

Pierre-Olaf Schut (M2)
Academic coordinator

Maureen TARIN
Academic secretary
maureen.tarin@univ-eiffel.fr
Phone number : 01 60 95 75 77

More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



Master's degree STAPS: Sports Management

Sports Management



UFR Sciences et Techniques des Activités Physiques et Sportives (STAPS)

Master's degree M1 M2

TO GET THERE

Candidates must hold a Licence degree or equivalent, preferably in STAPS Management of Sport or Management. Students with different initial training but with significant experience in the field of sport can also join the programme. The programme is delivered on a work-study basis, with priority given to students who have a promise of employment under an apprenticeship or professionalisation contract.

ACQUIRED SKILLS

The programme is structured around the following skills:

- Designing and developing a communication strategy and being able to create professional quality media using specialised software
- Designing and developing strategies
- Managing the performance of a sports organisation and managing people
- Responsible and ethical professional conduct
- Understanding public action in sport and the challenges of international sporting events
- Taking responsibility for developing professional skills and critical awareness through research and support of analytical tools

YOUR FUTURE CAREER

The training opens up opportunities for students in jobs related to sports management in the public sector, associations or commercial spheres.

Our graduates are now working as project managers, operations managers, communications managers, department managers, development managers, partnership managers, events managers, assistant managers and assistant product managers.

BENEFITS OF THE PROGRAM

The UGE Master's in Sports Management has three main advantages: - the possibility of taking apprenticeship training with CFA Descartes - co-accreditation with IAE Paris-Est to enhance the quality of the course - a teaching team made up of many professionals For more information, see the component's website: <https://staps.univ-gustave-eiffel.fr/>

More information



PROGRAM

SEMESTER 1

C1_Design and pilot a communication project
Communication strategy (ECTS:2)
Digital communication (ECTS:2)
C2_Create communication materials using software
Graphic design (ECTS:3)
Upgrade image editing software
C3_Design and develop strategies
Strategic management (ECTS:3)
Sports marketing (ECTS:3)
C4_Have a responsible and ethical professional practice
CSR and business ethics (ECTS:3)
Business cultures (ECTS:2)
C5_Understanding public action in the sport sector
Sociology of public action (ECTS:3)
Sociology of organizations (ECTS:3)
C6_Develop a critical awareness of knowledge
Initiation to research (ECTS:2)
C7_Taking professional responsibilities
Eportfolio and skills (ECTS:1)
Occupational integration (ECTS:1)
C8_Evolve in an international environment
Communicating in English (ECTS:3)

SEMESTER 2

C1_Design and pilot a communication project
Managing sports event (ECTS:4)
Debates (ECTS:2)
C9_Mobilize tools for analysis and evaluation
Survey Tool Design (ECTS:4)
C2_Create communication media using tools
Computer assisted presentation (ECTS:3)
Managing web site content (ECTS:4)
C8_Evolve in an international environment
Communicating in English (ECTS:3)
C10_Manager of people
Labor Law / Social Law (ECTS:4)
Human Resource Management (ECTS:3)

SEMESTER 3

C8_Evolve in an international environment
French and international sport law (ECTS:4)
Sport Mega-events (ECTS:4)
Communicating in English (ECTS:3)
C11_Drive performance
Financial management (ECTS:3)
Upgrade in financial management
C7_Taking professional responsibilities
Entrepreneurship and business creation (ECTS:3)
C9_Mobilize tools for analysis and evaluation
Data analyse (ECTS:3)
Data vizualisation (ECTS:2)
C4_Have a responsible and ethical professional practice
Change and crise management (ECTS:3)
C3_Design and develop strategies
Innovation management (ECTS:2)
C6_Develop a critical awareness of knowledge
Support for research (ECTS:3)

SEMESTER 4

C10_Manager of people
Human behavior in the organization (ECTS:3)
C5_Understanding public action in the sport sector
Sports facilities (ECTS:3)
C8_Evolve in an international environment
Communicating in English (ECTS:3)
C11_Drive performance
Quality management (ECTS:3)
Driving performance (ECTS:3)
C7_Taking professional responsibilities
Master thesis (ECTS:12)
Collective action (ECTS:3)