UCL Université catholique de Louvain

LIEPR2193

2015-2016

General principles of firms in the midst of physical and sports activities and case study

9.0 credits	60.0 h	2q

Teacher(s) :	Louis Marc ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	- Analysis of the environment of the physical activity industry; - Project management, to draw parallels between issues in every day life and operations management issues; - Mission control, the organization of files, stock management, quality management; - Outline of professional practice standards; - Collaboration with experts aiming to discuss on how the issues in physical activity should be solved.
Aims :	- To understand the operational processes of a company operating in the physical activity industry. This involve adopting a global approach to business development issues, both at a whole company level and within each of its areas of activity. - To consider the effectiveness of the procedures of management and the mechanisms of control - risks management. It is a question of developing the student ability to carry out a diagnostic analysis and to determine development potential. - To understand the dynamics of the sectors involved in physical activities. - To contribute to the development of the sector by combining university resources and case studies. *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Content :	This is an introductory course to Management, it draws parallels between issues in everyday life and operation management issues. The course gives a realistic picture of how a company operates. Close attention is paid to the development of a rational and structured approach to issues and to the awareness of the links between various aspects of management. The place of marketing within the organization and a reflection oriented product (product policy and distribution) is discussed.
Other infos :	Evaluation : Written examination Suppor : Books
Faculty or entity in charge:	FSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Motor Skills: Physical Education	EDPH2M	9	-	