UCL Université catholique de Louvain

LIEPR2292

2015-2016

Strategy in sports organizations: diagnosis and strategic plan (project and internship)

10.0 credits	45.0 h	2q

Teacher(s) :	Leroy Yves ; Zintz Thierry (coordinator) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Main subjects - Offer of activities according to the needs and possibilities; - Decision making process in a complex environment; - Analysis frameworks to be applied to sport systems and organizations; - Sport federations and organizational configurations. From analysis to action; - Understanding the non-profit sector according to private and public aspects; - The concept of sustainable development as a way to integrate private and public aspects as well as economic, social and ethical preoccupations; - Balanced scorecards (Norton & mp; Kaplan) as a tool for the operationalization of goals and indicators - Strategic project to be developed in the framework of an internshipin a specific Belgian sport organization (90 hours) (including a written report).
Aims :	At the end of the course the successful student will be able to... - Understand how the worlds of physical education, active leisure and sport are built and evolve, - use analysis frameworks applied to sport systems and organizations in order to evaluate the functioning of sport federations, - convert these analyses into management tools for sport federations, - conceive and work a strategy out that complains with environmental values and effective management. - perform, via the internship, a pertinent strategic analysis in a specific sports organization (including a written report). *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 :	In order to give an accurate comprehension of the strategic diagnosis and of the strategic planning in sports organisations, we develop the following topics: The first part of the course is a summary of those elements that were developed in the IEPR2192 - Management of sports organisations in Belgium, during the first year of the Master. In the second part of the course we focus on the various schools of strategy, on the processes and the framework of the strategic thinking (CH 1), on the methodology of the right strategic diagnosis (CH 2) and on the strategic plan in sports organisations (CH 3). We conclude with the methodology of control and strategic evaluation in sports organisations (CH 4). In the third part of the course we focus on strategic diagnosis (CH 1) and strategic plans (CH 2) of some sports organisations.
Other infos :	Pre-requisite : Organizational approach of national sport systems in Europe (IEPR2191) Management of sport organizations in Belgium (plus internship) (IEPR2192) Evaluation : Written report and face to face examination Support : Syllabus and / or books Supervision : Titular
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	10	-	