

The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

4.00 credits	22.5 h + 15.0 h	Q1
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Language :	French
Place of the course	Louvain-la-Neuve
Main themes	<ul style="list-style-type: none"> <li>• Mission, vision, values</li> <li>• Objectives</li> <li>• SWOT analysis</li> <li>• Resources analysis</li> <li>• Environmental analysis (PESTEL)</li> <li>• Market analysis (Five Forces)</li> <li>• Sustainable competitive advantage</li> <li>• Forms, challenges and opportunities of the internationalisation and globalisation of sport</li> <li>• Formulation of competitive strategies</li> <li>• Ethical and sustainable business model</li> <li>• CSR strategy and sustainability</li> <li>• Implementing the strategy</li> <li>• Strategy monitoring and evaluation</li> <li>• The importance of leadership and organisational culture</li> </ul>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ul style="list-style-type: none"> <li>• Explain and mobilise the foundations of strategy and the strategic process in the field of sport (1.1., 1.2., 4.1., 4.3)</li> <li>• Describe, use and evaluate the relevant tools for carrying out strategic diagnoses of different sports organisations (1.1., 1.2., 1.5., 4.1., 4.3., 7.2)</li> <li>• Analyse and evaluate the competitive position of a sports organisation (1.1., 1.2., 1.5., 4.1., 4.3, 7.2)</li> <li>• Analyse and evaluate strategic opportunities for developing and maintaining competitive advantage (1.1., 1.2., 1.5., 4.1., 4.3, 7.2)</li> <li>• Analysing and assessing the specific challenges of the globalisation of sport (1.1, 1.2, 1.5, 4.1, 4.3, 7.1, 7.2, 7.3, 7.4)</li> <li>• Analyse and evaluate the ethical issues and the importance of taking into account the concerns of stakeholders 1.1., 1.2., 4.1., 4.3., 7.1., 7.2, 7.3., 7.4.)</li> </ul>
Other infos	This course is strictly reserved for FSM students. It is not open to other UCLouvain students.
Faculty or entity in charge	FSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Motor Skills: Physical Education	EDPH2M	4		