

4.00 credits

22.5 h + 15.0 h

Q1

Teacher(s)	Zeimers Géraldine ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	• Mission, vision, values • Objectives • SWOT analysis • Resources analysis • Environmental analysis (PESTEL) • Market analysis (Five Forces) • Sustainable competitive advantage • Forms, challenges and opportunities of the internationalisation and globalisation of sport • Formulation of competitive strategies • Ethical and sustainable business model • CSR strategy and sustainability • Implementing the strategy • Strategy monitoring and evaluation • The importance of leadership and organisational culture
Learning outcomes	At the end of this learning unit, the student is able to : • Explain and mobilise the foundations of strategy and the strategic process in the field of sport (1.1., 1.2., 4.1., 4.3) • 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) • Analyse and evaluate the competitive position of a sports organisation (1.1., 1.2., 1.5., 4.1., 4.3, 7.2) • Analyse and evaluate strategic opportunities for developing and maintaining competitive advantage (1.1., 1.2., 1.5., 4.1., 4.3, 7.2) • 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) • 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.)
Faculty or entity in charge	FSM

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