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IN SHORT

Course target

Top athletes

Program duration

12 months

Program rythm

On-site sessions :

4 days (26 hrs)

Remote sessions :

2 x 1.5 hrs/ week live +4 hrs personal study Training available to people with disabilities. Contact us for more information.

Language

French or English

Campus

Toulouse Entiore



KEY POINTS

- Designed for top athletes looking for a career change or to set up their own business
- Already 200 top athlete and referee graduates with diplomas in French or English
- Format fully compatible with top-level sports
- Individual coaching throughout the program with an emphasis on a career project
- Online courses in French or English • Course eligible for funding
- Lifetime membership of the TBS alumni network



CAREERS

- Entrepreneur
- Operational unit manager
- Department manager
- Branch manager
- Sales outlet manager
- Profit center manager
- Unit manager with in charge of economic and human development
- Company owner and manager



FACTORS

Admissions close :

1 week before the start of the program (see website)

Evaluation methods :

- Continuousassessment
- **Individualwork**
- **Group work**
- **End-of-course thesis to be written/ defended**

Admission procedure :

- Application file
- Interview & Selection by the Jury

Fees : see website

**Possiblevalidationofoneor
moreskillblocks**

**Diploma eligible for VAE (validation of acquired
experience)**

Current Year : 2020-2021



PROGRAM

TEACHING GOALS

- **ACQUIRE** essential managerial skills • REVEAL your potential to take up a managerial role
- **MASTER** management and marketing tools
- **ORGANIZE** the HR function to develop team performance

01 - Teaching Method

Developed with leading players in the sports world, this program is based on active teaching methods, collaborative project management and flipped classrooms. One of the specific features of this unique program lies in the support provided to students for their dissertations and career projects. Content and educational progress are tailored to the level and expectations of the students.

02 - Program

1. Management of economic and financial performance

- Conduct a financial analysis and monitor the economic performance of the profit centre
- Draft a budget for optimization and monitoring (cost control, track items, etc.) • Business plan

2. Contribution to the development of a marketing strategy to be implemented for the profit centre

- Marketing: "Concepts"
- Marketing: "Marketing plan"

3. Strategy and management of commercial activity

- Commercial Strategy - Commercial Action Plan
- Sales law

4. Team and project management

- Team management: Concepts
- Team management: New managerial models
- Labor law
- HR function
- Project Management
- Cross-cutting Career
- Booster LDP workshops

5. Development of your activity through the digital economy

- New business models to develop your activity
- Collaborative and digital tools for managers
- Development of your personal branding - ONLINE module



For more informations, please contact :

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