



**Master**  
**STAPS**  
**MSc Sport, Leisure,  
and Event Management**  
+ Initial training + Continuing education

**université**  
**PARIS-SACLAY**

**GRADUATE SCHOOL**

Sport  
Mouvement  
Facteurs Humains

**Objective**



- + The Master « Sport, Leisure and Event Management » is conducted entirely in English and trains managers to organize both international and national sporting events.
- + This program also covers various forms of outdoor and leisure activities.

# Admission

## Applicants

This program is open to both French and international students, as well as experienced practitioners that have a background in :

- + Sport management and/or sport sciences (STAPS).
- + Business and administration.
- + Economics.
- + Political science.
- + International affairs.
- + Similar fields.

## Application process

The master's programs delivered by the Université Paris-Saclay have limited capacity and are highly selective.

- + To apply for the first year in our MSC programs visit : [monmaster.gouv.fr](https://monmaster.gouv.fr)
- + To apply for the second year in our MSc programs visit : [inception Paris-Saclay University](https://inception.paris-saclay.fr)

## Training duration

The master's program spans over two academic years and provides 120 ECTS credits.

## Accessibility for people with disabilities

The accessibility of our programs for students with disabilities will comply with Université Paris-Saclay's policy and will be evaluated based on a review of the application. For more information: <https://www.universite-paris-saclay.fr/vie-de-campus/handicap/etudiants-en-situation-de-handicap>

## Access times

The master's program begins in September of each year.

## Prices

<https://www.universite-paris-saclay.fr/admission/droits-dinscription>

## Skills

**the MSc Sport, Leisure and Event Management (MSc SLEM) program addresses four majors skills :**

- Marketing and communication in sport.
- + Sporting event management.
- + Sport business.
- + Project management.

## Contribution to success

- + Personalized follow-up by the leaders of the program.
- + Achievement of several case studies.
- + Mix of top academics and practitioners.
- + Alumni.



# Organization of teaching

## Units

### Marketing and communication in sport

- + Sports marketing.
- + Digital marketing.
- + Non-profit sport marketing.
- + Sports law.

### Sporting event management

- + Event management.
- + E-sports.
- + Communication.

### Sport business

- + Sporting fair industry.
- + Sales.
- + Branding.

### Project management

- + A full event to manage.
- + Consultancy missions.

## Internship : a real professional experience

- + 6-month internship in the field of sports marketing from February to September.
- + Highly recommended 6-month in a sport organisation, in France or abroad, dedicated to sport management, sports marketing, event management, or similar fields.

## Methods used

- The Master STAPS Management of Sport course SLEM trains its students through tutorials and lectures.

## Evaluation methods

- Continuous assessment, mid-term exams, and oral exams.

# Openings in the field of sport management

## Continuing studies

- The SLEM master's programs are linked to a doctoral training offer at the University of Paris-Saclay.

## Gateways

- The SLEM master's programs are linked to a doctoral training offer at the University of Paris-Saclay.

## Occupational integration

The MSc SLEM program prepares students to pursue international career in various types of organizations (sport agencies, sport sponsors, media, sporting goods companies, sport federations, organizing committees of sporting events, etc.) as:

- + Project leader.
- + Head of communication.
- + Head of marketing.
- + Community managers.
- + Sales manager.
- + Sponsorship manager.
- + Etc.

## The + :

- Master created in 1999
- Full english program
- Paris as one the leading places for sporting events
- Students must complete a mandatory 6-month internship from February to September
- Experienced practitioners and professors
- A full event to be organized
- Tours at sport venues
- Success rate 95% in 2021

## About us

### Head

**Antoine Feuillet**

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### Location

Université Paris-Saclay

Campus Vallée

Faculté des Sciences du sport,

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Access by RER B Orsay Ville and Bures sur Yvette.