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## M2 Sport leisure and event management

Master's degree

Specialisation Human Movement & Sport Sciences : Sport Management

Enrolment type

Formation initiale

Formation continue

Language(s) of instruction

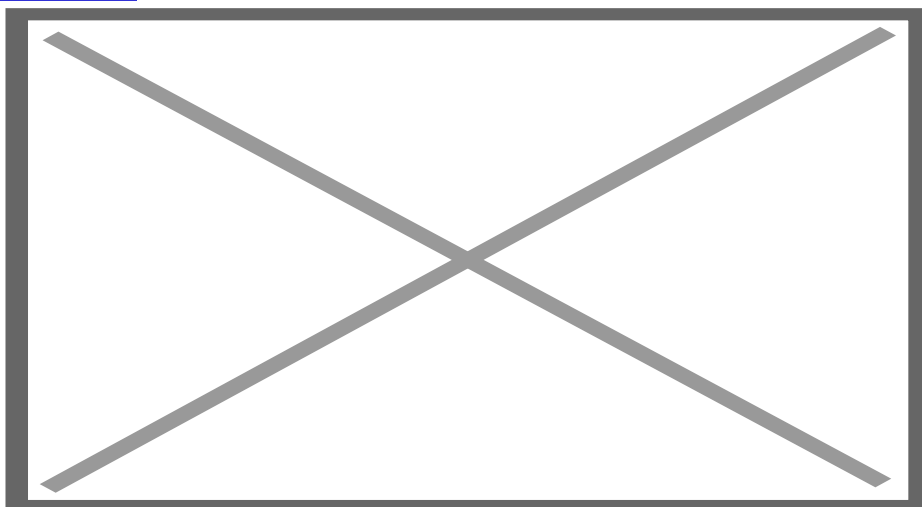
English

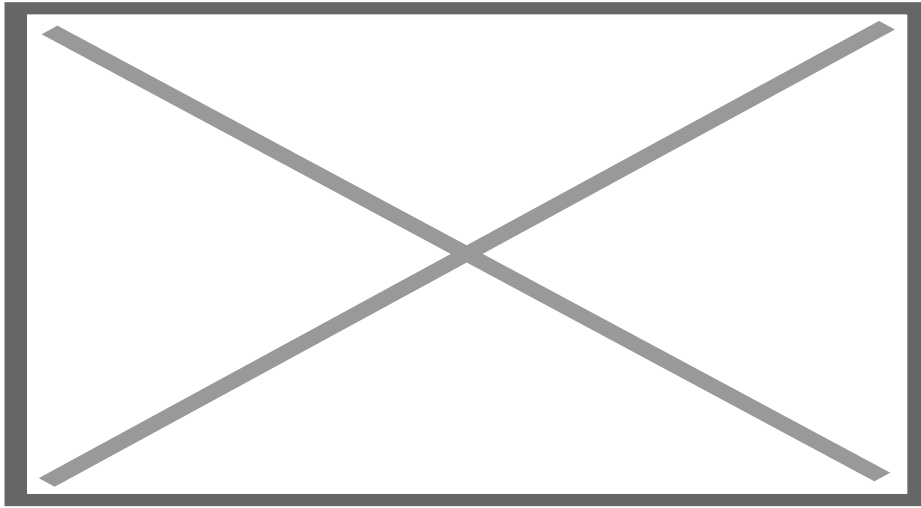
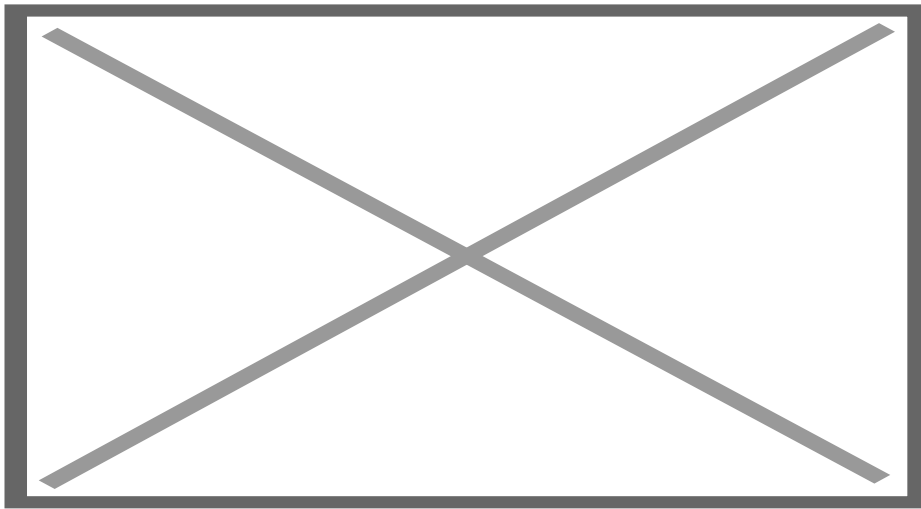
The M2 SLEM is open to students holding a Master 1 (or a 4-year Bachelor degree from abroad, considered equivalent). Courses are delivered in a balanced way by both academic researchers and industry professionals. The program's identity is built on a curriculum focused on business approaches and practical case studies.

The M2 SLEM is structured around four teaching modules: the first module covers transversal courses in sport management (common foundation – case studies, CSR in sport, etc.); the second module focuses on Marketing and Communication (marketing, branding, sports media, sport economics, etc.); the third module is dedicated to sport event management (event organization, sports law, organizers' strategies); and the fourth module covers the master's thesis, internship, and project management.

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## Information

- [Overview](#)
- [Application requirements](#)
- [Schedule](#)

Présentation

## **Skills**

Designing and organizing a sporting event in an international context.

## **Objectives**

This program is dedicated to the management of sport, and especially to the management of international sporting events (Olympic Games, FIFA World Cup, UEFA Football European Championships, Tour de France, French Open, etc.). The master SLEM aims to train students taking into account all aspects of event management: sponsorship, media rights, press, logistics, social media, administration, competition, ticketing, catering, volunteering, spectator services, host-territories, etc. Speakers belong to the academic world (PhD, doctors and professors, specialists in sport management, sports economy, sporting events) as well as the business of sporting events (practitioners, consultants, CEO, marketing managers, social media managers). Beside regular courses, students have to achieve various case studies and manage their own sporting event called Noctiraid. This event has been organized by the students since 2010 and has now a huge reputation in the field of adventure sport. See below <https://fr-fr.facebook.com/noctiraid/> <https://twitter.com/noctiraid?lang=fr> It is organized with the help of our professor, Karine Baillet, former world champion and specialist in the organization of sport events. [https://fr.wikipedia.org/wiki/Karine\\_Baillet](https://fr.wikipedia.org/wiki/Karine_Baillet) <https://karinebailletorganisation.com/> The master SLEM is unique in France since this is the only one to be taught in English and to be delivered in a public University. This master is dedicated to both French and international students.

## **Calendar**

Start of programme (indicative date)

01/09/2026

End of programme (indicative date)

30/09/2027

Admission

## **Capacity**

### **Available Places**

25

## **Target Audience and Entry Requirements**

This degree is accessible to all students with four years of higher education (equivalent to a Master 1) in fields such as economics, management, business, political science, law, engineering, etc. However, it is very important that candidates have a strong background in sport management and sporting events. For students without an academic background in this field, skills can always be developed through internships, volunteering, or by focusing their master's thesis on this subject.

# Période(s) de candidature

Inception Platform

From 15/02/2026 to 31/03/2026

From 15/05/2026 to 14/06/2026

## Supporting documents

### Compulsory supporting documents

Copy of identity document.

Motivation letter.

argumentée

All transcripts of the years / semesters validated since the high school diploma at the date of application.

Curriculum Vitae.

### Additional supporting documents

VAP file (obligatory for all persons requesting a valuation of the assets to enter the diploma).

Recommendation letters.

Supporting documents :

- Residence permit stating the country of residence of the first country
- Or receipt of request stating the country of first asylum
- Or document from the UNHCR granting refugee status
- Or receipt of refugee status request delivered in France
- Or residence permit stating the refugee status delivered in France
- Or document stating subsidiary protection in France or abroad
- Or document stating temporary protection in France or abroad.

Mandatory comparability certificate proving the level of Master 1 (equivalent to 4 years of Bachelor's degree) for candidates holding diplomas obtained outside the European Union. <https://www.enic-naric.net/>.

Programme

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture | directed study | practical class | Lecture | directed study | practical class |
|----------|------|----------|---------|----------------|-----------------|---------|----------------|-----------------|---------|----------------|-----------------|
|----------|------|----------|---------|----------------|-----------------|---------|----------------|-----------------|---------|----------------|-----------------|

[Advanced Sport Business](#) 2 Semestre 1 16

[Charger le détail](#)

[Advanced Sport Management](#) 3 Semestre 1 30

[Charger le détail](#)

[Strategic Management](#) 3 Semestre 1 20

[Charger le détail](#)

[Corporate Social Responsibility in Sports](#) 2 Semestre 1 9

[Charger le détail](#)

[Data Analysis in Sports Marketing](#) 2 Semestre 1 9

[Charger le détail](#)

[Open course](#) 2 Annualisé

[Charger le détail](#)

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|----------|------|----------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|
|----------|------|----------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|

[Sport, Media and Communication](#) 2 Semestre 1 12

[Charger le détail](#)

[Sport marketing](#) 4 Semestre 1 25

[Charger le détail](#)

[Non profit sport marketing](#) 3 Semestre 1 20

[Charger le détail](#)

[Economics of sport](#) 2 Semestre 1 12

[Charger le détail](#)

[Branding in sport](#) 2 Semestre 1 12

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|----------|------|----------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|
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|-----------------------------------------|---|------------|----|--|--|--|--|--|
| <a href="#">Sport career management</a> | 3 | Semestre 1 | 12 |  |  |  |  |  |
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| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | dis |
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| <a href="#">Sport venues and event organizer strategies</a> | 3 | Semestre 2 | 12 |  |  |  |  |  |  |
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|-----------------------------------------|---|------------|----|--|--|--|--|--|--|
| <a href="#">Sporting Goods Industry</a> | 3 | Semestre 2 | 12 |  |  |  |  |  |  |
|-----------------------------------------|---|------------|----|--|--|--|--|--|--|

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|----------------------------------|---|------------|----|--|--|--|--|--|--|
| <a href="#">Event management</a> | 3 | Semestre 2 | 20 |  |  |  |  |  |  |
|----------------------------------|---|------------|----|--|--|--|--|--|--|

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|----------------------------|---|------------|----|--|--|--|--|--|--|
| <a href="#">Sports Law</a> | 2 | Semestre 2 | 12 |  |  |  |  |  |  |
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| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | di |
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| <a href="#">Internship in Sport Organizations</a> | 5 | Semestre 2 | 20 |  |  |  |  |  |  |
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|--------------------------------------------|---|------------|----|--|--|--|--|--|--|
| <a href="#">Thesis in Sport Management</a> | 5 | Semestre 2 | 20 |  |  |  |  |  |  |
|--------------------------------------------|---|------------|----|--|--|--|--|--|--|

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|-------------------------------------------|---|------------|----|--|--|--|--|--|--|
| <a href="#">Sports Project Management</a> | 5 | Semestre 2 | 45 |  |  |  |  |  |  |
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| Subjects                                                           | ECTS | Semester   | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | di |
|--------------------------------------------------------------------|------|------------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|----|
| <a href="#">Institutional Student Projects</a>                     | 2    | Semestre 2 |         | 8              |                 |                        |                         |                                |    |
| ■                                                                  |      |            |         |                |                 |                        |                         |                                |    |
| <a href="#">Charger le détail Stakeholders Strategies in Sport</a> | 2    | Semestre 2 | 24      |                |                 |                        |                         |                                |    |
| ■                                                                  |      |            |         |                |                 |                        |                         |                                |    |
| <a href="#">Charger le détail</a>                                  |      |            |         |                |                 |                        |                         |                                |    |

## Teaching Location(s)

BURES SUR YVETTE

## Contact

- **Antoine Feuillet**

<http://www.universite-paris-saclay.fr/formation/master/staps-management-du-sport/m2-sport-leisure-and-event-management>