COURSE DETAIL

THE CHALLENGES OF THE SPORTS ECONOMY AND ITS ACTORS
Country France
Host Institution Institut d'Etudes Politiques (Sciences Po)
Program(s) Sciences Po Paris
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics
UCEAP Course Number 125
UCEAP Course Suffix
UCEAP Official Title THE CHALLENGES OF THE SPORTS ECONOMY AND ITS ACTORS
UCEAP Transcript Title CHALLNG/SPORTS ECON
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Sport is no longer simply a physical activity or a game; it has become an economic sector in its own right, now accounting for 2% of global GDP. With its evolution and the development of its business have come new challenges and new players competing to ensure their growth and assert their rights. Formerly organized around rules and largely through associations, sport has become economically emancipated. It is governed by a set of rights (commercial, property, image, etc.) and businesses defended by players as diverse as companies, the media, athletes, clubs, events, etc. The economics of sport enables us to take a different look at what is above all for the general public a subject of passion and for others a stake in growth or power. A few months after the success of the 2024 Olympic and Paralympic Games, this course offers an overview of the players and issues involved in the sports economy. It focuses particularly on understanding the strategies of the various players and deciphering business mechanisms.

Language(s) of Instruction
French

Host Institution Course Number
CECO 25F07

Host Institution Course Title
LES ENJEUX DE L'ÉCONOMIE DU SPORT ET DE SES ACTEURS

Host Institution Course Details
https://syllabus.sciencespo.fr/fr/?202420/269302

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Seminar

Host Institution Department

Economics

Course Last Reviewed
2024-2025

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