

Product manager in the sports industry

**LICENCE PROFESSIONNELLE  
BACHELOR'S DEGREE  
IN PERFORMANCE SPORTS TEXTILE  
& FOOTWEAR**

A one-year international program, taught in english

- 6 months to be operational (september-february) and integrate a company over an internship period of 4 to 6 months (march-august)
- Class size : 20 students for more qualitative support

### Objectives of the Bachelor

The sports industry is in need for young professionals and future generation of products managers who will develop strategies to please the customer's needs in order to optimize a product or its communication and conversion. Students of the Bachelor will know how to create roadmaps, analyze and predict the market, set the communication in between the different related teams (engineers, marketers, designers), stakeholders and executives.

If you are an active sportsman/woman and if you have developed your decision-making skills through a 2-year scientific, technical or design, you are all set to apply to Europe's first one-year "Performance sports textile & footwear" program.

### Job Opportunities

**In terms of job prospects in the outdoor sports & leisure industry (apparel, footwear, accessories)**

- Product Manager or Product Developer
- Project Manager or Designer for the outdoor Sports & Leisure Industry

### Students' profile

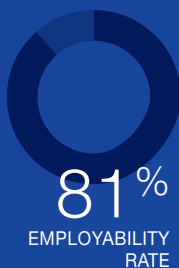
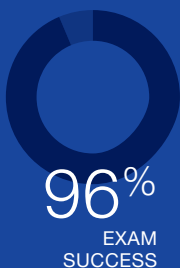
- Minimum 2 years of higher education studies (120 ECTS)
- Creative, enterprising and interested in good interpersonal skills
- Individuals with official recognition of previous professional acquired skills may also apply
- **Prerequisites** : Good level of english required, strong interest in graphics and design, passionate about outdoor sports

### Access

**Recruitment session from january to june, based on**

- See [online calendar](#)
- Classic application and individual interview (video conference possible)

### Key Figures



" Don't miss your chance to join other potential students who will be the future Product Managers of Outdoor Sports Industry. Propel your career forward with a first-of-its-kind learning experience that combines theory and hands-on experience "

Florence TAMET  
Head of department



Sport  
International  
Textile  
Footwear  
Performance  
Outdoor  
Design

## Course content

- Understand the sportsmen needs (biomechanic, physiology...)
- Understand and exploit marketing specifications
- Understand and exploit R&D and innovation
- Integrate sustainable development in Sports Industry
- Understand manufacturing processes
- Know the economy of technical textile fundamentals
- Know the industry of technical textile fundamentals
- Discover design and fashion
- Organize and communicate, learn project management
- Practice : project, work placement, visits of the main trade fairs are planned (ISPO, Performance Days...)

## Project and Internship

- Each student participates in a group project involving work on a specific issue provided by outdoor sports industry stakeholders.
- The 4 month internship (mostly in english) takes place in an outdoor sports industry company in France or abroad.
- Both the project and the internship will be graded based on a written report and an oral presentation.

## CONTACTS

### Université Savoie Mont Blanc - ANNECY - FRANCE

"Performance Sports Textile & Footwear" bachelor's degree

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## PARTNERS

This program was built with professionals of Sports Industry :

**Outdoor Sports Valley (OSV)** is a trade association and a sport industry cluster located in Annecy. It federates more than 230 sports brands (Eider, Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, Columbia, Julbo, TSL Outdoor, Vuarnet ... )

Other collaborations :

- University of Savoie Mont Blanc - Sciences et Montagne
- CTC (Technical Center for the Leather Industry, Lyon)
- Specialist consultants, high-level sportsmen conferences.

Join the Bachelor and become a student of **OSV Academy** : born in 2009 from the desire of companies in the outdoor industry and Outdoor Sports Valley (OSV), to create training courses that would contribute to the development their dynamic sector. The courses are built with the **University of Savoie Mont Blanc**.  
[www.outdoorsportsvalley.org](http://www.outdoorsportsvalley.org) - [contact@outdoorsportsvalley.org](mailto:contact@outdoorsportsvalley.org)

## APPLICATION FORM

Please apply online via our platform : [E-candidat](#)

[www.iut-acy.univ-smb.fr](http://www.iut-acy.univ-smb.fr)

