

The Outdoor Softgoods Design & Development Bachelor's Degree is a one-year international programme designed for both French and international students who have completed two years of higher education and wish to specialise as product developers in the sports industry.

During the Autumn semester (S5), students will study at IUT Annecy, gaining in-depth knowledge and hands-on experience. In the Spring semester (S6), they will complete a 4-to-6-month internship within a company, applying their skills in a real-world professional environment.

All courses are taught entirely in English, and classes bring together both French and international students, fostering a rich intercultural experience and a global perspective on the industry.

# OUTDOOR SOFTGOODS DESIGN & DEVELOPMENT

**2 x 30 ECTS**



## CURRICULUM 2026 -2027

### INCLUDED

A group project for  
a leading company  
in the industry!



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# Introducing OSDD

This programme aims to equip future technicians with the essential skills in developing and managing clothing, bags, and textile accessories, ensuring their success in the highly competitive outdoor sports industry.

The sports industry is constantly evolving and in need of young professionals—future product managers capable of developing innovative strategies to meet customer needs. Their role is essential in optimising both products and their communication for better market performance. Students in this Bachelor's programme will learn how to create effective roadmaps, analyse and anticipate market trends, and facilitate seamless collaboration between key stakeholders, including engineers, marketers, designers, and executives.

If you are a athlete or a fashion enthusiast and have honed your decision-making skills through a two-year scientific, technical, business or design programme, you are ready to apply for Europe's first one-year course in *Outdoor Softgoods Design & Development*.

## Fact Sheet

- Sept.-Sept. academic year
- 100% full-time
- 4-6 months internship
- 20 students maximum
- 2 semesters (2x30 ECTS)
- 450 hrs + a 120-hr project
- IUT Annecy-le-Vieux campus
- Prerequisites: : 120 ECTS in higher education
- English language requirements: B2/upper-intermediate



## THE PERFECT MATCH

# Outdoor Sports Valley

The Outdoor Sports Valley (OSV) association was created in 2010 with the Grand Annecy Urban Community. It was born out of the desire of companies and local authorities to develop, federate and promote the sports and outdoor industry. This is a sector that has been well established locally for several decades, with historic French brands such as Salomon, Millet, Fusalp and TSL.

The many initiatives put in place for the industry have been carried out with dynamism, integrity, professionalism and a collaborative approach. The association quickly extended its reach to the whole of the Auvergne-Rhône-Alpes region, then to the whole of France and Switzerland. Bringing together more than 500 players, OSV was awarded the 'Cluster of the Auvergne-Rhône-Alpes Region' label in 2018. OSV is a partner of the Grand Annecy Urban Community in running the Annecy Base Camp business incubator and supporting volunteer entrepreneurs.

Above all, OSV is a network, a community, that shares strong values: creation, sharing, commitment and sustainable development. A group where companies grow together, in a spirit of entrepreneurship and innovation.

# IUT Annecy - USMB

With 2,800 students, 24 Bachelor's Degrees, and 9 departments, IUT Annecy stands out as a dynamic and innovative institution. As one of the 7 schools of Université Savoie Mont Blanc (USMB), it offers a high-quality education that combines academic excellence with strong industry connections.

As a key player in higher education in OSV's initial founding region, IUT Annecy thrives in a dynamic ecosystem, collaborating closely with leading companies from Outdoor Sports Valley. Thanks to its solid industry network and specialised programmes, it has naturally established itself as the ideal partner for training experts and specialists in the outdoor sports textile industry.

**14,500**  
students

**1,400**  
staff members

**240**  
PhD students



**18**  
research labs

**1**  
foundation

**1**  
universitas montium

**1**  
enterprise club



# Industry-driven Education

- Learning from industry professionals

**SALOMON** **MILLET** **Columbia**

**JF**  
JONATHAN  
& FLETCHER

**Samaya**®

/ idéalp  
sport

**MAVIC**

**DECATHLON**

- Professional events and technical trade fairs throughout the year

**RENCONTRES  
NATIONALES DE  
L'OUTDOOR**  
GRENOBLE ALPEXPO

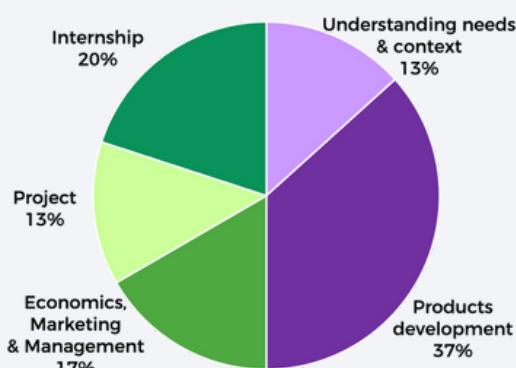
**SPORTCHAT**

**ISPO  
Munich**

**HIGH  
FIVE**  
FESTIVAL

- OSDD Bachelor's Degree : driven by professionals, powered by **Grand Annecy**

In the Outdoor Softgoods Design & Development Bachelor's Degree, **90% of the faculty** come from the industry, ensuring that the curriculum stays closely aligned with real-world professional needs. This hands-on approach equips students with practical skills, industry insights, and a clear understanding of their future careers.





# A Highly-Specialised Course

## Highlights

- The Bachelor's Degree prepares students for specialised careers such as Product Developer and Product Line Manager.
- Included in the programme: a group project to conduct a comprehensive study, sometimes leading to production, for a company within the OSV network :
  - 120 hrs per student
  - October to February
  - 1 review per month

## Requirements

**Soft skills:** a strong interest in outdoor sports & fabrics, textiles, apparel & clothing; initiative, curiosity, flexibility, autonomy, and excellent organisational skills.

**Prerequisites:** 120 ECTS in higher education (BUT GMP, BUT SGM, BUT GACO or GEA, DN-Made Mode, BTS innovation textile, Bachelor's or Master's Degree in Product Design, Bachelor or Master's Degree in Engineering, Mechanical Engineer, Bachelor's or Master's Degree in Management, Bachelor's or Master's Degree in Sports / STAPS)

**English language requirements:**  
B2 / Upper-intermediate

# Programme

**2 x 30 ECTS**

SEMESTRE 5

	<b>ECTS: 30</b>
• Sports Industry Culture Conf - Visits - Fairs	2
• Sustainable Development in the Sports Industry	2
• Biomechanics & Sports Physiology: Comfort & Performance	2
<b>UE501 - Total ECTS</b>	<b>6</b>
• Textile Technical Fundamentals	4
• Fabrics Performance Laboratory	4
• Design Culture	1
• Product Design - Pattern Making and sewing	5
<b>UE502 - Total ECTS</b>	<b>14</b>
• Project Management, Methodology and Tools	2
• Product Management - Industrialisation Economics	4
• Product & Service Design	2
• Product Marketing in the sporting Goods Industry	2
• Professionnal Communication	-
• LV2 ou French (optional)	-
<b>UE503 - Total ECTS</b>	<b>10</b>

SEMESTRE 6

	<b>ECTS: 30</b>
• Group project - OSV Academy Challenge	8
<b>UE 601 - Total ECTS</b>	<b>8</b>
• Design Vision through Footwear	1
• Textile Manufacturing	2
• Accessories (backpack, gloves...)	1
• Product Development	4
• Industrial Fundamentals in the Sports Industry	1
• Product Marketing in the Sporting Goods Industry	1
<b>UE 602 - Total ECTS</b>	<b>10</b>
• Stage (4 à 6 mois)	12
<b>UE 603 - Total ECTS</b>	<b>12</b>



# Applications

## Programme Coordinators

**Stephanie Vibrac**

**Pascal Colin**  
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## Head of Office

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**Mon., Tues., Thurs.:**  
08h15-12h15 / 13h30-16h15  
**Fri.:** 08h15-12h10

### Selection process

- File analysis and interview (videoconference possible)

### Free movers & French students

- Application fees : 278€ (to be confirmed for 2026-27)

### People in vocational re-training

- The cost of the course is not the same as for students. You are advised to contact the IUT's Continuing Education Service to find out about funding arrangements.

**Apply now!** <https://ecandidat-usmb.grenet.fr> or <https://www.campusfrance.org/fr/candidature-procedure-etudes-en-france> (Non-EU students - list of countries to check online)

### Exchange students from partner universities

- No fees.
- Please contact the international Office of your university to apply.

Licence Professionnelle  
Bachelor's Degree

**OSDD**

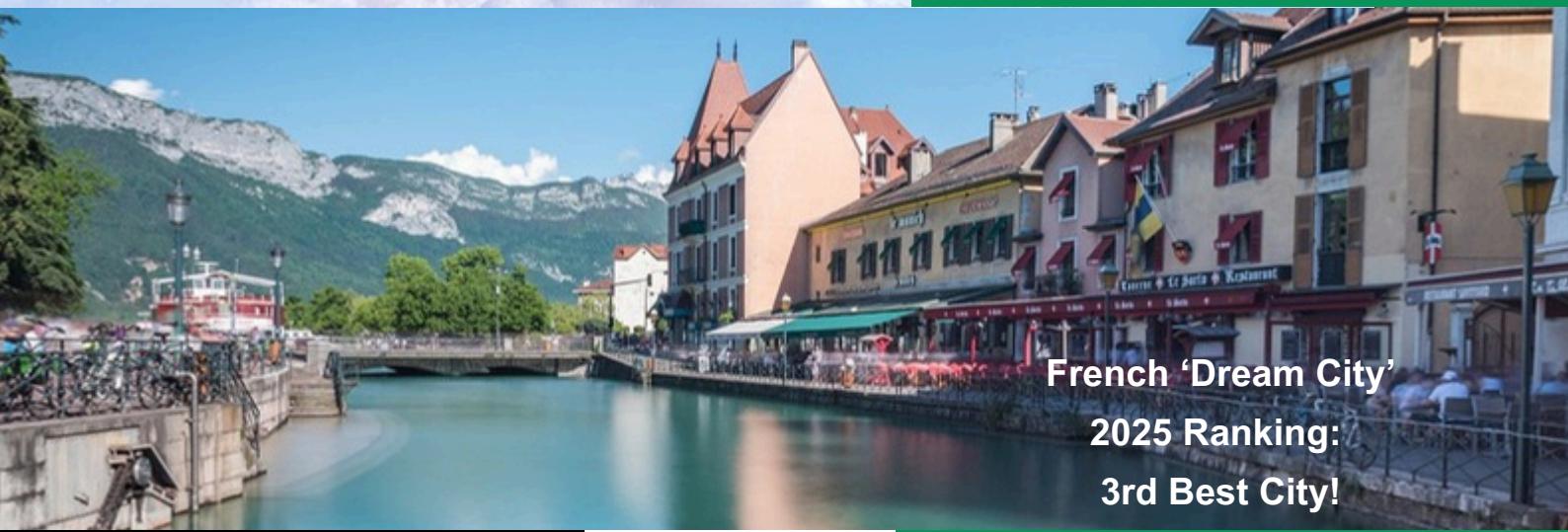
ENGLISH-TAUGHT  
COURSE



## ANNECY & ITS REGION:



**YOUR  
ULTIMATE  
OUTDOOR  
EXPERIENCE!**



French 'Dream City'

2025 Ranking:

3rd Best City!



Membre  
de l'alliance  
européenne

