MSc Sport, Outdoor and Lifestyle Management

The **MSc Sport, Outdoor and Lifestyle Management** prepares future professionals to understand, manage, and develop brands, products, and services across the sport, outdoor, and lifestyle industries. In a rapidly evolving sector shaped by changing sports practices, the growing focus on well-being, environmental challenges, and the rise of new communities, this program provides both a strategic and operational understanding of the markets of tomorrow.

Through a multidisciplinary approach combining marketing, management, innovation, business strategy, and brand development, students learn to analyze consumer trends, design engaging customer experiences, and drive the growth of organizations operating in the sport and outdoor sectors.

Study in Lyon on our historic city-center campus, in a 100% English-taught program.

Two formats
A 2-year program or an accelerated 1-year program

Collaborate
With industry professionals

100%
in english

PRESENTATION

The **MSc Sport, Outdoor and Lifestyle Management** offers an immersive experience in the sport, outdoor, and emerging lifestyle industries, developing the skills needed to design, manage, and implement innovative strategies in these rapidly evolving sectors.

Combining marketing, management, innovation, business development, and brand strategy, this program enables students to understand changing consumer behaviors, emerging sports trends, and the challenges related to well-being, performance, and sustainability.

Through a professional-oriented learning approach and an international environment, students develop expertise that can be directly applied in business, enabling them to support brands, sports organizations, and lifestyle companies in their growth and adaptation to new consumer expectations.

What you will learn

The program covers a wide range of strategic and operational skills:

- Marketing and communication strategies in the sports industry
- Development and management of sport, outdoor, and lifestyle brands
- Consumer trends and behavior analysis
- Innovation and the creation of new sports and experiential offerings
- Project management and business development
- Social and environmental responsibility challenges in the sports sector

Students learn how to analyze sport and outdoor markets, identify growth opportunities, and design solutions that meet evolving consumer expectations, including new sports experiences, responsible products, engaged communities, and digital strategies.

The program is awarded the **MSc label from the Conférence des Grandes Écoles (CGE)**.



The programs are open to anyone who can demonstrate a B2 level of English proficiency and are available in three formats, offering flexibility to meet the needs of different profiles:

- **Bac+4 entry level:** a 2-year program accessible after completing a Bachelor's degree (Bac+3) or obtaining at least 180 ECTS credits.
- **Bac+5 entry level:** a 1-year program accessible after completing a 4-year higher education program (Bac+4) or obtaining at least 240 ECTS credits.
- **Bac+5 entry level with professional experience:** a 1-year program accessible after completing a Bachelor's degree (Bac+3) or obtaining at least 180 ECTS credits, combined with at least 5 years of significant professional experience (ideal for professionals seeking career transition or advancement).

A RESPONSIBLE AND COMMITTED SCHOOL

For more than 30 years, Esdes Business School has been preparing students and professionals, through education and research, to create sustainable value in a globalized and digital world and contribute to the development of a responsible economy, driven by its teams, partners, alumni, and students.

CAREER OPPORTUNITIES

- Product or Brand Marketing Manager
- Partnerships and Sponsorship Manager
- Brand Manager – Sport, Outdoor & Lifestyle
- Sports Events or Operations Manager
- Sport & Outdoor Community Project Manager
- Business Development Manager
- Customer Experience Manager
- Sustainable Development Manager – Sport, Outdoor & Lifestyle
- Innovation Project Manager
- Sports Marketing Consultant

PROGRAM HIGHLIGHTS

A rigorous and career-oriented program, taught 100% in English

- Development of strategic, analytical, and operational skills
- Courses delivered by research professors and industry professionals
- Teaching methods based on real-life case studies and applied projects
- Expert talks and collaborative projects to address real organizational challenges
- An immersive English-speaking environment to strengthen communication skills in an international professional context

An ethical and responsible approach to management

- Integration of governance, ethics, and corporate social responsibility issues
- Awareness of environmental and social challenges faced by organizations
- Development of a global and sustainable management perspective
- Training future leaders able to combine business performance with positive impact
- Preparation for responsible decision-making in complex environments

Niche specializations aligned with market needs

- Programs designed in collaboration with industry experts and professionals
- Development of specialized expertise in a strategic field
- Alignment of taught skills with companies’ expectations
- Support in building a coherent and distinctive career plan
- Enhanced employability and access to leadership positions in evolving industries

MSC – MASTER OF SCIENCE IN 1 YEAR

The **one-year Master of Science (MSc)** starts in mid-September (with the possibility of a delayed intake in November) and aims to provide students with advanced expertise and operational skills in their chosen field of specialization.

Designed in collaboration with **academic experts and industry professionals**, the program addresses the current needs of organizations and develops the skills required to tackle today's economic, social, and environmental challenges.

Accredited according to the certification standards of the **Conférence des Grandes Écoles**, this program offers a demanding learning experience combining **academic excellence, professional expertise, and hands-on application**.

Delivered 100% in English over a **12-month period**, the program combines academic courses, applied projects, and a **4-month professional internship**, enabling students to develop both strong theoretical knowledge and practical experience.

The curriculum is structured around **five learning blocks**, allowing students to progressively develop their skills:

- Develop and implement an innovative and responsible strategic vision in a changing environment
- Drive and evaluate sustainable performance
- Promote ethical management and foster the development of individual and collective capabilities
- Lead the design and performance of value creation models in the luxury industry within uncertain and rapidly evolving environments
- Demonstrate critical thinking

Throughout the program, students benefit from **interactive teaching methods**, including case studies, workshops, and hands-on projects. Field experiences and applied projects further strengthen their immersion in the professional world.

At the end of the program, graduates have the skills required to thrive in demanding international environments and contribute to the sustainable transformation of organizations.

MSC – MASTER OF SCIENCE IN 2 YEARS

Year 1 – Building strong foundations in management and strategy

During the first year, students develop a strong foundation in general management and strategic thinking, essential for making informed decisions in complex and constantly changing environments.

The objective is to train future managers and decision-makers with a responsible, analytical, and international mindset. This first year provides the intellectual and methodological foundations

required to succeed in high-level specialization programs.

Key learning areas

- Develop and implement an innovative and responsible strategic vision in a changing environment
- Drive and evaluate sustainable performance
- Promote ethical management and foster the development of individual and collective capabilities
- Lead the design and performance of innovative sports solutions within uncertain and rapidly evolving environments
- Demonstrate critical thinking

This first year provides the academic and methodological foundations needed to succeed in advanced MSc specialization programs.

A **professional internship or consulting project** completes the first year.

Year 2 – MSc specialization with applied expertise

Our MSc programs are structured around five learning blocks, delivered over a **12-month period** and representing approximately **460 hours of in-person classes**.

Courses are taught by experienced faculty members and industry professionals, using innovative teaching methods and real-world case studies.

A **minimum 4-month professional internship** completes the second year, allowing students to apply their knowledge in a professional environment.

ADMISSIONS & CONTACT

ADMISSION PROCESS

Applicants must:

- Be completing or have already obtained a **4-year degree** (equivalent to 240 ECTS) in France or abroad. Applicants must have completed coursework covering **fundamentals of finance** during their undergraduate studies.
- Have a minimum **B2 level of English proficiency** (**IELTS 5.5**).

Applications will be reviewed once all required documents have been submitted.

Applicants will also be invited to an **individual online interview in English** as part of the admission process.

MSc Admission Evaluation

Admission criteria	Weighting
Application file	10

Admission criteria	Weighting
English proficiency	3
Individual interview in English	7
Total	**20**

Native English speakers or applicants who have completed at least **two years of studies taught entirely in English** are exempt from providing proof of English proficiency.

In this case, applications are evaluated as follows:

Admission criteria	Weighting
Application file	10
Individual interview in English	10
Total	**20**

APPLICATION DOCUMENTS

Required documents for your application:

- Application form
- Copy of an identity document
- CV and motivation letter
- Copy of high school diploma or equivalent
- All diplomas obtained after high school
- All transcripts from higher education studies
- Proof of B2 English level, or proof of native English status or two years of full-time English-taught studies
- Letter of recommendation (academic or professional)
- Application fee

TUITION FEES

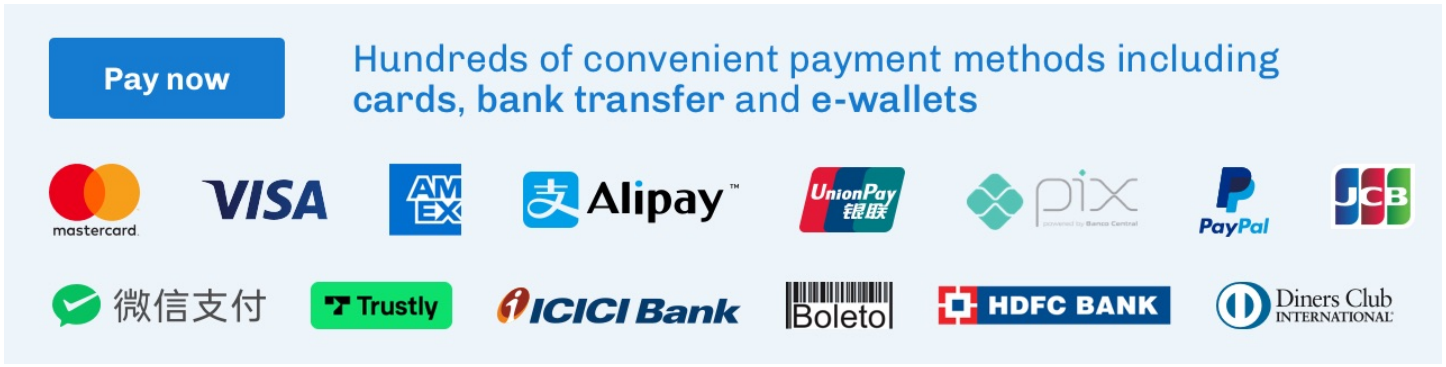
Please refer to the tuition fee schedule.

Please note that an **Early Bird offer** is available for international students from outside the European Union. A **10% reduction on annual tuition fees** applies if the €3,000 deposit is paid five months before the start of the academic year.

Do you have questions about the Early Bird offer? Contact our team: join@esdes.fr

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Our International Admissions team will get back to you as soon as possible.

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