

LICENCE PROFESSIONNELLE BACHELOR'S DEGREE OUTDOOR SOFTGOODS DESIGN & DEVELOPMENT

A one-year international program, taught in english

- 6 months of academic teaching (september-february)
- 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 developers**, who will combine design, business and engineering skills to transform a product concept into marketable merchandise, meeting both market and production requirements. A Product Developer's project starts with an idea and ends up with product positioning, pricing strategy, technical specifications, financial characteristics (Price, margins), and service components (Orders, Catalog and Shipment application).
- **Products managers**, who will make briefs about new products. They develop strategies to develop a new line of products, looking at the Key Performance Indicators. They have to find new challenges, create new products and create a roadmap for the future.

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, communication), stakeholders and executives.

Job Opportunities

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

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

Students' profile

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 "Outdoor Softgoods Design & Development" program.

- Creative, enterprising
- Strong interest in the product (apparel, accessories) and textile
- Minimum 2 years of higher education studies (120 ECTS)
- 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, some bases in sewing may be helpful

Access

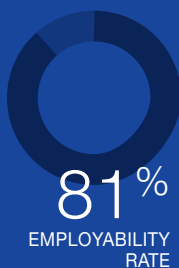
Recruitment session from January to June

- Candidates are selected based on their motivation (interview, video conference possible) and their academic results
- Recruitment sessions calendar is available on line

" 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

Key Figures





Sport
International
Textile
Footwear
Performance
Outdoor
Design

Course content

The majority of the lessons are taught by professional of the outdoor industry (Columbia, Décathlon, Fusalp, Salomon, Samaya...)

Main topics :

- Textile Technical fundamentals, Textile manufacturing, Quality-test in laboratory
- Footwear
- Product design, Product development, Product management
- Biomechanics & Sport physiology
- Sustainable development in the sport industry
- R&D product innovation in sports
- Design vision
- Economic basics for technical textiles, Industrials basics
- Product marketing in sport industry

Many events

- Visits: Payen, Design center Salomon, Mountain store Design center Décathlon
- Workshops: outdoor test with textile ingeneers, immersion at Samaya (tents), Décathlon (gloves), Lycée Argouges Grenoble
- Forum: outdoor expert forum Grenoble, Sport achat, Fashion Tech Days Lyon
- ISPO Munich
- OSV explore

Project and Internship

- Each student participates in a group project involving work on a specific issue provided by outdoor sports industry stakeholders.
- The 4 months internship 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

"Outdoor Softgoods Design and Development" bachelor's degree

For further information, please contact : Caroline ALTHEY / +33 4 50 09 23 08 / caroline.althey@univ-smb.fr

Manager : Florence TAMET / florence.tamet@univ-smb.fr

Address : IUT Anancy -5 chemin de Bellevue - Anancy-le-Vieux - CS 80439 - 74944 Anancy Cedex - France

APPLICATION FORM

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

PARTNERS

This program was built with professionals of Sports Industry and **Outdoor Sports Valley (OSV)**. OSV is a sport industry cluster located in Anancy. It federates more than 230 sports brands (Fusalp, Lafuma, Salomon, Scott Sports France, Décathlon, Picture, The North Face France, Columbia, Julbo, TSL Outdoor, Vuarnet, Samaya ...)

Join the Bachelor and become a student of **OSV Academy** and **Université Savoie Mont Blanc**.

www.outdoorsportvalley.org - contact@outdoorsportvalley.org

