

Stakeholder Strategy M2 SLEM evaluation guidelines, 2024-2025
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Fist step: think about a subject for your master thesis and write it in the google document below in order for us to attribute you a supervisor.

- <https://docs.google.com/document/d/10wt2vcVUPeqlPvBNoWDrDdMZqXRvrl4g2Twj9GK1A2l/edit?usp=sharing>

Global guidelines:

- The goal of this course (stakeholder strategy) is to present an overview of your future master thesis
- You should present the topic, the research question, the literature review, provisory hypotheses and an adapted methodology
- Very important: before the end of January, when we will have the oral sessions of strategy, you will have to complete 3 exploratory interviews with high level practitioners.
- Your work in stakeholder strategy can be individual, but you are also allowed to do it in a group of 2 people maximum (like for the thesis). If you are two, we would expect 5 interviews completed at the end of January.
- Each interview should be at least 30 minutes long.
- Prepare an interview guideline before that follows the projected hypotheses
- Ideal scenario (work for it): stakeholder strategy, internship and thesis should be connected

Ideas and examples of topics :

- Anything is possible, as soon as this is a subject that deals with sport management in general (to discuss with your supervisor, me or Dr. Mathieu Djaballah)

Contents :

- Please follow the examples of stakeholder strategy presentations provided from the previous years (considered as “good work”)
- They usually have a very good structure and a very “clean” Powerpoint

Rendering format :

- A Powerpoint presentation of approx. 20 slides (excluding bibliography), to support a **15 minutes** oral presentation for each individual. **10mn questions** will follow the presentation.
- The presentation will be made at the end of January

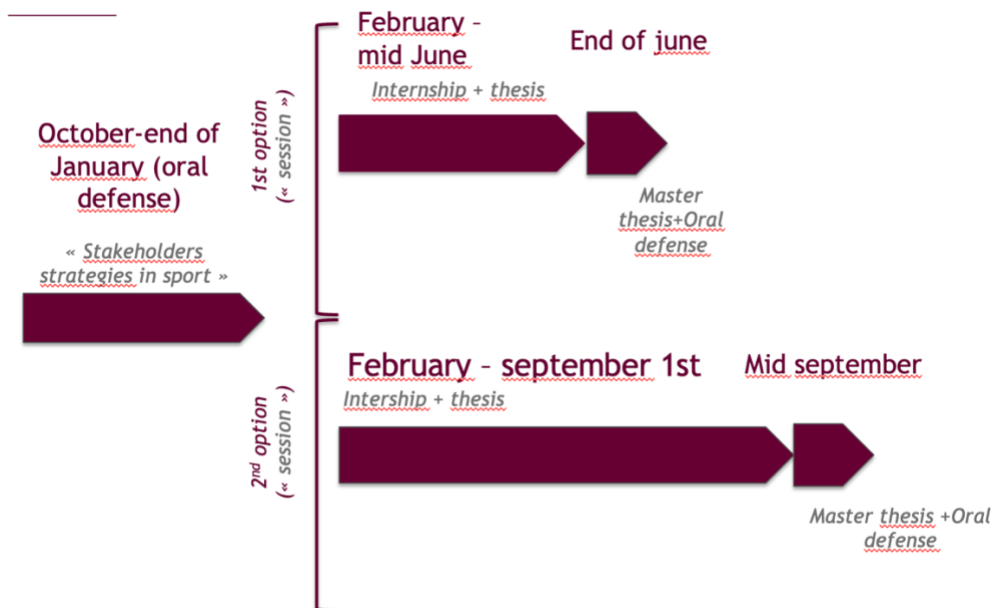
Reminders :

- The bibliography must contain all the documentary sources that made it possible to carry out the work. Each slide should also mention the source, when needed.

Extra :

- The originality of the subject, the presentation and the answer will be valued.

Time frame :



Method of supervision (stakeholder strategy and master thesis): it will be up to you to contact your supervisor to ask for a meeting or ask any question when you need it.

A methodology of the thesis session of 3 hours will be held in the next weeks.