

# NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

**Encourage your students to participate in  
NEOMA' unique Summer short 3-week programme**

**DATES : June 24<sup>th</sup> to July 12<sup>th</sup>, 2024**

## SPORT FEDERATIONS AND MAJOR EVENTS MANAGEMENT PROGRAMME

Over the last 10 years, France has organised no fewer than 13 world championships and 13 European championships, including the UEFA EURO 2016 and the Ryder's Cup in 2018. This impressive achievement continues with the Rugby World Cup this year and the largest mega sporting event in the world: the Olympic Games in 2024.

With major sporting partners, NEOMA Business School has created the **Winter Sport Federations and Major Events Management programme**, giving participants a solid insight into the French success story of major sports event through courses taught in Paris and Reims campuses (conferences with sport Federations and leading actors in major international events).

### ABOUT NEOMA:

**3** international accreditations



More than **100** nationalities  
present on our 3 campuses

**400** partners  
based in **61** countries

At least 1 significant international  
experience offered in each programme

More than **72,000** alumni  
based in 120 countries

**73%** of our faculty  
is international



Mike COOPER,  
Head of programme

“

Strengthen your sport management skills,  
learn from top actors in major sports business  
and sporting event management in France!”

## Why take part in this Winter programme?

- Get an insight into the French success story of event management.
- Expand your understanding and knowledge base of Sports management.
- Learn from the best in major sports management in France through guest speakers in conferences.
- Enjoy a unique French experience among an international network of students and professionals.

## What courses will you follow?

- **Managing Major Sporting Events** - Sports Event to Softpower Influence.
- **Sports Sponsorship and Marketing** - Strategies for Federations and Clubs.
- **Sport Management** - The French Model, Strengths and Future Challenges.
- **Business Game Football Club CEO** - Capstone simulation project.
- **Visit** of Reims Delaune, Paris Stade de France and Roland Garros stadiums, **participation** to major sporting events (Tour de France, FIS Ski Cross World Cup, the Union of European Football Association...) and **conferences** with major actors in sport management (European Professional Club Rugby, French Football Federation...).

## PRACTICAL INFORMATION

- **DATES:** June 24<sup>th</sup> to July 12<sup>th</sup>, 2024
- The programme is this year divided between both cities. It is not feasible to study for only one part of the programme: both parts in both cities have to be studied.
- **FORMAT:** Full-time, with mandatory social events organised as extra curricular activities
- **LANGUAGE OF STUDIES:** 100% English
- **TOTAL NUMBER OF ECTS:** 12
- **APPLICATION REQUIREMENTS:**
  - > Graduate level programme: Bachelor degree in a business (or closely related) discipline.
  - > Undergraduate level programme: Completion of at least one year of undergraduate level business classes.

### A certificate is awarded upon completion of the course.

- **TUITION FEES:** €2,200 (including activities, welcome and closing dinner / excluding lunch, lodging and flight cost).  
*Note: NEOMA Business School may waive tuition fees for partner university students, who have been officially designated by their home university. Please discuss with your home institution.*
- **APPLICATION DEADLINE:** **May 20<sup>th</sup>, 2024**

Submit your application online: [Apply HERE](#)

For more information, please email us at: [summerwinterprogram@neoma-bs.fr](mailto:summerwinterprogram@neoma-bs.fr)  
[www.neoma-bs.com](http://www.neoma-bs.com)

