

NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

**Encourage your students to participate
in the NEOMA 2-week winter programme**

DATES: January 6th to January 17th, 2025

SPORT FEDERATIONS AND MAJOR EVENTS MANAGEMENT PROGRAMME

Over the past decade, France has hosted 13 world championships and 13 European championships, including UEFA EURO 2016, the 2018 Ryder Cup, and the 2023 Rugby World Cup. This success continues with the Paris 2024 Olympic Games, the first Summer Games in France in a century, widely celebrated for their organization, popularity, and sporting achievements.

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 campus (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

76,200 alumni
based in **127** countries

73% of our faculty
is international



Mike COOPER,
Head of programme

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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 Challenges** - Managing Major Sporting Events – Sports Event to Softpower Influence.
- **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...)*

**For information only and subject to change.*

PRACTICAL INFORMATION

- **DATES:** January 6th to January 17th, 2025
- The programme will take place in Paris.
- **FORMAT:** Full-time, with mandatory social events organised as extra curricular activities
- **LANGUAGE OF STUDIES:** 100% English
- **TOTAL NUMBER OF ECTS:** 9
- **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:** €1,800 (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:** **November 29th, 2024**

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

For more information, please email us at: summerwinterprogram@neoma-bs.fr

www.neoma-bs.com

