

# NEOMA

## BUSINESS SCHOOL

REIMS • ROUEN • PARIS

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

#### SPORT FEDERATIONS AND MAJOR EVENTS MANAGEMENT PROGRAMME

Over the last 5 years, France has organised no fewer than 12 world championships and 13 European championships, including the UEFA EURO 2016, the Ryder's Cup in 2018 and the FIFA Women's World Cup 2019. This impressive achievement continues with the Rugby World Cup in 2023 and the largest mega sporting event in the world: the Olympic Games in 2024.

With major sporting partners, NEOMA Business School has created **the Summer Sports Federations and Major Events Management programme**, giving participants a solid insight into the French success story of major sports events through courses taught at Reims campus.

#### ABOUT NEOMA:

**3** international accreditations



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

**335** partners  
based in **52** countries

At least 1 significant international  
experience offered in each programme

More than **62,300** alumni  
based in 120 countries

**62%** of our faculty  
is international



Mike COOPER,  
Head of programme

**#ChooseFrance**

“

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

## Why take part in the Summer 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.
- Enjoy a unique French experience among an international network of students and professionals.

## What courses will you follow?

- **Sport Management** - The French Model, Strengths and Future Challenges
- **Managing Major Sporting Events** - Sports Event to Softpower Influence
- **Sports Sponsorship and Marketing** - Strategies for Federations and Clubs
- **Business Game Football Club CEO** - Capstone simulation project
- **Visits** of Stade Delaune (Reims) and of some major actors in sport management (European Professional Club Rugby, French Football Federation...)

## PRACTICAL INFORMATION

- **DATES:** start date June 21<sup>st</sup> - July 9<sup>th</sup>, 2021
- **FORMAT:** Full-time, with mandatory social events organised as extra curricular activities. An online version of the programme with asynchronous courses is also available. Please contact us at [summerwinterprogram@neoma-bs.fr](mailto:summerwinterprogram@neoma-bs.fr) for more information.
- **LANGUAGE OF STUDIES:** 100% English
- **CAMPUS LOCATION:** Reims (Champagne area, France) and visits in Paris
- **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:** €2,000 (€1,150 activity fees + €850 tuition fees).  
***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 31<sup>st</sup>, 2021

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)

