

NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

Following the success of the summer programme,
NEOMA BS introduces the winter programme.

Encourage your students to participate in
NEOMA BS' unique and exciting 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 and the Ryder's Cup in 2018. This impressive achievement continues with the Woman's Football World Cup in 2019, 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 created the **Summer and Winter Sports Federations and Major Events Management programme**, that first took place in July 2019. Following its success, NEOMA BS is renewing the experience and organising the winter programme. The aim remains the same: to give participants a solid insight into the French success story of major sports event through courses taught at our Reims campus, visits to Federations and an on-site experience of a major international event.

ABOUT NEOMA BS:

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 **59,500** 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 this 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 visits to Federations in Paris and guest speakers.
- Enjoy a unique French experience among an international network of students and professionals.

What courses will you follow?

- **Managing Major Sporting Events** - From Stadium events to the slopes of the Alps. It includes a visit to the FIS (International SKI Cross Event in Megeve on January 31, 2020).
- **Sport Management** - The French Model, Strengths and Future Challenges
- **Sports Sponsorship and Marketing** - Strategies for Federations and Clubs

PRACTICAL INFORMATION

- **DATES:** January 27 - February 14, 2020
- **FORMAT:** Full-time, with mandatory social events organised as extra curricular activities
- **LANGUAGE OF STUDIES:** 100% English
- **TOTAL NUMBER OF ECTS:** 12
- **CAMPUS LOCATION:** Reims (Champagne area, France)
- **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 (including lunch / excluding lodging and flight cost).
Note: NEOMA Business School may waive academic fees for partner university students, who have been officially designated by their home university.
- **ENROLLMENT DEADLINE:** November 17, 2019

Submit your application online: apply.neoma-bs.fr

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

www.neoma-bs.com

