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Version en ligne



NEOMA's Online Winter Program in Sport Management

January 25th – February 12th, 2021

**Applications are open for the NEOMA's online Sport Federations and
Major Events Management Programme 2021 !**

**Sport Federations and Major Events Management 2021 :
Strengthen your sport management skills, learn from specialists in sport**

management and from top actors in major sports business and sporting event management in France.

Dear Partners,

The extraordinary circumstances of the moment have led us to adapt the format of our successful Sports Industry Summer Programme. We have reworked the programme so as to provide the same mix of theory and industry input, allowing students to participate fully on-line, gaining insight and experience through active learning and discussion with experts.

Over the last 5 years France has organized no fewer than 12 world championships and 13 European championships, including the UEFA EURO 2016, the Ryder's Cup in 2018 and the Woman's Football World Cup in 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 Winter Sport Federations and Major Events Management programme, giving participants a solid insight into the French success story of event management and the European sport industry.

The online Winter short programme will be a great opportunity for students interested in a career in sport management or for students wishing simply to know more about this global and dynamic industry - all with the flexibility of being taught online.

Included in the online Sport Federations and Major Events Management programme :

- Lectures by NEOMA BS faculty and guest faculty members
- 2 Guest speakers from industry and Federations - online forum interview.

Courses taught on the Programme:

- 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 – Club Management and Finance

Application deadline : January 15, 2021



APPLICATION



**More information about
the programme**

Course dates : January 25 to February 12, 2021 (3 weeks)

Credits : 12 ECTS

Fees : 950 € (€150 administrative fees included)

Tuition waiver system:

NEOMA Business School may waive academic fees for partner university students, who have been officially designated by their home university. Please contact us at summerwinterprogram@neoma-bs.fr for further details. In this case, only the €150 administrative fees will be requested.

Zoom sessions :

To help you in promoting the programme to your students, we organize four Zoom sessions held by Mike COOPER, Head of programme (choose only one date). If you are interested in joining us, please **sign up by filling in the form [HERE](#)** and the link will be provided to you via email before the session chosen :

- **November 5, 2020 at 8:30am (French Time)**
- **November 5, 2020 at 6:00pm (French Time)**

zoom



OR

- **November 19, 2020 at 8:30am (French Time)**
- **November 19, 2020 at 6:00pm (French Time)**

Thank you for sharing this exciting programme with your students.



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