

NEOMA Business School - Sport Federations and Major Events Management 2024 Summer programme

Where?

Paris and Reims, France

When?

June 24th to July 12th, 2024

How is programme organized?

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...).

Language

English

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.

ECTS worth

12 ECTS points

Costs

TUITION FEES: €2,200 (including activities, welcome and closing dinner / excluding lunch, lodging and flight cost)

If interested, contact Javier Augyao for potential discount.

Application deadline

May 20th, 2024

More information can be found at NOEMA Business School's [brochure](#)

For more information contact: jaguayo@zsem.hr