

**Applications are open
for the NEOMA's Summer Sport Federations
and Major Events Management Programme 2022 !**

**After 2 years of being online, the programme is back in-
person !**

Sport Federations and Major Events Management 2022

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

With major sporting partners, NEOMA Business School has created the 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 Summer 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.

Included in the Sport Federations and Major Events Management programme :

- Lectures by NEOMA BS faculty and guest faculty members
- 2 Guest speakers from industry and Federations
- Visits and extra curricular activities

Courses taught in 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: May 15th, 2022

Application form: [HERE](#)

Course dates : JUNE 20TH – JULY 8TH, 2022 (3 weeks)

Credits : 12 ECTS

Fees : €2,000 (including lunch / excluding lodging and flight cost)

Tuition waiver system

NEOMA Business School may waive tuition 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.

Following the case, either a discount on the tuition fees will be assigned or the tuition fees will be waived entirely. In any case, the €1,100 administrative fees will be requested to pay.

Zoom sessions

To help you in promoting the programme to your students, we organize some Zoom sessions held by Mike COOPER, Head of programme (choose only one date and one time).

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 :

January 24th, 2022

→ 8:30am (French Time)

→ 6:00pm (French Time)

January 28th, 2022

→ 8:30am (French Time)

→ 6:00pm (French Time)

February 21st, 2022

→ 8:30am (French Time)

→ 6:00pm (French Time)

April 11th, 2022

→ 8:30am (French Time)

May 2nd, 2022

→ 8:30am (French Time)

→ 6:00pm (French Time) → 6:00pm (French Time)

Thank you for sharing this exciting programme with your students.

[Legal notice](#) - [Unsubscribe](#)

**Cordialement,
Best regards,**

Mike COOPER, Head of the programme
Melanie SANTANGELO, International Coordinator



NEOMA Business School – Reims Campus

59 rue Pierre Taittinger
51100 Reims - FRANCE

Tel : 03.26.77.47.27

www.neoma-bs.fr





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