

NEOMA BUSINESS SCHOOL - ON LINE WINTER SCHOOL 2022

3-WEEKS PROGRAM:

- 1- **Sport Management**- The French Model, Strengths and Future Challenges
- 2- **Managing Major Sporting Events** - Sports Event to Softpower Influence
- 3- **Sports Sponsorship and Marketing** - Strategies for Federations and Clubs
- 4- **Business Game Football Club CEO** – Capstone simulation project

- **Virtual visit** of Stade Delaune (Reims) and **videoconferences** with major actors in sport management (European Professional Club Rugby, French Football Federation...)

From 03-21 January 2022

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:** €950 (€150 administrative fees included).

APPLICATION DEADLINE: December 15th, 2021

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