

NEOMA BUSINESS SCHOOL 2/2

Summer short 3-week programme

SPORT FEDERATIONS AND MAJOR EVENTS MANAGEMENT PROGRAMME

June 24th to July 12th, 2024

What courses will you follow?

- **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...).

NEOMA BUSINESS SCHOOL 2/2

Summer short 3-week programme

SPORT FEDERATIONS AND MAJOR EVENTS MANAGEMENT PROGRAMME

PRACTICAL INFORMATION

- DATES: June 24th to July 12th, 2024
- The programme is this year divided between both cities. It is not feasible to study for only one part of the programme: both parts in both cities have to be studied.
- FORMAT: Full-time, with mandatory social events organised as extra curricular activities
- LANGUAGE OF STUDIES: 100% English
- TOTAL NUMBER OF ECTS: 12
- 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.

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

Note: NEOMA Business School may waive tuition fees for partner university students, who have been officially designated by their home university. Please discuss with your home institution.

APPLICATION DEADLINE: May 20th, 2024

More information: <https://neoma-bs.com/programmes/sport-federations-and-major-events-management-summer-programme/>

Prima di candidarsi scrivere a: iflagiello@liuc.it