

# **WINTER SCHOOL - Sports Federations and Major Events Management**

Programme at NEOMA Business School, France, 2020

## **COURSES:**

- **Managing Major Sporting Events -From Stadium events to the slopes of the Alps. It includes a visit to the FIS (International SKI Cross Event in Megeve on January 31, 2020).**
- **Sport Management - The French Model, Strengths and Future Challenges**
- **Sports Sponsorship and Marketing - Strategies for Federations and Clubs**

**DATES:** January 27 - February 14, 2020

**FORMAT:** Full-time, with mandatory social events organised as extra curricular activities

**LANGUAGE OF STUDIES:** 100% English

**TOTAL NUMBER OF ECTS:** 12

**CAMPUS LOCATION:** Reims (Champagne area, France)

## **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:** €2,000 (including lunch / excluding lodging and flight cost).

**Note:** NEOMA Business School may waive academic fees for partner university students, who have been officially designated by their home university.

**ENROLLMENT DEADLINE:** November 17, 2019

For more information visit: [summerwinterprogram@neoma-bs.fr](mailto:summerwinterprogram@neoma-bs.fr)

