

SUMMER SCHOOL - Sports Federations and Major Events Management

Programme at NEOMA Business School, France, 2020

COURSES:

- **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**
- **Football Club CEO - Capstone simulation project**
- **Visits and participation to major sporting events (Tour de France, Roland Garros tennis stadium, the Union of European Football Association...)***

DATES: start date June 22nd - end date July 10th, 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: end of May 2020

For more information visit: https://www.neoma-bs.com/docs/SummerProgram_v1.pdf

