



**SPORT FEDERATIONS AND  
MAJOR EVENTS  
MANAGEMENT PROGRAMME  
SUMMER EDITION**

**JUNE 16TH TO JULY 5TH, 2025**



Over the last 10 years, France has organised no fewer than 13 world championships and 13 European championships, including the UEFA EURO 2016 and the Ryder's Cup in 2018. This impressive achievement continues with the Rugby World Cup this year and the largest mega sporting event in the world: the Olympic Games in 2024.

With major sporting partners, NEOMA Business School has created the Winter Sport Federations and Major Events Management programme, giving participants a solid insight into the French success story of major sports event through courses taught in Paris and Reims campuses (conferences with sport Federations and leading actors in major international events).



Mike COOPER,  
Head of programme

“ Strengthen your sport management skills, learn from top actors in major sports business and sporting event management in France! ”



## Why take part in this Summer programme?

- Get an insight into the French success story of event management.
- Expand your understanding and knowledge base of Sports management.
- Learn from the best in major sports management in France through guest speakers in conferences.
- Enjoy a unique French experience among an international network of students and professionals



## What courses will you follow?

- **Managing Major Sporting Events** - Sports Event to Softpower Influence.
- **Sports Sponsorship and Marketing** - Strategies for Federations and Clubs.
- **Business Game Football Club CEO** - Capstone simulation project.
- **Visit** of Paris Stade de France and Roland Garros stadiums, **participation** to major sporting events (Tour de France, the Union of European Football Association...)\* and **conferences** with major actors in sport management (European Professional Club Rugby, French Football Federation...).

*\*For information only and subject to change.*



# PRACTICAL INFORMATION

- DATES : **June 16th to July 5th, 2025**
- The programme could be divided between Paris and Reims campuses
- FORMAT : **Full-time**, with mandatory social events organised as extra curricular activities
- LANGUAGE OF STUDIES : **100% English**
- TOTAL NUMBER OF ECTS : **12**
- TUITION FEES : **€2,200** (including activities, welcome and closing dinner / excluding lunch, lodging and flight cost).
- APPLICATION DEADLINE : **May 1st, 2025**

## ABOUT NEOMA:

**3** international accreditations



More than **100** nationalities present on our 3 campuses

**400** partners based in **61** countries

At least 1 significant international experience offered in each programme

More than **72,000** alumni based in **120** countries

**73%** of our faculty is international

