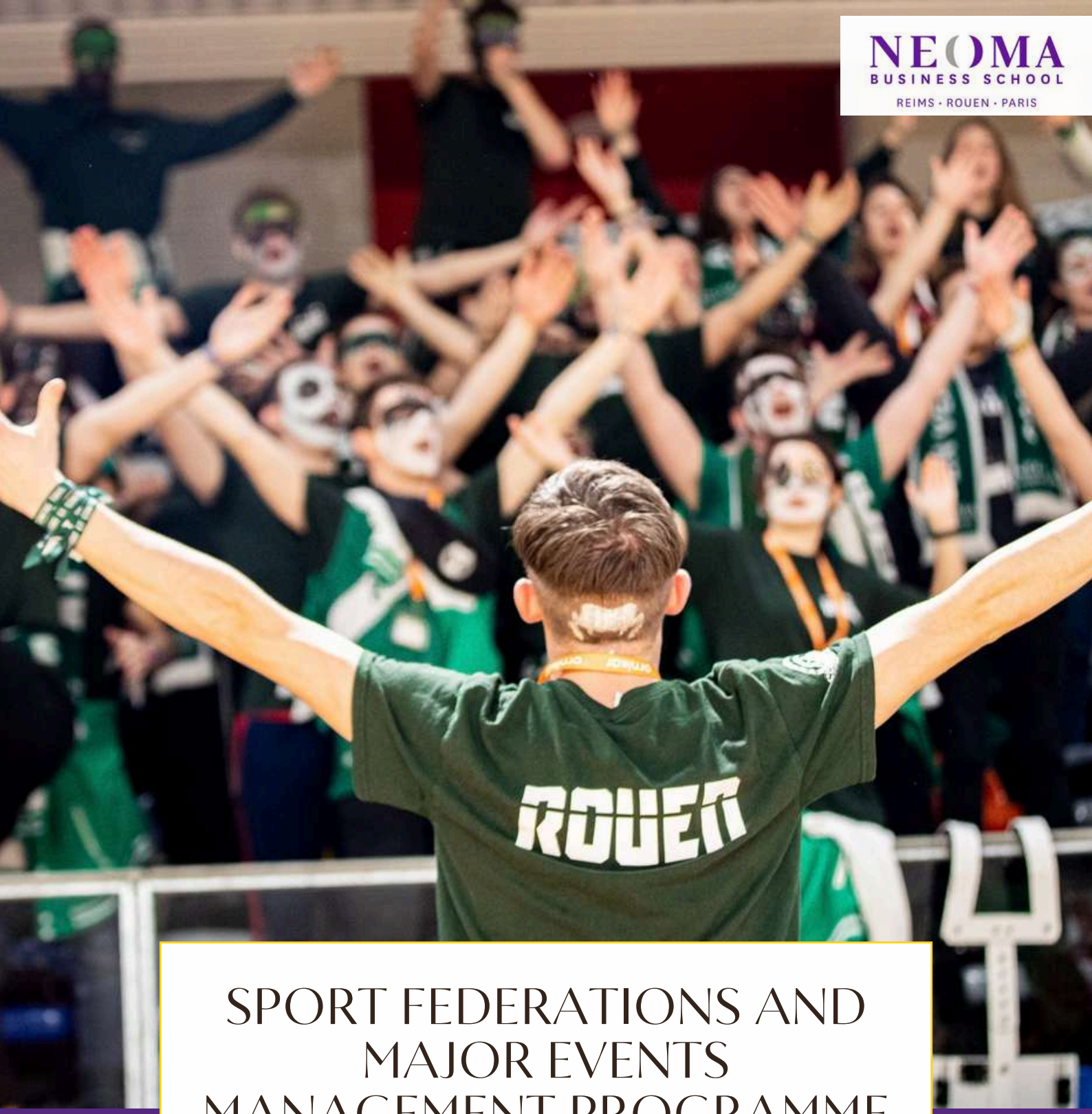
NEOMA
BUSINESS SCHOOL
REIMS · ROUEN · PARIS



SPORT FEDERATIONS AND MAJOR EVENTS MANAGEMENT PROGRAMME WINTER EDITION

JANUARY 4TH–15TH, 2027



France has established itself as a leading host of major international sporting events, including UEFA EURO 2016, the 2018 Ryder Cup, the 2023 Rugby World Cup and the Paris 2024 Olympic and Paralympic Games. France is also home to iconic annual sporting events such as Roland-Garros and the Tour de France.

In collaboration with major sports organisations, NEOMA Business School has created the Winter Sport Federations and Major Events Management Programme, offering participants valuable insight into France's expertise in hosting and managing major sporting events. The programme combines courses with conferences led by sports industry professionals and visits to major sports venues and organisations, including day trips to Paris.



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 Winter programme?

- Gain insight into France's expertise in major sports event management.
- Expand your knowledge and understanding of sports management.
- Learn from leading sports industry professionals through guest lectures and conferences.
- Enjoy a unique experience in France while building an international network of students and professionals.

What courses will you follow?

- Managing Major Sporting Events – Sports Events and Soft Power Influence – 3 ECTS
- Sports Sponsorship and Marketing – Strategies for Federations and Clubs – 3 ECTS
- Sports Management: The French Model – Strengths and Future Challenges – 3 ECTS

- Site visits, conferences and professional experiences at iconic sports venues such as Roland-Garros, the Stade de France and Stade Français Paris, as well as with other sports organisations and industry professionals.*

**Activities and visits are indicative and subject to change.*

PRACTICAL INFORMATION

DATES: January 4th–15th, 2027

LOCATION: The programme will be held at our Rouen campus, with day trips to Paris.

FORMAT: Full-time, with mandatory social events organised as extracurricular activities.

LANGUAGE OF STUDY: 100% English

ECTS CREDITS: 9

TUITION FEES: €1,400 (including €900 in activity fees; accommodation and flights are not included).

NOMINATION DEADLINE : November 30th, 2026

EXCHANGE RATIO: For partners opting for the exchange ratio, 3 participants paying activity fees only = 1 semester exchange place for NEOMA.







