

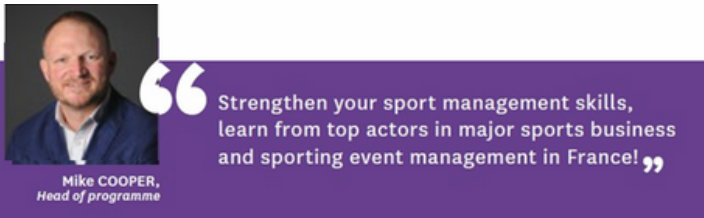
SPORT FEDERATIONS AND
MAJOR EVENTS
MANAGEMENT PROGRAMME
SUMMER EDITION

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).



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





HOSPITALITY AND GASTRONOMY PROGRAMME Co-branded with the Ecole FAUCHON

JULY 7TH TO JULY 18TH, 2025



NEOMA and Fauchon, combining expertise from one of Europe's top-ranked business schools and one of the most successful world-renowned French gastronomy brands have launched this new and exciting programme in 2023. What better place to develop expertise in this sector than to study in Paris, the heart of world gastronomy and hospitality? France is the most visited country in the world, where expertise and prestige go together to make Paris the ideal place to learn more about this innovative, creative and ever-growing sector of activity.

“ Discover French hospitality and gastronomy and learn about how innovation and sustainability are driving development in the sector ! “



Why take part in this Summer programme?

- Gain a key insight into French hospitality and gastronomy.
- Learn about how innovation and sustainability are driving development in the sector.
- Give a truly cross-cultural approach, essential in order to succeed in this dynamic and truly global industry.
- Enjoy lectures, corporate visits and an industry-led consultancy project in order to get an intensive yet very hands-on experience through guest speakers (NEOMA Alumni and FAUCHON professionals).



What courses will you follow?

- **Entrepreneurship, Innovation and Sustainability Driving Change.**
- **The Fauchon experience** - French Gastronomy (including Fauchon consultancy project): conferences with hospitality experts.
- **Visits of the Ecole Fauchon (Rouen), the Fauchon Hotel and a Fauchon outlet (Paris) and a Hospitality visit (NEOMA Alumni, professionals...).**

PRACTICAL INFORMATION

- DATES : July 7th to July 18th, 2025
- CAMPUS : **ROUEN**. The first week of the programme will take place on FAUCHON's premises and the second week on the Rouen campus. Days in **Paris** will also be scheduled.
- FORMAT : **Full-time**, with mandatory social events organised as extra curricular activities
- LANGUAGE OF STUDIES : **100% English**
- TOTAL NUMBER OF ECTS : **6**
- PROGRAMME COST : **€2,500** (Including tuition and activity fees / excluding lunch, accommodation and flight tickets).
- NOMINATION DEADLINE : May 1st, 2025

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For more information, please email us at : summerwinterprogram@neoma-bs.fr
www.neoma-bs.com

A SUMMER IN PARIS

JULY 7TH - AUGUST 3RD

A programme tailored to your needs ! Come and
study from 1 to 4 weeks in Paris

WEEK 1

CROSS-CULTURAL MANAGEMENT 1 INTERCULTURAL COMMUNICATION

The purpose of this course is to expose students to core frameworks on culture, their critics and how they translate to different national cultures. It also focuses on corporate culture and how different cultures impact on different management practices like negotiation and handling organization change.

There is a focus on multi cultural individuals within the workplace and leadership in the multi cultural work place. Finally, we will critically look at diversity, equity and inclusion in the present and future workplace.

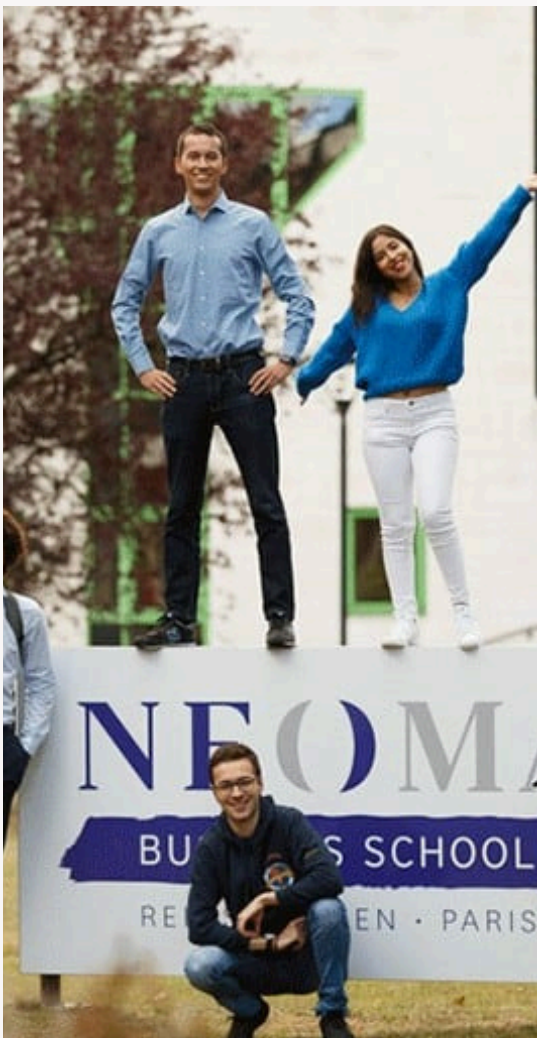


WEEK 2

STRATEGY & SUSTAINABILITY

Facing the growing complexity of social, economic, political, and ecological systems because of climate change, pollution, depletion of natural resources, demographic shifting, poverty and inequality, how to create a sustainable business has become a key challenge for strategic and managerial decision-making.

This course is aimed to provide in-depth knowledge, strategic thinking, and analytical skills about business sustainability from management perspective. Students will learn how to apply theoretical insights and tools that they acquired from the strategic management and international business courses to deal with social/ environmental issues.



WEEK 3

LUXURY MARKETING

We will start with the context to set the scene: attempting to define luxury, the key actors, the tension between Luxury and Marketing. We will see a model which aims to define the Luxury DNA.

The course is then structured around the 4Ps of marketing: Product, Price, Promo (as in Communication) and Place (as in Distribution).

The content will combine a little theory illustrated with many brand case studies mostly from the world of Fashion, Champagne, Jewelry and Cars.



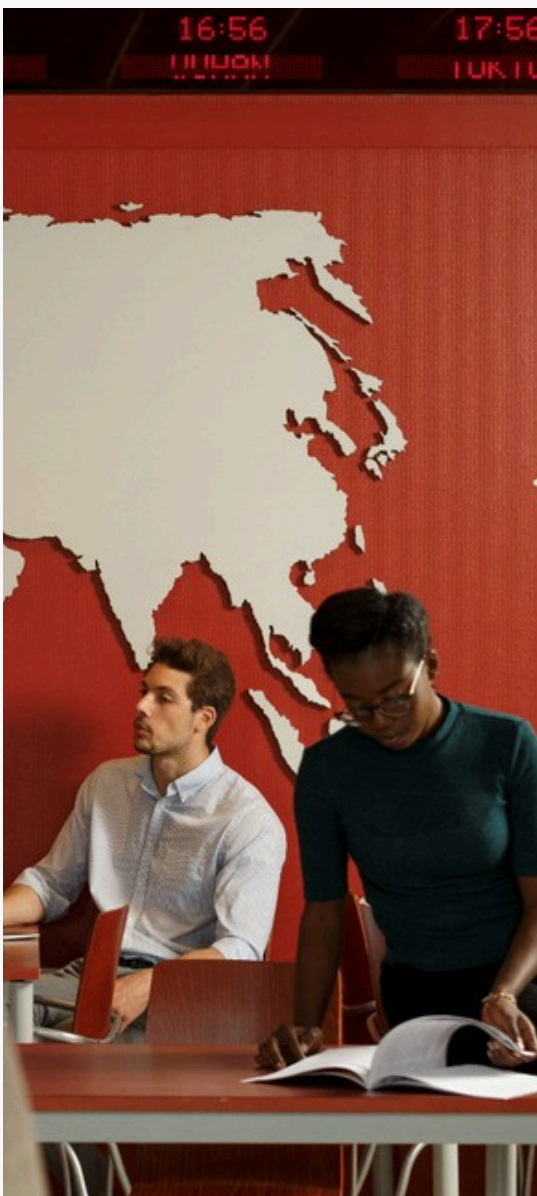
WEEK 4

INTERNATIONAL FINANCE : THE EUROPEAN PERSPECTIVE

The economies of the world are increasingly interconnected. Fifty years ago, the primary economic links between countries were in the exchanges of goods, but today investment, loans, and foreign exchange transactions constitute a multi-trillion euro business annually.

This course provides an introduction of foreign exchange markets, the impact of economic policy on exchange rates, and the nature of foreign exchange risk. Furthermore, the course will explore how multinational firms use financial instruments to reduce risks.

Finally, the course depicts the role of the European central bank and its relation with national central banks of the Euro system.



COURSE 1

July 7th - July 11th

COURSE 2

July 15th - July 18th

COURSE 3

July 21st - July 25th

COURSE 4

July 28th - August 1st

each course will be credited with 6 ECTS

Nomination deadline: May 1st, 2025

Contact

THE INTERNATIONAL
MOBILITY TEAM
mobility@neoma-bs.fr

Our Campus

Paris is the capital of France, but also the capital of culture, gastronomy, fashion and luxury. Classified as a UNESCO heritage site. Paris campus opened in 2021 in the heart of the city, in the 13th district, close to the Place d'Italie. On the 6,500 m² the campus has an amphitheatre with 250 seats and 25 classrooms. Built on 5 floors, it can accommodate 1400 students.

NEOMA BS

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