

SPORT FEDERATIONS AND
MAJOR EVENTS
MANAGEMENT PROGRAMME
WINTER EDITION

JANUARY 5TH TO JANUARY 16TH, 2026



Over the last 10 years, France has organised no fewer than 14 world championships and 13 European championships, including the UEFA EURO 2016 and the Ryder's Cup in 2018. This impressive achievement continued with the Rugby World Cup last 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 Winter 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.
- **Sport Management** – The French Model, Strengths and Future Challenges
- **Visit** of Paris Stade de France and Roland Garros stadiums, **participation** to major sporting events* 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 : January 5th - January 16th, 2026
- The programme could be divided between Paris and Reims campuses
- FORMAT : **Full-time**, with mandatory social events organised as extra curricular activities
- LANGUAGE OF STUDY : **100% English**
- TOTAL NUMBER OF ECTS : 9
- TUITION FEES : €1,800 (incl. €900 activity fees, accommodation and flights not included).
- NOMINATION DEADLINE : November 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



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