

NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS

**Encourage your students to participate in
NEOMA' unique Summer short 3-week programme**

DATES : June 24th to July 12th, 2024

SPORT FEDERATIONS AND MAJOR EVENTS MANAGEMENT PROGRAMME

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).

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



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.
- **Business Game Football Club CEO** - Capstone simulation project.
- **Visit** of Reims Delaune, Paris Stade de France and Roland Garros stadiums, **participation** to major sporting events (Tour de France, FIS Ski Cross World Cup, the Union of European Football Association...) and **conferences** with major actors in sport management (European Professional Club Rugby, French Football Federation...).

PRACTICAL INFORMATION

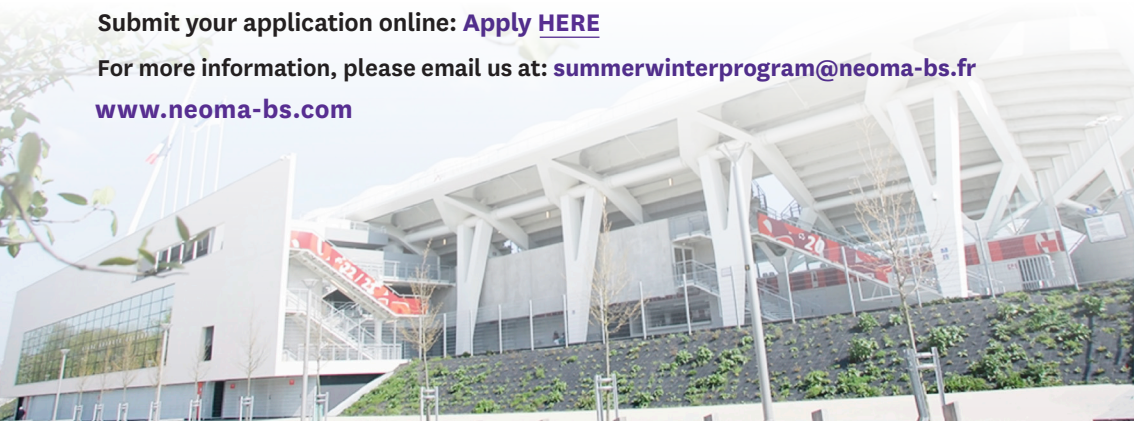
- **DATES:** June 24th to July 12th, 2024
- The programme is this year divided between both cities. It is not feasible to study for only one part of the programme: both parts in both cities have to be studied.
- **FORMAT:** Full-time, with mandatory social events organised as extra curricular activities
- **LANGUAGE OF STUDIES:** 100% English
- **TOTAL NUMBER OF ECTS:** 12
- **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.

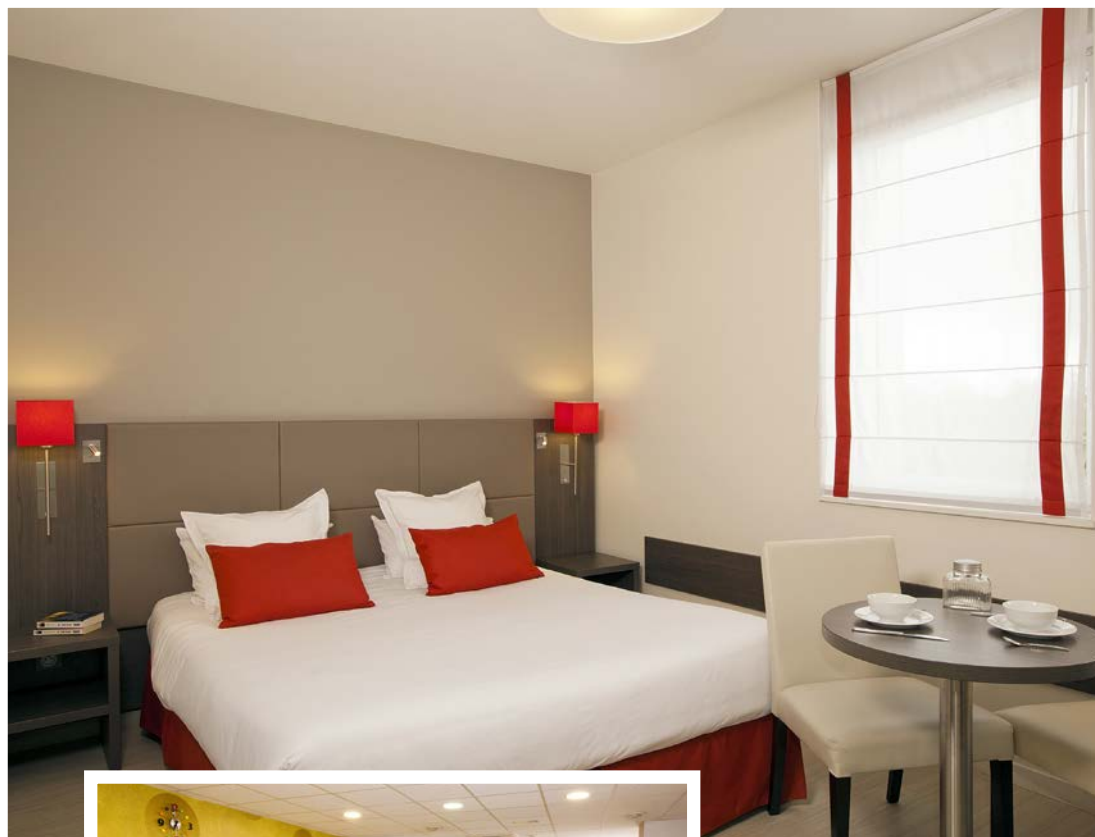
A certificate is awarded upon completion of the course.

- **TUITION FEES:** €2,200 (including activities, welcome and closing dinner / excluding lunch, lodging and flight cost).
Note: NEOMA Business School may waive tuition fees for partner university students, who have been officially designated by their home university. Please discuss with your home institution.
- **APPLICATION DEADLINE:** **May 20th, 2024**

Submit your application online: [Apply HERE](#)

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





Residhome

Apparthotel

Residhome Reims Centre***

6, rue de Courcelles - 51100 Reims
+33 (0)3 26 78 17 81 - reims.centre@residhome.com

POINTS FORTS / KEY STRENGTHS

- Situé sur les Promenades, près du centre-ville
- Proximité des lieux culturels : Cathédrale de Reims, Musée des Beaux-Arts
- Proche des lieux d'affaires : Centre des Congrès, Reims Arena
- Located on the Promenades, near the city centre
- Close to cultural places: Reims Cathedral, Museum of Fine Arts
- Near the business venues: Congress Centre, Reims Arena

ACCÈS À LA RÉSIDENCE ACCESS TO THE PROPERTY



SE DÉPLACER / MOVING AROUND



Gare SNCF de Reims à 200 m
Train station is 200 m away



Lignes 3 et 9, arrêt Røederer, au pied du Residhome
Lines: 3 and 9, Roederer bus stop, just in front
of the residence

Information / Réservation

▶ **+33 (0)1 53 23 44 32**

reservation@residhome.com



HÉBERGEMENT* / ACCOMMODATION*

Tous nos studios sont équipés d'une cuisine avec plaques en vitrocéramique, réfrigérateur, four micro-ondes, vaisselle et espace bureau

All our studios are equipped with a kitchen with ceramic hob, fridge, microwave, crockery and desk space.

76 STUDIOS (DONT 60 STUDIOS AVEC DEUX LITS SIMPLES)

Une chambre avec lit double ou deux lits simples, fauteuil, table et chaise.

76 STUDIOS (AMONG WHICH 60 ARE WITH TWO SINGLE BEDS)

A room with double bed or two single beds, armchair, table and chair.

**6 studios sont équipés pour les personnes à mobilité réduite.*

**6 studios are equipped for disabled people.*

SERVICES INCLUS / SERVICES INCLUDED



AVEC SUPPLEMENT / WITH SUPPLEMENT



Residhome Reims Centre

Codes GDS : Amadeus YXRHERRC • Sabre YX0176343 • Galileo YX61936 • Worldspan YXRHERC • Pegasus YX70132

Retrouvez l'ensemble de nos appartohotels sur www.myresidhome.com. Discover our apartohotels on www.myresidhome.com

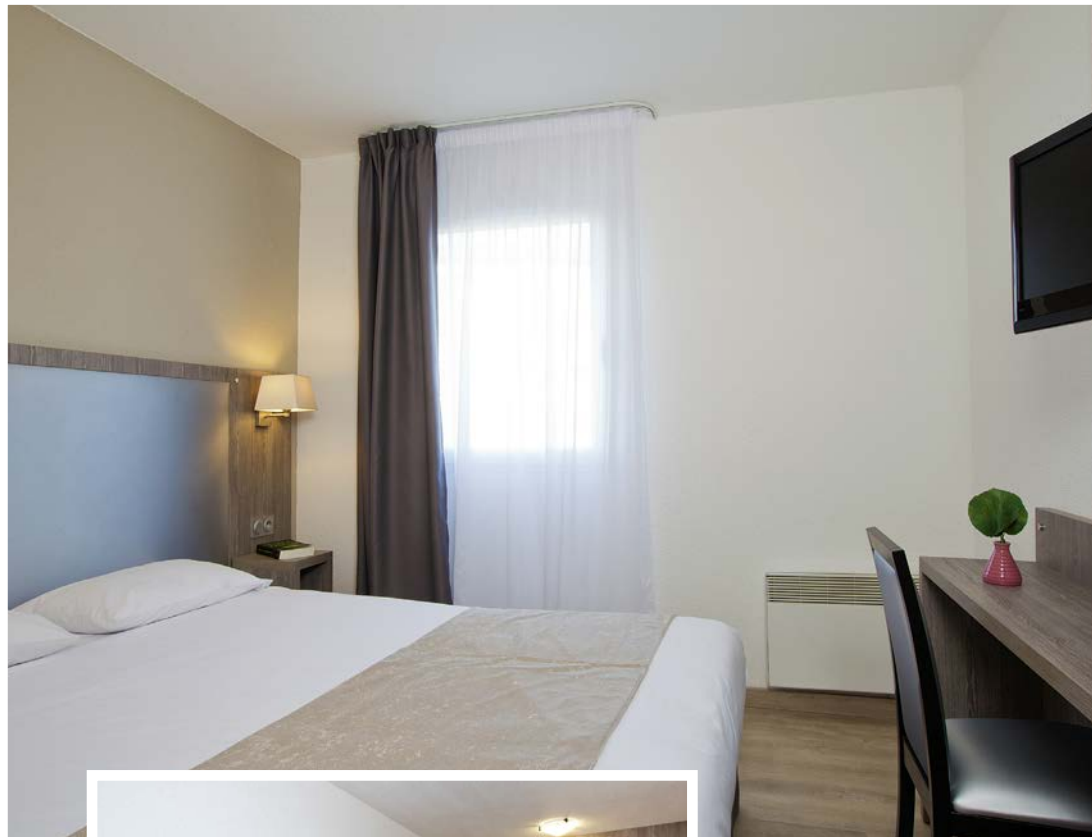
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Apparthotel

Séjours & Affaires Clairmarais**

25, rue Edouard Mignot - 51100 Reims
+33 (0)3 26 07 74 63 - reims.clairmarais@sejours-affaires.com



POINTS FORTS / KEY STRENGTHS

- Proximité du Centre des Congrès, de Reims Arena et du centre-ville
- À quelques minutes à pied de la gare
- Close to the Congress Centre, Reims Arena and the city centre
- A few minutes walk from the train station

SE DÉPLACER / MOVING AROUND



Gare SNCF à 200 m
Train station is 200 m away



Lignes A et B, station : Gare centre
Lines A and B, station: Gare centre



Lignes 3, 4 et 9, station : Gare Clairmarais
Lines 3, 4 and 9, station: Gare Clairmarais



Proximité de l'A4
Close to A4 highway

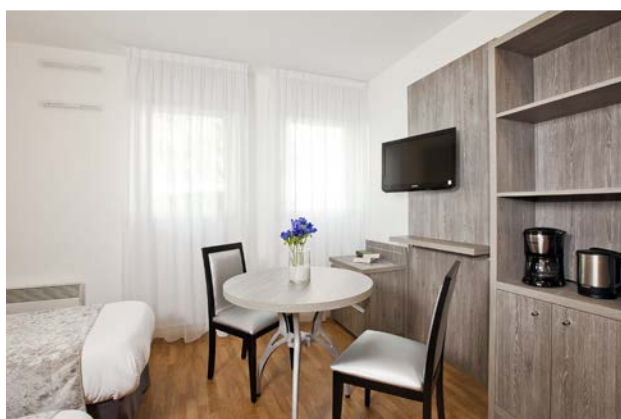
**ACCÈS À LA
RÉSIDENCE
ACCESS TO THE
PROPERTY**



Information / Réservation

▶ **+33 (0)1 53 23 44 32**

reservation@residhome.com



HÉBERGEMENT* / ACCOMMODATION*

Tous nos studios et appartements sont équipés d'une cuisine avec plaques électriques, réfrigérateur, micro-ondes, vaisselle et espace bureau

All our studios and apartments are equipped with a kitchen with electric hobs, fridge, microwave, crockery and desk space.

40 STUDIOS

Un studio avec lit double ou deux lits simples, fauteuils, table et chaises.

40 STUDIOS

A studio with double bed or two single beds, armchairs, table and chairs.

65 APPARTEMENTS DEUX PIÈCES

Un séjour avec canapé fixe ou convertible et une chambre séparée avec un lit double ou deux lits simples.

65 ONE BEDROOM APARTMENTS

A living-room with fixed or convertible sofa and a separate bedroom with double bed or two single beds.

**3 appartements sont équipés pour les personnes à mobilité réduite.*

**3 apartments are equipped for disabled people.*

SERVICES INCLUS / SERVICES INCLUDED



AVEC SUPPLEMENT / WITH SUPPLEMENT



Séjours & Affaires Clairmarais

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