

Summer School Programme

Week from August 16 - 22, 2021

Day 1: 16/08/2021	Welcome ceremony and introduction	Organisers
	Special Features of the Sports Market / Economic Basics of Sports Competitions	Prof. Dr. Frank Daumann (University of Jena)
	League System Economics	
	<i>Lecture & 360-degree tour: Nürburgring – History & Business Models</i>	Dr. Karl-Josef Schmidt
Day 2: 17/08/2021	Sports Betting from an Economic Point of View	Prof. Dr. Frank Daumann (University of Jena)
	Digitalisation in Sports	
	Case study	
	<i>Online field trip: eSport Rhein-Neckar (formerly known as TSV 1895 Oftersheim eSports)</i>	
Day 3: 18/08/2021	Strategic Sports Management: Translating Theories into Action	Prof. Dr. Christoph Rasche (University of Potsdam)
	<i>Online field trip: The laboratory and training com- plex of the Volga Region State University of Physi- cal Culture, Sport & Tourism</i>	
Day 4: 19/08/2021	Foundations of Business Modell Innovation in the Sports, Healthcare and Leisure Industry	Prof. Dr. Christoph Rasche (University of Potsdam)
Day 5: 20/08/2021	Turnaround Management in Professional Sports: From Zero to Hero	Prof. Dr. Christoph Rasche (University of Potsdam)
	<i>Online field trip: Kazan Tennis Academy & Bad- minton Centre</i>	
Day 6: 21/08/2021	Economic Impact and Legacies of (Mega-) Sport Events	Dr. Norbert Schütte (University of Mainz)
	<i>Online field trip: Sights in Berlin</i>	
Day 7: 22/08/2021	<i>Online field trip: Deutsche Bank Park Stadium & Eintracht Frankfurt Museum</i>	

Week from August 23 - 29, 2021

Day 8: 23/08/2021	Strategic Sports Marketing and Customer Segmentation	Prof. Dr. Benedikt Römmelt (SRH University of Applied Sciences Heidelberg)
	<i>Special topics:</i> „Studying in Germany: Opportunities & Requirements” “Presentation of the University of Jena”	Employees of the DAAD and the University of Jena
Day 9: 24/08/2021	Pricing of Sports Services	Prof. Dr. Benedikt Römmelt (SRH University of Applied Sciences Heidelberg)
	<i>Online field trip:</i> The Federal Rowing Training Centre (Kazan)	
Day 10: 25/08/2021	Leadership and Organizational Culture in Sports Organizations	Prof. Dr. Benedikt Römmelt (SRH University of Applied Sciences Heidelberg)
	German / Thuringian evening with Kerstin Ullrich (Cooking Course)	
Day 11: 26/08/2021	Characteristics and New Developments of the US Sport System (College Sports vs. Pro-Sports)	Dr. Gerald Fritz (Director of the German Olympic Academy)
Day 12: 27/08/2021	Qatar – New Sports Hub in the Middle East (From Asian Games 2006 to FIFA World Cup 2022 & National Vision 2030)	Dr. Gerald Fritz (Director of the German Olympic Academy)
	<i>Online field trip:</i> The Palace of Water Sports (Kazan)	
Day 13: 28/08/2021	Management of Crisis & Change in sports organisations	Dr. Norbert Schütte (University of Mainz)
	Professionalisation & the Sport Organisation	
	Sport & Commercialisation	
	<i>Online field trip:</i> Bonn – Historical tour with night watchman	
Day 14: 29/08/2021	Closing ceremony	

The program overview represents a preliminary compilation of the courses. Therefore, changes can be possible until the official start of the Summer School. Status: 02.08.2021