Summer School Programme

Week from August 16 - 22, 2021

Day 1: 16/08/2021	Welcome ceremony	Organisers
	Special features of the sports market/Economic basics of sports competitions	Frank Daumann
	League System Economics	
	German evening online	
Day 2: 17/08/2021	Sports betting from an economic point of view	Frank Daumann
	Digitalisation in sports	
	Case study	
Day 3: 18/08/2021	Strategic Sports Management: Translating Theories into Action	Christoph Rasche
	Online field trip	
Day 4: 19/08/2021	Foundations of Business Modell Innovation in the Sports, Healthcare and Leisure Industry	Christoph Rasche
	Processing of the case study	
Day 5: 20/08/2021	Turnaround Management in Professional Sports: From Zero to Hero	Christoph Rasche
	Online field trip	
Day 6: 21/08/2021	Economic Impact and Legacies of (Mega-) Sport Events	Norbert Schütte
	Online field trip	
Day 7: 22/08/2021	*Online field trip*	

Week from August 23 - 29, 2021

Day 8: 23/08/2021	Pricing strategies in sports I	Benedikt Römmelt
	Special topic: „Studying in Germany: opportunities & requirements”	Employees of the DAAD and the University of Jena
Day 9: 24/08/2021	Pricing strategies in sports II	Benedikt Römmelt
	Online field trip	
Day 10: 25/08/2021	Leadership in sports	Benedikt Römmelt
	Online field trip	
Day 11: 26/08/2021	Characteristics and New Developments of the US Sport System (College Sports vs. Pro-Sports)	Gerald Fritz
	Online field trip	
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)	Gerald Fritz
Day 13: 28/08/2021	Management of Crisis and Change in sports organisations	Norbert Schütte
	Professionalisation and the Sport Organisation	
	Sport and Commercialisation	
	Online field trip	
Day 14: 29/08/2021	*Online field trip*	
	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: 17.06.2021