



CERTIFICATE

This is to certify that

Mr. / Ms.

Alina Mishkina

has successfully completed the course of the Online Summer School "Sport Economics & Management" organized in cooperation by the Volga Region State University of Physical Culture, Sport and Tourism (Russia, Kazan) and the Friedrich Schiller University Jena (Germany). The project is sponsored by the DAAD (German Academic Exchange Service) from funds of the German Federal Ministry of Education and Research.

Course duration: 16 August – 29 August 2021

Course content: A series of lectures, seminars and case studies in:

- Basics of Sports Economics; League System Economics; Production Problems in Teams; Sports Betting from an Economic Point of View; Digitalisation in Sports;
- Strategic Sports Management: Translating Theories into Action; Foundations of Business Modell Innovation in the Sports, Healthcare and Leisure Industry; Turnaround Management in Professional Sports;
- Economic Impact and Legacies of (Mega-)Sport Events; Management of Crisis & Change in Sports Organisations; Commercialisation and Professionalisation in Sports;
- Strategic Sports Marketing and Customer Segmentation; Pricing of Sports Services; Leadership and Organizational Culture in Sports Organisations;
- Characteristics and New Developments of the US Sport System (College Sports vs. Pro-Sports); Qatar – New Sports Hub in the Middle East (From Asian Games 2006 to FIFA World Cup 2022 & National Vision 2030)

Thematic excursions to sports facilities, professional sports organisations and other sports institutions in Germany and Russia; cultural and leisure programme.

Total number of hours: 120 hours

Total number of credits: 4 ECTS

Acting Rector Rafis Burganov
Volga Region State University
of Physical Culture, Sport and Tourism
(Russia, Kazan)

Professor Frank Daumann
Institute for Sports Science
Chair of Sports Economics and Health Economics
Friedrich Schiller University Jena

29 August 2021

