



**FRIEDRICH-SCHILLER-  
UNIVERSITÄT  
JENA**



**Volga Region  
State Academy  
of Physical Culture,  
Sport and Tourism**

# C E R T I F I C A T E

**This is to certify**

**that**

**Mr. /Ms. BOLSHAKOVA ANGELINA**

has successfully completed the course of the DAAD Summer School "Sport Economics & Management" organized jointly by the Volga Region State Academy of Physical Culture, Sport and Tourism (Russia, Kazan) and the Friedrich Schiller University of Jena (Germany). The project was sponsored by the German Federal Ministry of Education and Research.

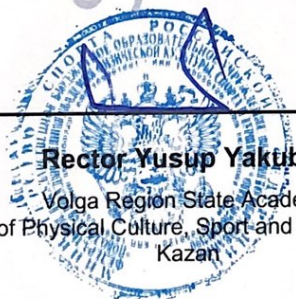
Course duration: 12 August – 25 August 2019

Course content: A series of lectures, seminars and practical courses in:

- Basics of Sports Economics, Economics Principles of Athletic Competitions, Economics of the League System, Production Problems in Teams, Economics of Doping, Sports and the State, Sports Betting, Digitalisation in Sports;
- Basics of Sports Management, the Global Market for Sports, Special Characteristics of Sport Management, Sport Event Management, Project Management in Sports, Corruption in International Sport Organizations, Entrepreneurship in Sports;
- Basics of Sports Marketing, Special Aspects of Sports Marketing, Marketing through Sports (Sponsorship & Ambush Marketing), Trends in Sports Marketing;
- thematic excursions to sports facilities, professional sports organizations and other sports institutions in Kazan (Russia)

Total number of hours: 144 hours

Total number of credits: 4



**Rector Yusup Yaktubov**  
Volga Region State Academy  
of Physical Culture, Sport and Tourism  
Kazan

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

**City of Kazan  
25 August 2019**

**DAAD**

Deutscher Akademischer Austausch Dienst  
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