

Summer School Programme

Week from August 14 - 20, 2023
Time information according to the Almaty time zone (GMT+6)

Day 1: 14/08/2023		
	Welcome ceremony and introduction	
09:00 – 15:00	Special Features of the Sports Market Economics of the League System I	Prof. Frank Daumann (University of Jena)
from 15:00	<i>sightseeing trip: Al-Farabi University and its sports facilities</i>	
Day 2: 15/08/2023		
09:00 – 15:00	Economics of the League System II	Prof. Frank Daumann (University of Jena)
from 18:00	<i>German culture and cuisine (German Cooking Workshop)</i>	
Day 3: 16/08/2023		
09:00 – 13:30	Sports Betting from an Economic Point of View Digitalisation in Sports	Prof. Frank Daumann (University of Jena)
14:00 – 15:00	<i>Special topic: "Presentation of the University of Jena"</i>	
Day 4: 17/08/2023		
09:00 – 15:00	Event Economics (Impact Legacy)	Dr. Norbert Schütte (University of Mainz)
from 15:30	<i>field trip: Football Club Kairat</i>	
Day 5: 18/08/2023		
09:00 – 15:00	Change and Crisis Management in Sport Organizations	Dr. Norbert Schütte (University of Mainz)
Day 6: 19/08/2023		
09:00 – 15:00	Future of Sport – Trends that shape the sport and methods to predict	Dr. Norbert Schütte (University of Mainz)
Day 7: 20/08/2023		
from 10:00	<i>field trip: "Medeo" sports complex and ski resort "Shymbulak"</i>	

Week from August 21 - 27, 2023
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Day 8: 21/08/2023		
09:00 – 15:00	Corruption and Governance	Prof. Markus Breuer (SRH University of Applied Sciences Heidelberg)
Day 9: 22/08/2023		
09:00 – 15:00	Strategic Management in Sport	Prof. Markus Breuer (SRH University of Applied Sciences Heidelberg)
from 15:30	<i>field trip: Almaty Arena</i>	
Day 10: 23/08/2023		
09:00 – 15:00	Sport and Entrepreneurship	Prof. Markus Breuer (SRH University of Applied Sciences Heidelberg)
from 16:00	<i>field trip: German places of Almaty</i>	
Day 11: 24/08/2023		
09:00 – 15:00	Customer Segmentation in Sports	Prof. Benedikt Römmelt (University of Applied Sciences Erfurt)
from 15:30	<i>field trip: Stadium - Baluan Sholaka</i>	
Day 12: 25/08/2023		
09:00 – 15:00	Pricing of Sports Services & Products	Prof. Benedikt Römmelt (University of Applied Sciences Erfurt)
from 15:30	<i>field trip: Halyk Arena</i>	
Day 13: 26/08/2023		
09:00 – 15:00	Leadership and Organizational Culture in Sports Organizations	Prof. Benedikt Römmelt (University of Applied Sciences Erfurt)
from 18:00	<i>German Theatre Almaty</i>	
Day 14: 27/08/2023		
from 11:00	Studying in Germany (DAAD) 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. In addition, the exact times will be added.

Status: 09.08.2023