

Master of Science

Event Management

Exkursion Katar (1 SWS, 2 ECTS)

14. Februar – 16. Februar | Doha



Dear participants,

This excursion will be most of all about teaching in “strategic management”. The idea is that you will meet scholars from the Arabic world. They are from Morocco, Iraq, UAE, Oman, Saudi Arabia, Jordan, Bahrain, and certainly from Qatar. We will mix several times in four groups.

Besides that, I have arranged a program to learn more about Qatar and its events. The following program will give you the detailed information.

While you are here with us in Qatar, we will learn a lot about the Arabic world, as that will be an important part of the future of sport. I wish you an exciting and unforgettable time, which brings you, closer to your future goal – to become a successful international sport (event) manager.

Kind regards,



Prof. Dr. Holger Preuß

OVERALL INFORMATION

AIMS AND OBJECTIVES

The aims of the trip is

- to get a better feeling for Arabic mentality and their cultural differences,
- to get to know some future sport managers personally,
- to see different Organisations in Qatar.

LEARNING OUTCOMES

By the end of the field trip participants should have learnt much about strategic Management in Sport as well as having some insides in the event and sport organisation business in Qatar.

PROGRAMME

Monday, 13 February | Frankfurt

14:00 – 15:00 Transfer University – Airport

16:00-23:55 Flight QR 068

Tuesday, 14 February | Doha

8:15 - 9:00 Leaving Hotel and Registration at QOA
Location: in front of hotel | bring additional sport clothing

9:00-12:00 Tour & Participating in QF physical activity in Qatar National Sport Day
Qatar Foundation | Time together with class

12:30-15:30 Visit of Katara Cultural Village with walk to “Pearl”
Lunch at „Sukar Pasha“ and visit of site

16:00-18:00 University Tour with Dr. Ruben Göbel
Location: Qatar University Sport Management | Mall of Qatar University | Corniche
Göbel: Director of the Sport Science Program, College of Arts and Sciences, Qatar University
Location: 15:30 “Ferrari showroom”

from 18:00 Dinner in Doha with Dr. Ruben Göbel

Wednesday, 15 February | Doha

- 8:15 - 9:00 **Leaving Hotel**
Location: in front of hotel | bring smart business & additional clothing for afterwards
- 9:00 - 14:00 **Lectures “*Strategic Sport Management Part 1, 2 and 3*”**
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology at the Johannes Gutenberg University Mainz
Location: seminar room at Qatar Olympic Academy
- 15:00-16:30 **Visit of Aspire Academy**
Tour and Lecture by Andreas Neubauer Senior PR-Specialist, Marketing & Communications Department
- 16:30-18:00 **Visit of Villagio**
Shopping Mall
- from 18:00 **Visit of Souq Waqif and Dinner with Prof. Dr. Mahfoud Amara & Prof. Dr. K. Heisey**
Amara: Professor for Sport Management and Policy, Qatar University
Heisey: Dean and Professor for Sport Management, American University in the Emirates
Location: Restaurant Damasca,

T hursday, 16 February | Doha

- 8:15 - 9:00 **Leaving Hotel**
Location: in front of hotel | bring smart business & additional clothing for afterwards
- 9:00 - 12:00 **Lectures “*Strategic Sport Management Part 4 and 5*”**
Prof. Dr. Holger Preuß | Professor of Sport Economics & Sport Sociology at the Johannes Gutenberg University Mainz
Location: seminar room at Qatar Olympic Academy
- 12:00 - 12:30 **Group Picture**
Location: seminar room at Qatar Olympic Academy
- 13:00 - 16:00 **Visit Supreme Committee for Delivery and Legacy “FIFA Football World Cup”**
Dr Sakis Batsilas, SC Executive Director, Tournament Operations & Planning
Tim Gammon, Deputy Program Director, ch2m | Tony Shape
Location: Al Bidda Tower
- 16:00 - 17:00 **Visit Qatar Olympic Committee (tbc)**
Hussain A. Alhababi, Sport Event Department
Location: Olympic Building
- 18:55-20:45 **Premier League Football Match “Al Sadd vs Al Arabi” (tbc)**
Location Al Sadd Sports Club
- from 21:00 **Dinner in Doha with Pedro Velazques**
AL MATBAKH ROOFTOP GRILL (suggestion) / Arumaila
Lwzaar in Katara or Al-Maktbath in Souq Waqif
Velazques: Director Social Innovation and Empowerment, International Centre for Sport Security (ICSS)

F riday, 17 February | Doha

- 6:15 - 6:45 **Transfer Hotel – Airport**
Location: in front of hotel
- 7:45 – 12:35 **Departure Flight QR 067**