

Germany 2019

Sport Business in Europe

Academic site visits and activities expected to be included in the schedule:

- Lectures or tours at
 - ✓ **Deutscher Fussball Bund** (German Soccer Federation)
 - ✓ **Red Bull** World Headquarters in Fuschl am See, Austria
 - ✓ **FC Bayern München Home Office**
 - ✓ **Allianz Arena** in Munich
 - ✓ **German Soccer Museum** and **Borussia Dortmund** stadium
 - ✓ International **Paralympic Committee** world headquarters
 - ✓ World Championship bobsled and skeleton racing facility in Berchtesgaden
 - ✓ **DHL World Headquarters** (Sport Sponsoring)
 - ✓ **Sport One**, essentially ESPN Europe
- Workshop with students at the **German Sport University Cologne** (largest sport university in the world)
- Two day workshop with Head of **NFL Europe**
- Tours of **Munich Olympic Stadium** and **Allianz Arena** (home to FC Bayern München)
- German **Olympic History Museum**
- An extended session on international negotiations
- A short course in German culture, and “essential” German language (“Wo ist die toilette, bitte?”)

Cultural visits and activities expected to be included in the schedule:

Bonn / Cologne / Frankfurt / Rhine River area:

- A tour of the 800-year old **Cologne Cathedral** (including enjoying the view from the rooftop)
- Nazi Documentary Center in Cologne
- German Post-WWII Historical Museum
- Cruise on the “romantic” **Rhine River**, past the Lorelei, including a visit to historic castles overlooking the Rhine, and a visit to the primary wine producing region of Germany
- Spend the night in a castle over 1,000 years old that is now a hotel
- Tour of the 2,000+ year-old Roman ruins located in Bonn and Cologne
- Hike up the **Drachenfels** (“Dragon’s Mountain) overlooking the Rhine River
- Hiking through the vineyards &/or attending a German “Winefest” celebration
- Wine tasting & sampling of traditional German foods & drinks
- A visit to the Haribo outlet store (makers of **Gummi Bears**) – Bonn is the home of Haribo

Munich / The Alps / Austria:

- Historical tours of **Munich** and **Berchtesgaden**
- A mountain hike in the high Alps above Berchtesgaden
- **Salzburg** and **Fuschl am See**, Austria
- A tour of the sobering **Dachau Concentration Camp** Memorial Site
- Visit to the Bavarian Alps and one of “Mad” **King Ludwig’s castles**

Additional travel typically included:

- A group excursion lasting 9-10 days. This year we will be going to **Munich, Berchtesgaden, & Austria**
- A long weekend available for independent student travel (where in Europe have you always wanted to go?) Paris? Prague? Berlin? London? Rome? Amsterdam? Barcelona?

Note: This is a list of **potential** activities and events, and is subject to change due to availability and scheduling.

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