

Zweibrücken, 31.05.2022

Study and enjoy motorsport - at the legendary Nordschleife

24h in the heart of the race spectacle - after 2 years online, the MBA Motorsport Management study programme was finally back on track at the Nürburgring.

The 50th edition of the Nürburgring 24 Hour-Race was the perfect venue to experience motorsport with all senses and presented a fitting stage for the MBA programme of the University of Applied Sciences Kaiserslautern. Finally, "the real feeling is back". After two Corona-influenced years, the students, lecturers and fans were back to the Nordschleife.

From Friday to Sunday, Professor Bettina Reuter and her ed-media study programme team accompanied the international group of students and graduates both scientifically and very close to the racing action on site. Selected presentations and workshops focused on management in motorsport were the basis for intensive discussions and professional exchanges.

With a view of the race track and the sound of the roaring engines in the ear, lecturer Marco Wehler explained the importance of "Embodiment" in motorsport and showed how the "goose bumps" are triggered during the race and how this phenomenon can be cleverly integrated into marketing.

Michael Ahmadi explained the future of motorsport with the topic of diversity and showed measures to increase diversity and built new business models.

In her workshop "Sustainability in Motorsport", Prof. Dr. Bettina Reuter showed the tasks that environmental officers have been fulfilling at motorsport events since many years and how the transformation process towards a credibly sustainable motorsport should be designed.

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Many contacts and a strong network of supporters and sponsors of the study programme, such as Lotto Rheinland-Pfalz, DMSB, ADAC Nordrhein, DSK, Nürburgring GmbH and ROWE Racing, made it possible to have an all round successful event.

Visiting motorsport teams in the pits before and during the race start, the tour and presentation of the press centre and the speaker's cabin were part of the event as well as watching the race together. This always includes discussions between motorsport enthusiasts. The ultimate highlight, finally, was the group visit to the starting grid with the "real taste" of motorsport!

<https://mba.bw.hs-kl.de/en/courses/mba-motorsport-management>

Photos by Martin Nickel



MBA Team in the starting grid with Michael Zehe, CEO Rowe Mineralölwerk, with our Logo on the racecar

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Hochschule
Kaiserslautern
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Applied Sciences



Fernstudium
MBA-FERNSTUDIENGÄNGE
im Hochschulverbund



Prof. Dr. Bettina Reuter in press center



Good vibes when visiting the box of Rowe Racing team

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MBA Team with the Press Officer of the 24h Race, Michael Kramp



MBA Team with Lecturers Marco Wehler, Michael Ahmadi and Fabian Berger (DSK)

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