



# Indian Institute of Management Rohtak

## 2-Year Executive Post Graduate Diploma in Sports Management (Batch 03) 2020-22

IIM Rohtak invites applications from experienced management professionals, sports enthusiasts, and sports administrators to become leaders in the exciting field of sports management.



## Introduction

Indian Institute of Management Rohtak is the first amongst all IIMs to have PG Diploma Programme in Sports Management. The institute invites online applications for admission into the second batch of two-year specialized program in “Sports Management” for experienced professionals, sports enthusiasts, and sports administrators. This program is for industrious participants interested in working in the sports, entertainment, and related industries. Graduates of the program will be equipped to understand the legal, regulatory, operational, financial, and branding concepts in the sports industry, nationally and globally. That understanding enables graduates to solve the problems arising in the industry and carve a niche for themselves in this growing sector in India.

The sports management is highly professionalized in developed nations. Global sports market is estimated at USD 600-700 billion. The United States, Australia, Europe, and even China, all have well established sporting leagues which are managed by professional managers. The domain of sports management encompasses various functions such as sports administration and planning, event management, sports negotiations and compliance, sports communication, management of elite athletes, sports academies, facility management, and sports marketing management. All of the aforementioned functions require professional management.

The size of Indian sports market is 1899 million USD. The advent of Indian Premier League (IPL) in 2009 revolutionized the sporting environment in India. The resounding success of the IPL opened the doors for many professional leagues such as Indian Sports League (ISL), Pro Kabaddi League (PKL), Indian Hockey League (IHL), which in-turn have started to inculcate a year-round professional sporting calendar in India. Hence, the market has been growing at the compound annual growth rate of 5%. All of these macro-environmental forces have led to the need of trained professional managers, which this program wishes to address.

## Objectives of the Program

This program blends top faculty with unmatched curriculum to enable participants to embark upon exciting career opportunities in the field of Sports Management in India. It aims to:

- Offer a course that is needed by the Sport enthusiast participant wishing to carve out a career in the sports industry.
- Offer a course at par with the best in the world with a focus on being ‘job ready’ upon completion of the course.
- Offer an innovative, interdisciplinary curriculum that blends a classic sport focused education with professional development, networking, and skills in areas such as sports finance, sports law, sports marketing and merchandising and special events.
- Course Curriculum designed to shape independent and creative thinkers prepared to thrive in global business environments.

## Pedagogy

Each course in the program is taught with the help of case studies, live corporate examples, and general discussions. Statistical software and online database resources is used wherever necessary. In order to provide greater industry insights, senior executives and eminent sports personalities are invited to share their experiences. The Programme engages faculty from IIM Rohtak, other IIMs, and several distinguished professors from International Universities.

## For Whom?

Sportspersons, ex-players, current practitioners, and working executives of any function who plan to develop their future career in sports management would find the program quite stimulating and challenging. Preference is given to any graduate, with work experience, preferably in sports management.

## Program Highlights

- Opportunity to pursue MSc in Sports Management from Ulster University, UK on successful completion of EPGDSM programme.
- National and international level participation from various sports field in early batches
- Live projects in various sporting events (BWF Super Series event, AFC Cup 2019, Chennaiyin FC (ISL Football Championship), POKKT, BWF Super Series event and many others
- Visiting faculty from international reputed universities like Indian Institute of Sports Medicine, Ulster university (UK), Leeds Beckett university (UK), Zurich university (Switzerland), University do Porto (Portugal), British Columbia Institute (Canada), University of Helsinki (Finland) and university of San Francisco (US) among other.

## Detailed Course Outline

Term I	Term II	Term III
<ol style="list-style-type: none"> <li>1. Sports Marketing</li> <li>2. Operational and Supply Chain Issues in Sports Management</li> <li>3. Organizational Behaviour and Human Resource Management in Sports</li> <li>4. Basics of Practical Sports Management /Workshops</li> <li>5. Sports Statistics</li> <li>6. Sociology of Sports &amp; Athletics</li> </ol>	<ol style="list-style-type: none"> <li>1. Sports Medicine, Health &amp; Nutrition</li> <li>2. Advanced Sports Marketing</li> <li>3. Sport Event Management</li> <li>4. Sports Facilities Planning and Management</li> <li>5. Information Technology in Sports</li> <li>6. Sports Economics</li> <li>7. Financial Reporting and Performance Measurement of Sports Organizations</li> </ol>	<ol style="list-style-type: none"> <li>1. Strategic Sports Communication</li> <li>2. Sports Coaching Policy</li> <li>3. Applied Sports Marketing Research</li> <li>4. History of Academy based Institutions</li> <li>5. Strategy, Planning, and Implementation in Sports</li> </ol>

Term IV	Term V	Term VI
<ol style="list-style-type: none"> <li>1. Sports Kinetics</li> <li>2. Sports Psychology</li> <li>3. Integrated Sports Marketing Communication</li> <li>4. Financial Management for Sports Organizations</li> <li>5. Sports Merchandise Manufacturing</li> <li>6. Construction and Maintenance of Sports Facilities and Related PPP Models</li> <li>7. International Sports Management</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintenance and Marketing of Sports Museums</li> <li>2. Government and Sports: Policies and its Implications</li> <li>3. Sports Entrepreneurship</li> <li>4. Digital Marketing</li> <li>5. Elite Athletes, Manpower and League Management</li> <li>6. Management of Multi-disciplinary Mega Sporting Events</li> <li>7. Sports Merchandise Retailing</li> <li>8. Law, Ethics, and Compliance in Sports</li> </ol>	<ol style="list-style-type: none"> <li>1. Data Analytics in Sports</li> <li>2. Project Finance</li> <li>3. Negotiation and Conflict Resolution</li> <li>4. Leadership and Team Management in Sports</li> <li>5. Contemporary Issues in Sports</li> </ol>

## Programme Design & Duration

The programme duration is of two years. The mode of delivery is through blended learning- offline and online. This will include total 560 interactive sessions with a mix of Offline Sessions, Online Sessions, Live Projects, and Industrial Visits. Total course duration will be of 900 Hours.

Offline Sessions	150	Live Project (Hrs)	100
Online Sessions	410	Industrial Visits (Hrs)	100
Session Duration: 1 hour 15 minutes			

There will be six mandatory in-campus modules. The Offline Sessions will be held during the campus visits, and Online Sessions will be scheduled thrice a week (Friday, Saturday and Sunday (tentative))



## Program Delivery

We have a state of the art Online Synchronous Learning Technology platform using one of the best technology (Direct to Desktop/Direct to Device) where students can attend their online sessions from anywhere with the help of Laptop or Desktop with internet connectivity of 2Mbps and enabled with webcam, microphone .

## Program Fee

Total programme fees charged to the participant is ₹ 7,15,524/-\* (This includes subsidized tuition fees, alumni fees, academic charges, examinations, textbooks, and study material. All fees are non-refundable.)

*\*To be paid in installment*

Also, the participants will have to pay separately for In-Campus Module fees, boarding, and lodging facilities. The tentative details are as mentioned below:

₹ 2360/per day (Includes working lunch & tea - without accommodation)

₹ 2950/per day (double occupancy with meals)

₹ 4130/per day (single occupancy with meals)\*\*

*\*\* Subject to availability*

## Scholarship

Scholarship is available to the selected participants who had represented India at Asian/Commonwealth/Olympic events.

## Certification

On successful completion of the academic requirements of the two-year programme, the students will be awarded 'Executive Post Graduate Diploma in Sports Management.' IIM Rohtak alumni status will be awarded to all the students.

This Programme will not be a degree programme under the new IIM Act. It will remain a PG Diploma programme and will not result in the award of degree under any circumstances.

## Eligibility Criteria

Candidate with Bachelor's Degree in any discipline with a minimum of 50% marks or equivalent overall grade point average will be eligible to apply. Work Experience in relevant field will be an added advantage.

## Important Dates

Online Application Opens	May 06, 2020
Last date of submission of online application	July 31, 2020
Sports Aptitude Assessment (Online)	Aug 09, 2020
Online Personal Interviews	Aug 16, 2020
Declaration of Results	Aug 22, 2020
Induction cum Orientation	Sept 07, 2020

## Selection Procedure

All applicants will have to undertake Sports Aptitude Assessment Test (Online) and Online Personal Interviews

### How to Apply

All those who are interested for the program and possesses requisite qualification need to register online on the website [www.iimrohtak.ac.in](http://www.iimrohtak.ac.in) along with a non-refundable application fees of Rs. 1000/-. All applicants are requested to apply online on or before July 20, 2020

Payment of the application fees should be done through Payment Gateway

### Contact Details:

Administrative Officer, ePGDSM Office, IIM Rohtak, Management City NH-10 Southern Bypass, Sunaria, Rohtak-124010 Haryana, India

[epgdsm.admission@iimrohtak.ac.in](mailto:epgdsm.admission@iimrohtak.ac.in)

Phone - 01262/228528/ 7082001611

[Click here to go to IIM Rohtak Website](http://www.iimrohtak.ac.in)



### Director's Message

Sports industry is important and fast growing. Increasing need to professionalize this growing sports industry creates need for sports management professionals. Sport management professionals are expected to deal with various business aspects of sports and recreation.

Sport Management program at IIM Rohtak is expected to produce professionals who have the competence in various domains such as sport marketing, sports law, financials of sports, event management, sports infrastructure management, sponsorship, sports organizations, among others.

Prof. Dheeraj Sharma  
Director, IIM Rohtak