

Indian Institute of Management Rohtak

2-Year Executive Post Graduate Diploma in Sports Management (Batch 06) 2023-25

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

Opportunity to pursue MSc in Sports Management from Ulster University, UK





“The Mission Called IIM Rohtak”

The great Nalanda, the ancient Indian University renowned for its scholarship and knowledge resources, was probably the first international university, attracting scholars from far and wide...

The vision of IIM Rohtak is to be a global leader in management education and to be India's future Nalanda in 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 to the sixth 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 are 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?

Sports persons, 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.

Apart from one 60 credit Sports Consultancy Project (to be covered over the duration of approx. 5 months), all the courses of EPGDSM programme will be considered equivalent to the minimum credit requirement for the award of degree of MSc with Ulster University.

National and international level participation from various sports field in all batches.

Live projects in various sporting events (BWF Super Series event, AFC Cup 2019, Chennai in 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.

Term - I	Term-II	Term- III
Sports Marketing	Sports Medicine, Health & Nutrition	Strategic Sports Communication
Operational and Supply Chain Issues in Sports	Advanced Sports Marketing	Sports Coaching Policy
Organizational Behaviour and Human Resource in Sports Management	Sport Event Management	Applied Sports Marketing Research
Basics of Practical Sports Management /Workshops	Sports Facilities Planning and Management	History of Academy based Institutions
Sports Statistics	Technology in Sports	Strategy, Planning and Implementation in Sports
Sociology of Sports & Athletics	Sports Economics	
Term IV	Term - V	Term- VI
Sports Kinetics	Maintenance and Marketing of Sports	Data Analytics in Sports
Sports Psychology	Government and Sports: Policies and its Implications	Project Finance
Integrated Sports Marketing Communication	Sports Entrepreneurship	Negotiation and Conflict Resolution
Financial Management for Sports Organizations	Digital Marketing	Leadership and Team Management in Sports
Sports Merchandise Manufacturing	Elite Athletes, Manpower and League	Contemporary Issues in Sports
Construction and Maintenance of Sports Facilities and Related PPP Models	Management of Multi-disciplinary Mega Sporting Events	
International Sports Management	Sports Merchandise Retailing	
	Law, Ethics and Compliance in Sports	



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 1050 hours interactive sessions with a mix of offline sessions, online sessions, LiveProjects, and Industrial Visits. Total course duration will be of 1050 Hours.

On-campus Sessions 187.5 hours

Live Project 200 hours

Online Sessions 512.5 hours

Industrial Visits 150hours

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))

On successful completion of EPGDSM, the participants can opt for MSc (Sports Management) from Ulster University by pursuing a 60 credit Sports Consultancy Project work for the duration approx. 5 months with faculty from Ulster University.



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 and microphone.

Program Fee

Total programme fees charged to the participant is ₹ 7,86,000/-* (This includes subsidized Tuition Fees, Alumni Fees, Academic Charges, examinations, textbooks and study material. All fees are non-refundable.)

To be paid in three installment (Term I, Term III, and Term V).

1 st Installment (on joining)	INR 2,62,000/-
2 nd Installment (Term III)	INR 2,62,000/-
3 rd Installment(Term V)	INR 2,62,000/-

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);

* Fee is tentative.

Scholarship

Scholarship will be available to the selected participants who have 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 (tentative)

Online Application Opens	April 18, 2023
Last date of submission of online application	September 14, 2023
Sports Aptitude Assessment(online)	September 16, 2023
Personal Interviews(online)	September 16, 2023
Declaration of Results	September 19, 2023
Induction cum Orientation	October 16, 2023

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.

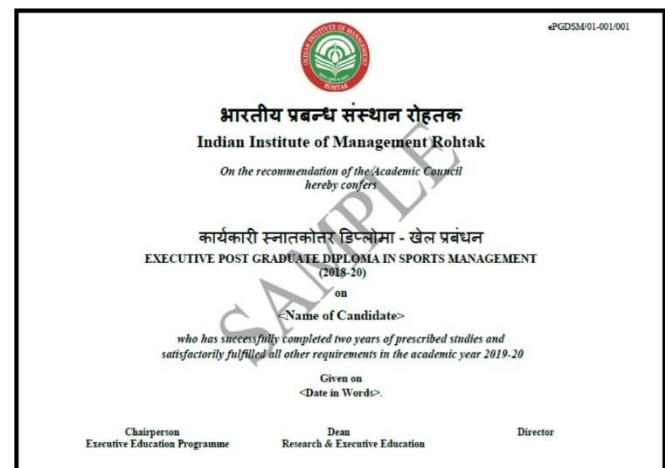
Prof. Dheeraj Sharma
Director
IIM Rohtak

Selection Procedure

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

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 along with a non-refundable application fees of Rs. 1000/-. All applicants are requested to apply online on or before September 14, 2023

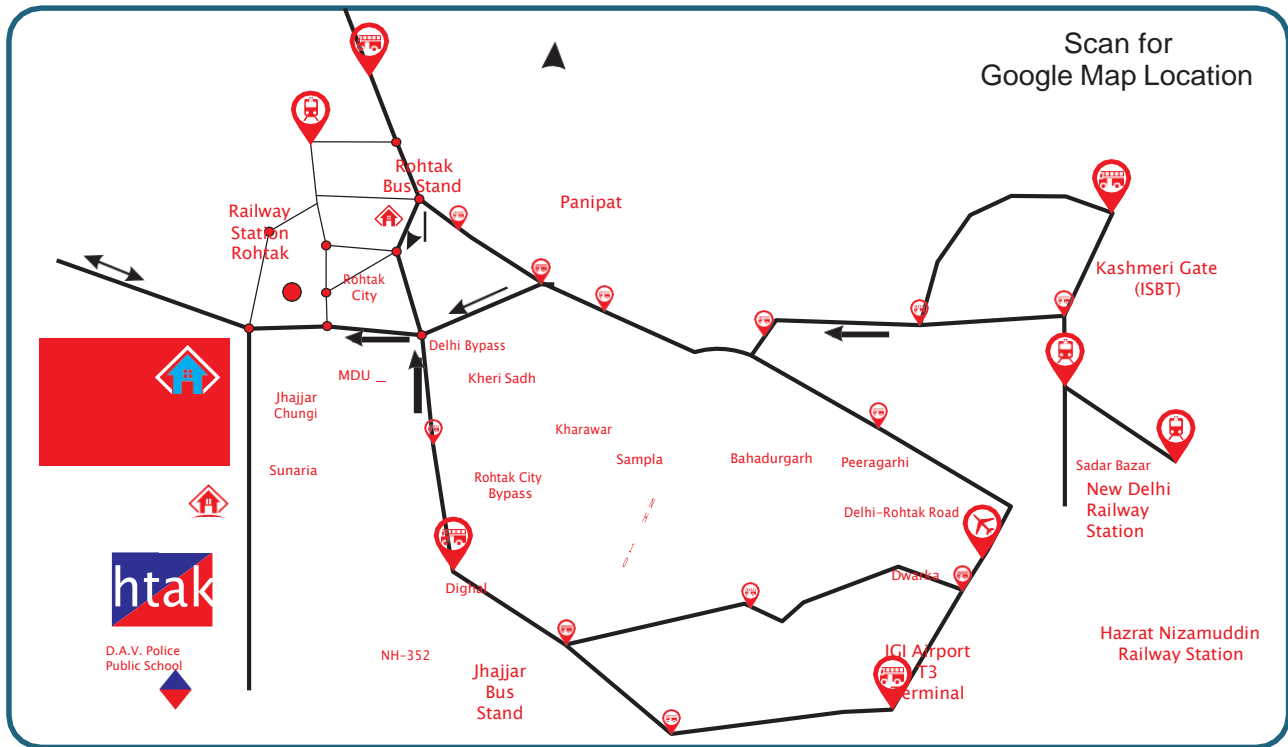


Contact Details:

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epgdsm.admission@iimrohtak.ac.in
Phone – 01262/228528/ 228512/ 7082001628

Road Map

To IIM Rohtak



Sunaria, Rohtak

Badi

Jhajjar

Gurugram Bus Stand

Rangpuri

- ★
- ★
- ★
- ★
- ★

PTC Sunaria

Badsa

NOT TO SCALE

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

- IGI Airport Delhi to IIM Campus 90 mins.
- New Delhi Railway Station to IIM Campus 105 mins.
- ISBT Kashmeri Gate Delhi to IIM Campus 120 mins.
- Rohtak Bus Stand to IIM Campus 15 mins.
- Rohtak Railway Station to IIM Campus 10 mins.

START at New Delhi - 29 km - NH - 10

Start from Connaught Place and take Panchkuian road, Deshbandhu road and continue to Rohtak road via Peeragarhi. Bahadurgarh-44 km - NH-10 cross Sampla, reach Kharawar and turn left to Rohtak city Bypass towards Bhiwani, reach Sunaria - 15 km - turn left for IIM Rohtak. The city of Rohtak is advantageously placed a mere 70 kms from the National Capital Region of

away. The institute also has the benefit of being in Haryana, a state that is undergoing

IIM-R

Indian Institute of Management Rohtak

Management City, NH 10, Southern Bypass, Sunaria,
Rohtak, Haryana - 124010 (INDIA)

www.iimrohtak.ac.in