

News

IIM-Rohtak PG course on sports management

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IIM Rohtak, the only IIM in the National Capital Region, has launched a two-year executive post-graduate diploma programme in sports management (ePGDSM).

Its Director Dheeraj Sharma told *BusinessLine* that the first batch of 62 students were inducted early this month, of which 22 represented the country at the national and international level sports events.

Claiming that IIM Rohtak is the first and only IIM to offer a PG programme in sports management, he said, “This programme is for experienced professionals and sports enthusiasts. The curriculum has been drawn with a focus on management of sports infrastructure, understanding of international sporting law, sports medicine, creating brands in sports league, financial management and sporting league and so on.”

Blended learning

The programme will be delivered as blended learning with a mix of online and offline sessions, project work and industrial visits, the director said.

Sharma envisions to make the institute an 'analytics' institution, grooming candidates in HR analytics, marketing analytics, data analytics, project management and operations analytics and business analytics.

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A letter from the Editor

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