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IIM-Rohtak starts diploma in sports management

ROHTAK: The Indian Institute of Management (IIM), Rohtak, has introduced a two-year executive postgraduate diploma in sports management.

Posted: Apr 27, 2018 12:32 AM (IST) Updated: 2 years ago

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Sunit Dhawan

Tribune News Service

Rohtak, April 26

The Indian Institute of Management (IIM), Rohtak, has introduced a two-year executive postgraduate diploma in sports management.

The institute is the first IIM to launch a sports management programme designed for professionals and sports enthusiasts.

The graduates of this course would be equipped to understand legal, regulatory, operational, financial, and branding concepts in the sports industry.

Director, IIM-Rohtak, Prof Dheeraj Sharma said the Indian sports market was growing at a fast pace.

“This is due to the revolutionised sporting environment created due to professional leagues operating around the year. Thus this programme is designed on a par with the best in the world to train professional managers who can embark on career opportunities in various functions of sports management such as sports administration and planning, event management, sports negotiations and compliance, management of elite athletes, sports academies, facility management, and sports marketing,” he said.

Candidate with a bachelor's degree in any discipline can apply for this study programme, whereas work experience in the relevant field will be an added advantage.

Professor Sharma said the growing need to professionalise the ever-expanding sports industry created the need for sports management professionals. Sports management professionals are expected to deal with various business aspects of sports and recreation.

“The sports management programme at IIM-Rohtak is expected to produce professionals who have competence in various domains such as sports marketing, sports law, financial aspect of sports, event management, sports infrastructure management and sponsorship, among others,” he said, adding that the last date for registration is May 31. The first batch is expected to start in July 8.

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