



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

SPORTS MANAGEMENT

 Programme Director: Prof. Suren Sista

 Programme Dates: November 14 - 18, 2022

 Programme Venue: MDC, IIM Calcutta



INTRODUCTION

India has a rich history of sport with many champions across various sports like Hockey, Cricket, Tennis, Badminton, Athletics etc. However, India is still not seen as a sports superpower at the global level, albeit having a strong presence bordering on dominance in a few sports. In the recent years there has been a renewed emphasis on sports by both the Central and State Governments and also private organizations to ensure that India makes its mark at the international sporting stage. This programme on Sports Management addresses the need for providing inputs for better management of sport to those already involved in sport and to those who would like to be involved in sport in India.



OBJECTIVES

- Understanding the sports landscape in India,
- Understanding the problems associated with managing sport in India,
- Understanding best-in-class solutions from around the world to issues in managing sport,
- Understanding relevant concepts and frameworks from the field of management and be able to readily apply these concepts to managing sport.



PEDAGOGY

The programme will draw on current academic research, case studies, and experience sharing of best practices from across the world. The programme will be delivered through a mix of lectures, cases, simulations, role-plays, and in-class exercises. Programme faculty will include full-time faculty of IIM Calcutta and subject-matter experts from the Industry.



WHO MAY ATTEND

- Working professionals in organizations that work in the area of sports management.
- Officials of various state and central government organizations who handle sports / sports related portfolios
- Working professionals from different domains / industries who are interested in being part of the sports management fraternity.



KEY TOPICS

- Understanding the Sports Industry in India
- Managing the Sports Organization
- Managing Sports teams and Athletes
- Legal aspects in sports
- Gamification and Leagues
- Sports Marketing



PROGRAMME DIRECTOR

Professor Suren Sista is a member of the faculty of Marketing at the Indian Institute of Management Calcutta. He is a Fellow (PhD) of the Indian Institute of Management Bangalore and holds a Post-Graduate in Marketing Communications from Mudra Institute of Communications Ahmedabad. He was the Dr. D C Pavate Research Fellow at Cambridge Judge Business School, University of Cambridge in 2010. Professor Sista was on deputation at LBSNAA, Mussoorie as Professor of Management in 2016 where he was involved in the training of Civil Services Officers.

Professor Sista's ongoing research is in the areas of Marketing, Relationship Marketing, Sports Marketing, and Research Methods. He is an Area Editor (Marketing) of the Journal of Indian Business Research (Emerald Publication). He has undertaken various consulting assignments on the business of sports and entertainment and is active in executive education. Professor Sista teaches core Marketing courses, and elective courses in Relationship Marketing and Competitive Marketing Strategy at IIM Calcutta.

For further details of the Programme you may contact the Programme Director suren@iimcal.ac.in.

PROGRAMME DETAILS

- **Duration:** November 14 - 18, 2022
- **Programme Commencement:** 9:00 AM on November 14, 2022
- **Programme Conclusion:** 2:00 PM on November 18, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** November 13, 2022 (6:00 pm onward)
 - **Check out:** November 18, 2022 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 125,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 115,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

CMDP Office

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in