



सिद्धिमुलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE



UNIVERSITY OF
LIVERPOOL

Management
School



GLOBAL SPORTS BUSINESS MANAGEMENT PROGRAMME

Jointly Offered by
INDIAN INSTITUTE OF MANAGEMENT INDORE
and
UNIVERSITY OF LIVERPOOL MANAGEMENT SCHOOL



Accredited by





ABOUT IIM INDORE

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations, First from the Association of MBA's, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

NATIONAL AND INTERNATIONAL RANKINGS

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 79th in the FT-100 rankings and 25th rank (Asia) in QS World Rankings for our global MBA



ABOUT UNIVERSITY OF LIVERPOOL

The University of Liverpool is a globally-focused, Russell Group research intensive institution. The Centre for Sports Business sits within the Triple Accredited University of Liverpool Management School (ULMS) and is a global centre of excellence, which offers world-leading research, consultancy and executive education courses in the business of sport. Our staff bring expertise from a wide range of backgrounds, including expertise in sports analytics, marketing, strategy, economics, leadership, governance and finance, to make the Centre for Sports Business (CSB) a leading hub for sports business knowledge and practice.

NATIONAL AND INTERNATIONAL RANKINGS

The University of Liverpool Management School is amongst an elite group of business schools to hold gold standard triple accreditation by AACSB, EQUIS and AMBA, which attest to the quality of our learning programmes.

PROGRAMME OVERVIEW

This certificate programme is aimed at providing participants an exposure to the latest management practices in the context of sports management and allied businesses. The programme is carefully curated by experts in the fields of sports management from IIM Indore and UoL to give participants a global exposure to best practices in the field. Specific objective of the programme as listed below.

- Understanding global debates and core contemporary issues in sports business management, sports marketing and sports business practice: leadership and operations
- Evaluating the role played by various stakeholders and sports governance structures.
- Critically evaluating global sports brands, value creation in sports markets, marketing communications and data in a digital age and sponsorship management and activation.
- Understanding sports major and mega events and topics including event planning, operations management, managing people in the event industry and major trends in the event industry
- Evaluating sports leadership and operations
- Applying sports business management principles in practice

PEDAGOGY / METHODOLOGY

- The pedagogy will be a mix of interactive teaching, case studies, real-world examples and practical exercises and discussions
- On this programme, you will:
 - learn practical methods to transform your sports organization using best practice from sports business
 - discuss contemporary challenges facing sports organizations and evaluate how to address these Be logically excited to contribute to your sports business
 - create a comprehensive executable three-year business plan for your sports organization
 - gain a deeper understanding of your role within the context of your sports organization



ELIGIBILITY CRITERIA

- Diploma (10+2+3)/ Graduate / Post Graduate from Universities recognized by Association of Indian Universities with minimum 50% marks in either diploma, graduation or post-graduation (or its equivalent)
- Minimum 2 years of work experience is required post completion of qualifying education.

COURSE STRUCTURE

- Global Sports Business: Introduction and Context
- Contextual and Environmental Factors Influencing Sport Businesses
- Global Sports Brands and Brand Strategy
- Sports Marketing & Sponsorship
- Introduction to Sports Major Events
- Leadership in Sports Business
- Sports Business Practice
- Capstone Project

** Topics are subject to change.*

PROGRAMME DELIVERY

The programme will be conducted in a span of 8-9 months .

- Stage 1 – 25 hours (5 days) at IIM Indore (On-campus)
- Stage 2 – 20 Hours Online Live Classes delivered by IIMI and University of Liverpool
- Stage 3 – 25 Hours (5 days) at University of Liverpool after 3 months of Stage 1
- Stage 4 – 20 Hours Online Live Classes delivered by IIMI and University of Liverpool
- Stage 5 – 10 Hours (3 Days) at IIM Indore after 3 months of Stage 3 (On-campus)

The participants will be required to visit IIM Indore campus in Indore/Mumbai during stages 1 and 5 of the programme, to engage with highly immersive classroom discussion led by IIM Indore & University of Liverpool faculty. Participants will be given the opportunity to interact with sports business leaders through the IIM Indore network.

The participants will be required to visit the University of Liverpool for stage 3 of the programme. The participants will be exposed to leading faculty and sports business leaders from the UK. During Stages 2 and 4 of the programme, participants will be required to attend online classes from both IIM Indore and the University of Liverpool. These sessions will be delivered in an asynchronous/synchronous mode. Apart from classes, the major emphasis of these two stages will be on the independent capstone project that participants will complete.

PAYMENT

Rs. 6,00,000 + GST.

Travel/Boarding and Living expenses including Visa/Medical fees are not included in programme fees.

CERTIFICATION

'Certificate of Successful Completion' will be awarded.

	भारतीय प्रबंध संस्थान इंदौर INDIAN INSTITUTE OF MANAGEMENT INDORE	
<p>This is to certify that</p> <p>Name of the Participant</p> <p>has successfully completed the Duration</p> <p>Programme Name</p> <p>conducted by</p> <p>the Indian Institute of Management Indore</p> <p>and University of Liverpool</p> <p>during Month Year to Month Year.</p>		 
Dean University of Liverpool		Director IIM Indore





ALUMNI STATUS

The participants who complete the programme successfully will be eligible for Executive Education Alumni status of IIM Indore. They will require to apply separately along with the necessary fee to register. Current alumni membership plans are as follows:

- 2-year membership – INR 1000/- + applicable taxes
- Lifetime membership – INR 10,000/- + applicable taxes

Benefits available to Executive Education Alumni:

- 1) Communication of brochures and newsletters from IIM Indore
- 2) Access to the IIM Indore Campus Library (onsite access only)
- 3) Official email ID of the institute
- 4) ID Card

Application submission, and fee payment does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer or withhold executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice.

Only the courts at Indore, India will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.



ENQUIRY AND REGISTRATIONS

Management Development Programmes (MDP) Office

Indian Institute of Management Indore

Prabandh Shikhar, Rau-Pithampur Road

Indore 453556, Madhya Pradesh, INDIA

Email: mdp@iimdr.ac.in

Tel.: +91-731-2439750, 2439752, 2439753, 2439754

Fax: +91-731-2439751, 2439800



INDIAN INSTITUTE OF MANAGEMENT INDORE

Prabandh Shikhar, Rau-Pithampur Road, Indore 453 556, Madhya Pradesh, India
Tel.: 0731-2439750, 2439751, 2439752, 2439753, 2439754, Fax: 0731-2439800
Email: mdp@iimidr.ac.in, Website : www.iimidr.ac.in