



**INDIAN INSTITUTE OF MANAGEMENT INDORE**



February 09-11, 2026 • Location: IIMI Mumbai Campus





## SPORTS MANAGEMENT

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### Programme Overview

The last few years have seen a massive growth in the field of sports business in India. The popularity of the Indian Premier League, the success of the Pro Kabaddi League, the stability of the Indian Super League, and the launch of new leagues in Hockey and other sports bear testimony to this. The Indian sports landscape has changed rapidly, with sports becoming more commercialized, emerging opportunities for players, and an increasing consumption by sports fans. Even at the policy level, significant changes are underway. India's bid for the 2036 Olympics is expected to generate greater interest and investment from both the government and the private sector. As a result, many firms are now allocating larger marketing budgets to sports. Using sports as a platform for product launches and brand building is becoming increasingly common.

While the sports ecosystem and related sectors are growing rapidly, there remains a shortage of skilled professionals who can manage and develop the opportunities emerging from this expansion. With the rising popularity of sports and the development of sports infrastructure across India, there is a growing demand for trained experts to lead sports organisations, manage events, handle marketing and sponsorships, and support athlete development. This programme offers a comprehensive curriculum covering key areas of sports management, including sports marketing, financial management, sports economics, sports law, facility management, sports development, sports governance, and more.

### Objectives

This programme is designed to help participants gain a deep understanding of the evolving sports landscape, the challenges faced by sports organisations, and the opportunities emerging in new markets. It combines theoretical knowledge with practical application through case studies. Graduates will be well-prepared for roles in sports management, marketing, administration, and media, contributing to the growth and professionalisation of the sports industry in India.

As the demand for skilled sports professionals continues to rise, the programme aims to develop future leaders capable of elevating India's sports ecosystem to global standards. It focuses on building participants' analytical skills, conceptual understanding, and domain-specific knowledge. Through an in-depth exploration of key concepts and practices, the programme equips participants with specialised insights, effective managerial perspectives, and sound decision-making abilities in the field of Sports Management.

### Content

The programme equips participants with critical insights into the dynamics of the fast-growing sports industry. This will cover the following topics:

- Sports Marketing
- Sports Finance
- Sports Economics
- Media Management
- Sports Facility and event Management
- Sports and Technology
- Sports Development

### Who Can Participate in the Programme?

This programme is valuable for participants currently working in sports marketing and management, as well as for those looking to transition into these fields. It is also relevant for professionals from traditional sectors who wish to understand the sports industry and leverage it to engage their target consumers.

## MANAGEMENT DEVELOPMENT PROGRAMME



The programme is particularly useful for individuals working with sports federations, government bodies related to sports, sports leagues, and franchisees. It also benefits professionals from companies that use sports as a platform to promote their products, for example, firms that sponsor sports events. Media agencies, sports consultants, and television networks focused on sports content will also find the programme relevant.

Additionally, the programme is well-suited for former athletes seeking to build a professional career in sports post-retirement, as well as for aspiring sports entrepreneurs aiming to contribute to the growth of the industry.

### Fees

The fee for the programme is INR 54000 /- \* per participant. This includes course material, a room on twin sharing basis and board expenses. GST, as applicable, will be additionally charged.

### Discount

An organization sponsoring five or more participants to a Management Development Programme (MDP) will be entitled to a group discount of 10% on the total fee payable, provided that at least five participants actually attend the programme. If the actual participation is less than 5, a refund may be made after deducting the full fee of the actual number of participants who attend the training programme. The group discount will be applicable only to short duration programmes of up to 20 days.

### Registration

Participants are generally sponsored by their organizations. However, applications by individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to the commencement of the programme. Nomination form(s) and programme fees as paid through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

### Executive Education Alumni Status at IIM Indore

Participants who successfully complete the programme will be eligible for the Executive Education Alumni status at IIM Indore. Any eligible participant is required to apply separately and deposit the necessary fee of Rs. 1,000/- + GST @18% per person (for a two year alumni status) and Rs. 10,000/- + GST @18% per person (for a lifetime alumni status) to register his/her name with the IIM Indore Executive Education Alumni.

### Benefits of becoming IIM Indore's Executive Education Alumni include:

- a) Subscription to the brochures and newsletters from IIM Indore.
- b) Access to the IIM Indore Campus Library (on-site access only).
- c) Access to the official email ID of the institute.

### Faculty Coordinator

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### 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 MBAs, 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 8<sup>th</sup> in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61<sup>st</sup> globally in the Executive Education (Open) programmes and 85<sup>th</sup> globally in the Executive Education (Customized) programmes in the FT Ranking and 25<sup>th</sup> rank (Asia) in QS World Rankings for our global MBA.



### INDIAN INSTITUTE OF MANAGEMENT INDORE

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