

# IIM-Rohtak starts diploma in sports management

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With a view to fulfilling the ever-increasing demand of professional managers in the sports industry, the Indian Institute of Management (IIM), Rohtak, rolled out a two-year executive postgraduate diploma in sports management here on Tuesday.

Claiming that the IIM-Rohtak was the first in the country to have launched such a study programme, the IIM-Rohtak director, Prof Dheeraj Sharma, said: "Sports management professionals are expected to deal with various business aspects of sports and recreation. The sports manage-

ment programme at the IIM-Rohtak is expected to produce professionals who have competence in various domains such as sports marketing, sports law, financials of sports, event management, sports infrastructure management and sponsorship, among others."

He praised the sports ecosystem of Haryana and appreciated the recent success of Haryana sports community at the Jakarta Asian Games.

The first batch of this programme was inducted in the presence of Punjab Sports and Youth Affairs Minister Rana Gurmit Singh Sodhi, Haryana Minister of State Manish

Grover, noted sports writer and columnist Ayaz Memon, and Haryana Boxing Association's working president Kunal Karan Singh.

Professor Sharma said the institute would have three foreign faculty members coming from renowned universities in Australia and the UK to teach the students of this study programme.

In order to bring the best output from the programme, the IIM-Rohtak has established an advisory body that will provide critical inputs related to its curriculum to ensure students are prepared for the emerging demands of the sports business and industry.

