



Indian Institute of Management Rohtak

Executive Post Graduate Diploma in Sports Management (Batch 06)

**IIM Rohtak invites applications from
experienced management professionals,
sports enthusiasts, and sports
administrators to become leaders in the
exciting field of sports management**





”The Mission Called IIM Rohtak”

The great Nalanda, the ancient Indian University renowned for its scholarship and knowledge resources, was probably the first international university, attracting scholars from far and wide...

The vision of IIM Rohtak is to be a global leader in management education and to be India’s future Nalanda in management.





About IIM Rohtak

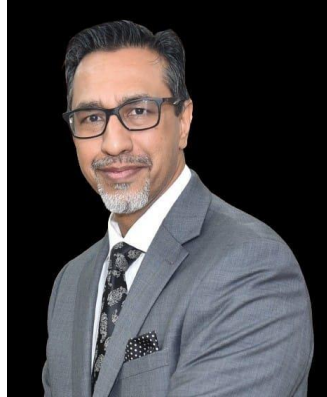
The Indian Institute of Management Rohtak, established in 2009 by the Ministry of HRD, Government of India, is an institute of national importance as per the IIM Act 2017. IIM Rohtak is a benchmark for top management education in India, with a vision to become a global leader in due course. The institute boasts enlightened and progressive leadership, acclaimed faculty members, robust teaching pedagogy, and state-of-the-art infrastructure. It continues to impart knowledge in the management domain with a unique cross-functional perspective, preparing future leaders who can manage and create powerful organizations.

To realize the vision of the institute, IIM Rohtak provides world-class education in management, not only through full-time and regular programmes but also through various long and short-duration online programmes. Located within the National Capital Region (NCR) of India, the permanent campus of IIM Rohtak is 90 minutes from Delhi International Airport. The state-of-the-art campus, spread over an area of 200 acres, is strategically located on National Highway 10 and well connected to Delhi.

IIM Rohtak has received accreditation from the Association of MBAs (AMBA), one of the world's leading authorities on post-graduate business education, demonstrating its continuing commitment to excellence in management education. IIM Rohtak is ranked 12th as per the NIRF Ranking 2024. Additionally, the institute has been ranked 8th in the country on educational ranking. The institute offers a dynamic environment for high-quality research in all functional areas of management, benefiting various segments of business and society. The extension campus of IIM Rohtak will start in Gurugram.



Director's Message



Sports industry is important and fast growing. Increasing need to professionalize this growing sports industry creates need for sports management professionals are expected to deal with various business aspects of sports and recreation.

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

Prof. Dheeraj Sharma
Director
IIM Rohtak



Introduction

The Indian Institute of Management (IIM) Rohtak is the first among all IIMs to offer a PG Diploma Programme in Sports Management. The institute invites online applications for admission to the sixth batch of its specialized programme in “Sports Management” for experienced professionals, sports enthusiasts, and sports administrators. This programme is designed for industrious participants interested in working in the sports, entertainment, and related industries. Graduates of the programme will be equipped to understand the legal, regulatory, operational, financial, and branding concepts in the sports industry, both nationally and globally. This understanding enables graduates to solve problems arising in the industry and carve a niche for themselves in this growing sector in India.

Sports management is highly professionalized in developed nations. The global sports market is estimated at USD 600-700 billion and is expected to grow at a compound annual growth rate (CAGR) of 9.13% between 2022 and 2028, reaching a value of over USD 680 billion by 2028. In 2022, the industry’s revenue was over USD 403 billion. The global sports market includes the people, activities, and organizations producing, facilitating, or organizing sports activities (Research Reports World, 2023 - accessed from Statista). Sports management encompasses various functions such as sports administration and planning, event management, sports negotiations and compliance, sports communication, management of elite athletes, sports academies, facility management, and sports marketing management. All of these functions require professional management.

The size of the Indian sports market is 1899 million USD. Total revenue in the Indian sports market is projected to reach USD 8.28 million in 2022. Total revenue is expected to show an annual growth rate (CAGR 2022-2027) of 14.18%, resulting in a projected market volume of USD 17.64 million by 2027. The advent of the Indian Premier League (IPL) in 2009 revolutionized the sporting environment in India. The resounding success of the IPL opened the doors for many professional leagues, such as the Indian Super League (ISL), Pro Kabaddi League (PKL), and Indian Hockey League (IHL), which in turn have started to establish a year-round professional sporting calendar in India.

Additionally, the Khelo India programme received the lion’s share of the total allocation of the Sports Budget 2024, with an allocation of Rs 900 crore out of the overall allocation of Rs 3442.32 crore. This significant investment underscores the importance of developing skilled sports management professionals to support and lead such large-scale national and international sporting events.

India’s ambitions in the sports sector are growing as the country plans to bid for the 2030 Youth Olympic Games and the 2036 Olympic Games. Indian athletes have performed exceptionally well in various national and international sports events. For instance, India has shown remarkable achievements in the Commonwealth Games, Asian Games, and the Olympics, particularly in badminton, wrestling, boxing, and shooting. The recent successes in events like the Thomas Cup in badminton and the Tokyo Olympics have elevated India’s status in the global sports arena.



Objectives of the Programme

The programme offers an innovative, interdisciplinary curriculum that blends a classic sports-focused education with professional development, networking, and skills in areas such as sports finance, sports law, sports marketing, merchandising, and special events. The course curriculum is designed to shape independent and creative thinkers prepared to thrive in global business environments.

This programme blends top faculty with an unmatched curriculum to enable participants to embark on exciting career opportunities in the field of Sports Management in India. It aims to offer a course that meets the needs of sports enthusiasts wishing to carve out a career in the sports industry. The course is on par with the best in the world, with a focus on being 'job ready' upon completion.

Pedagogy

Each course in the programme is taught with the help of case studies, live corporate examples and general discussions. Statistical software and online database resources are used wherever necessary. In order to provide greater industry insights, senior executives and eminent sports personalities are invited to share their experiences. The Programme engages faculty from IIM Rohtak, other IIMs, and several distinguished professors from International Universities.

For Whom?

Sportspersons, ex-players, current practitioners, and working executives of any function who plan to develop their future careers in sports management would find the programme quite stimulating and challenging. Preference is given to any graduate with work experience, preferably in sports management.

Programme Highlights

- Visiting faculty from internationally reputed universities such as the Indian Institute of Sports Medicine, Leeds Beckett University (UK), Zurich University (Switzerland), University of Porto (Portugal), British Columbia Institute (Canada), University of Helsinki (Finland), and University of San Francisco (US), among others.
- Live projects in various sporting events like Badminton World Federation (BWF) Super Series event, Asian Football Confederation (AFC) Cup, Indian Super League, and many others.
- National and international level participants from various sports fields in all batches.



Course Curriculum

Term – I	Term-II
Sports Marketing	Sports Facilities Planning and Management
Operational and Supply Chain Issues in Sports	Technology in Sports
Organizational Behaviour and Human Resource	Sports Economics
Introduction to Sports Management	Financial Reporting and Performance Measurement of Sports Organizations
Sports Statistics	Strategic Sports Communication
Sociology of Sports & Athletics	Sports Coaching Policy
Sports Medicine, Health & Nutrition	Applied Sports Marketing Research
Advanced Sports Marketing	Strategy, Planning and Implementation in Sports
Sports Event Management	Sports Psychology
Term III	Term - IV
Integrated Sports Marketing Communication	Elite Athletes, Manpower and League Management
Financial Management for Sports Organizations	Management of Multi-disciplinary Mega Sporting Events
Sports Merchandise Manufacturing	Sports Merchandise Retailing
Construction and Maintenance of Sports Facilities and Related PPP Models	Law, Ethics and Compliance in Sports
International Sports Management	Data Analytics in Sports
Maintenance and Marketing of Sports Museums	Project Finance
Government and Sports: Policies and its Implications	Negotiation and Conflict Resolution
Sports Entrepreneurship	Leadership and Team Management in Sports
Digital Marketing	Contemporary Issues in Sports

*Course Content is subject to change. All right is reserved with the Institute.

Eligibility Criteria

Candidates with a Bachelor's Degree in any discipline with a minimum of 50% marks or equivalent overall grade point average will be eligible to apply.

Selection Procedure

All applicants must undertake the Sports Aptitude Assessment Test (online) and Personal Interviews (online).



Programme Design & Duration

The programme duration is of sixteen months. The mode of delivery is through blended learning- offline and online. This will include total 560 hours interactive sessions with a mix of offline sessions, online sessions, Live Projects, and Industrial Visits. Total course duration 910 Hours (tentative).

- On-campus Sessions : 83.75 hours
- Online Sessions : 476.25 hours
- Live Project : 200 hours
- Industrial Visits : 150 hours
- Session Duration : 1 hour 15 minutes
- There will be four mandatory in-campus modules. The offline sessions will be held during the campus visits, and online sessions will be scheduled thrice a week (Friday, Saturday and Sunday).

Programme Fee

The total programme fees charged to the participant is Rs. 7,86,000/-*.

This includes subsidized tuition fees, alumni fees, academic charges, examinations, textbooks, and study materials. All fees are non-refundable. The total fees are to be paid in the following three installments:

Fee Timeline	Fee Amount*
1 st Installment (Upon Joining)	INR 2,62,000/-
2 nd Installment (15.04.2025)	INR 2,62,000/-
3 rd Installment(16.08.2025)	INR2,62,000/-

**Fee is tentative and subject to revision.*

In addition, the participants would be charged separately for In-Campus Module Fees towards boarding and lodging facilities. The tentative details are as mentioned below: -

- Rs. 2360/- per day (includes working lunch & tea – without accommodation)
- Rs. 2950/- per day (double occupancy with meals)

Scholarship

The scholarship will be available to the selected participants who have represented India at Asian/Commonwealth/ Olympic events.



Programme Delivery

We have a state of the art Online Synchronous Learning Technology Platform using one of the best technology (Direct to Desktop/Direct to Device) where students can attend their online sessions from anywhere with the help of Laptop or Desktop with internet connectivity of 2Mbps and enabled with webcam and microphone.

How to Apply

All those who are interested in the programme and possess the requisite qualifications need to register online on the website www.iimrohtak.ac.in, along with a non-refundable application fee of Rs. 1000/-.

Certification

On successful completion of the academic requirements of the 16-month programme, the students will be awarded the 'Executive Post Graduate Diploma in Sports Management.' IIM Rohtak alumni status will be awarded to all the students. This Programme will not be a degree programme under the new IIM Act. It will remain a PG Diploma programme and will not result in the award of a degree under any circumstances.



PGDSM/01-001/001

भारतीय प्रबन्ध संस्थान रोहतक
Indian Institute of Management Rohtak

*On the recommendation of the Academic Council
hereby confers*

कार्यकारी स्नातकोत्तर डिप्लोमा - खेल प्रबंधन
EXECUTIVE POST GRADUATE DIPLOMA IN SPORTS MANAGEMENT
(2024-26)

on

<Name of Candidate>

*who has successfully completed 16 months of prescribed studies and
satisfactorily fulfilled all other requirements in the academic year 2025-26*

Given on

<Date in Words>

Chairperson
Executive Education Programme

Dean
Research & Executive Education

Director



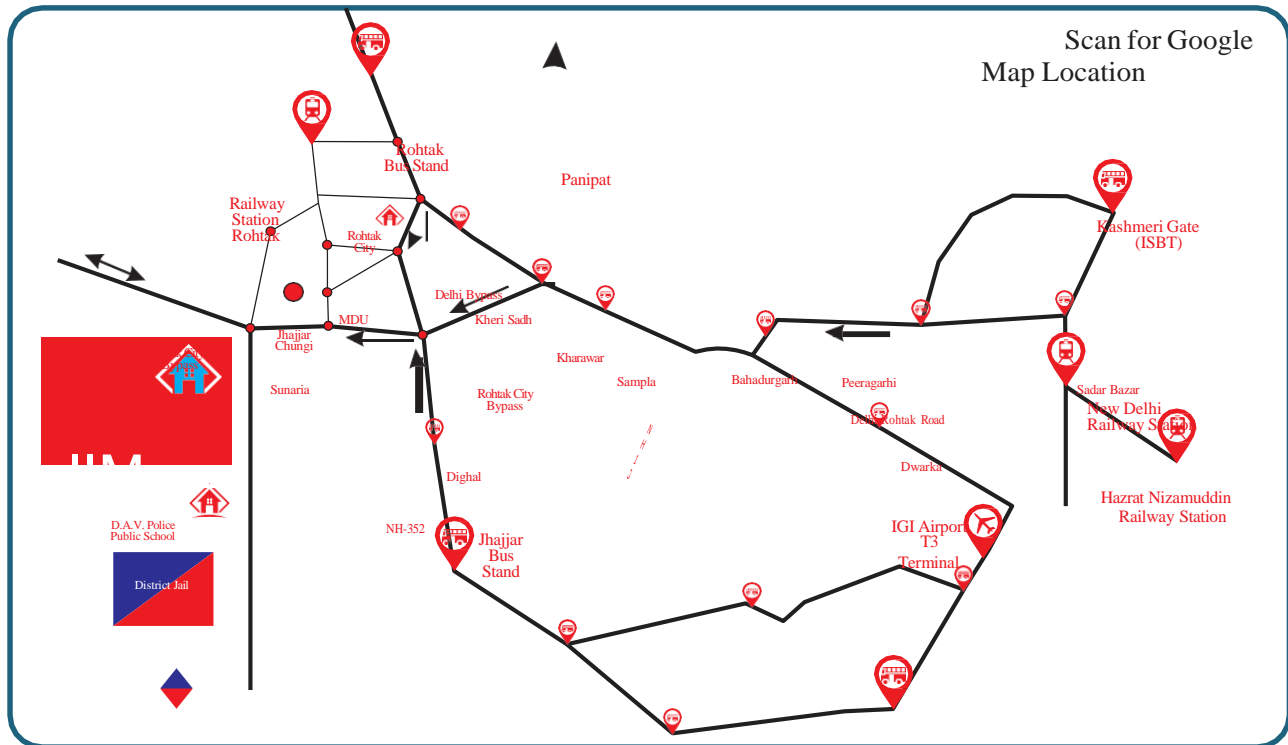
Contact Details:

**ePGDSM Office,
Executive Education Office (Long Duration)
IIM Rohtak, Management City,
NH-10 Southern Bypass, Sunaria, Rohtak
Haryana, India - 124010
Email - epgdsm.office@iimrohtak.ac.in
Phone – 01262-228519
7082001619**



Road Map

To IIM Rohtak



★ INDIAN INSTITUTE OF MANAGEMENT ROHTAK

- IGI Airport Delhi to IIM Campus 90 mins.
- New Delhi Railway Station to IIM Campus 105 mins.
- ISBT Kashmiri Gate Delhi to IIM Campus 120 mins.
- Rohtak Bus Stand to IIM Campus 15 mins.
- Rohtak Railway Station to IIM Campus 10 mins.

START at New Delhi - 29 km- NH - 10

Start from Connaught Place and take Panchkuian road, Deshbandhu road and continue to Rohtak road via Peeragarhi.

Bahadurgarh-44 km - NH-10 cross Sampla, reach Kharawar and turn left to Rohtak city Bypass towards Bhiwani, reach Sunaria - 15 km - turn left for IIM Rohtak

The city of Rohtak is advantageously placed a mere 70 kms from the National Capital Region of Delhi and is easily accessible via road and rail. The IGI Airport is also a short hour and half driveaway. The institute also has the benefit of being in Haryana, a state that is undergoing a transformation from a predominantly rural to an educational and industrial hub.



IIM-R

Indian Institute of Management Rohtak

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