

Help students to visualize a future career pathway to various exciting and dynamic career options within the Sports Industry.



This is a foundation course for young students with an interest in Sports and a dream of building a career in the 756 Billion USD Global Sports Industry.

## MANAGING THE BUSINESS SIDE OF SPORTS

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## FUNDAMENTALS OF SPORTS MANAGEMENT

**Immersion Programme**



# SKILLS LEARNT FROM THE COURSE

## FOUNDATION

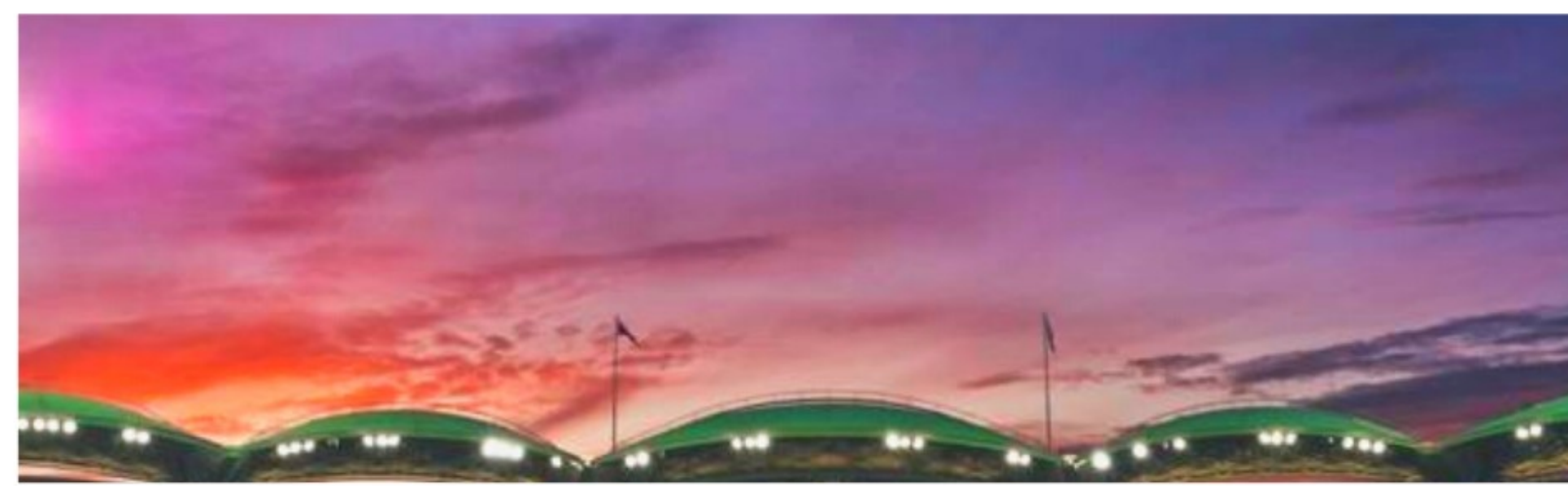
This is a foundation course for young students with an interest in Sports and a dream of building a career in the 756 Billion USD Global Sports Industry. It is a course about Managing the Business side of Sports and has no connection with playing Sports as such. It will help students to visualise a future career pathway to various exciting and dynamic career options within the Sports Industry.

## STEPPING STONE

It will familiarize students with the Fundamental Concepts and vibrant opportunities within the multi-faceted, 756 Billion USD Sports Industry. Help them to identify specific Areas of Interest and the multiple Entrepreneurial Opportunities within the industry. Facilitate understanding of contemporary practices for pursuing full time careers within the Industry, as Managers and Entrepreneurs.

## MODULES

10-12 hours (Can go up to 15 hours if necessary).  
Total 10 Sessions .



## ***ABOUT THE TRAINER***

### **Wing Commander Arijit Ghosh (Retd)**

Former Ranji Trophy Cricketer, BCCI Level B Coach & Match Referee. Secretary of the Air Force Sports Board, Member Services Sports Board, Chief of Mission Indian Armed Forces sports contingents to Military World Championships and part of a 4 - member worldwide Jury of Appeal. Member Organizing Committee, World Military Games 2007 & Commonwealth Games 2010.

## Career opportunities could be in diverse fields

Management of Clubs & Franchisees in Professional Leagues  
Creation & Development of Sports Brands  
Sports Event Management  
Sports Facilities & Infrastructure Creation & Management  
Sports Equipment and Apparel Manufacturing & Retail  
Long Term Athlete Development Academies & Programmes