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CS&MS NEWS UPDATES

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SDM INSTITUTE FOR MANAGEMENT
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From CS&MS Founder Desk...



Mr. Enrico Piperno

Founder, Center for Sports & Management Studies (CS&MS)

With growing aspirations and infrastructure, sports in India is bound to grow and so is the sports industry. After the big success of IPL, sports industry found its newer ways of becoming more organized. KPL, Pro-Kabaddi, Badminton Leagues, TT leagues and Bikes Circuit Leagues are the new avenues that Sports as an industry has approached. Growing industry means, there is a great demand for skilled, trained and talented people who see sports management as their career and these demand can be met by specialized sports management courses. Realizing the need for the exclusive course, SDMIMD along with CS & MS came with Diploma in sports management, which aims at creating skilled and training personal who will spearhead the sports industry in future. This course is an excellent opportunity to become part of growing billion dollar industry along with continued passion and enthusiasm towards the sports.

SDM Institute for Management Development, with two international accreditations ACBSP and EFMD, is a premier B-school in India. SDMIMD, with expertise in delivering management courses and Center for Sports & Management Studies, with aim of sports promotion came together offering 11 - Months Post Graduate Diploma in

Sports Management. The course is blend of Management and Sports Entrepreneurship Skills taught by subject matter experts from sports industry.

SDMIMD and CS&MS work with a common goal – Student Success! We give them the opportunity to follow their passion for sports and earn specialized Diploma. The program provides them an opportunity to learn by combining Management and Corporate Entrepreneurship Skills with their passion. They pick up skills with us that put them in a unique bracket of their own creation.

Our message is very simple: *Go out and live your dream!*

Guest Lecture by Brand Ambassador Mr. Somdev Devvarman



Former international tennis player and Brand Ambassador of SDMIMD and CS&MS Sports Management Course Mr. Somdev Devvarman said that there was a pressing need to promote sports at the grassroots level in the country. Mr. Somdev was delivering the talk on 'Training and Development of an Athlete - Achieving Excellence in Sport' to the students of Sports Management Course and invited sports professionals on July 20, 2017 at MDP Hall, SDMIMD. Former tennis ace highlighted need for training & developing sporting talent and sport managers in India to emerge as a major sporting nation in coming years. Earlier, senior tennis coach & Founder Member of CS&MS Mr. Enrico Preperno, welcomed the gathering and introduced the speaker of the Sports Talk Series. Mr. Arijith Ghosh, Honorary Member of CS&MS and faculty of the course delivered the Vote of Thanks. Sports Course Program Director Dr. H. Gayathri, faculty members of the institute and invitees were present.

Invited Talk by Brigadier PKM Raja



Brigadier PKM Raja, SM, VSM (Retd.), Chef de Mission Indian Contingent, London Olympics ,2012 & President Pro Boxing League and former Secretary General, Indian Amateur Boxing Federation, delivered invited talk on 'Business of Sports' on August 23, 2017 at SDMIMD. Brig. Raja who is instrumental in establishing a highly successful sport federation in a country where Olympic medals are a rare occurrence, presented the talk quoting his experience in the Business of Sports. Brig. Raja who officiated as a Technical Official in the Athens Olympics, Asian Games, Commonwealth Games and number of World Boxing Championships, shared the key expectations by athletes from his Sports Managers. The talk was followed by Q&A.

Guest Lecture by Mind Coach



'Sport is always considered being second to academics in this country, slowly but surely things have been changing and sport is heading in the right direction' thus opined Mr. Arjun Goutham, Mind Coach, during the Sports Talk delivered to students of Sports Management Course on August 12, 2017. Mr. Arjun speaking on the topic 'Taking a Stand for the Future of Indian Sports' shed light on the various aspects of Sports Management to the aspiring sports management students about the power of the mind and its' utilisation in the field of sports. He called upon the students to make the recommendations based on their experience to change the face of sports and take a stand to create a difference for the coming generations. The interactive talk gave an insight about how clear and progressive thought process could bring about a revolution in sports in this country.

Guest Lecture by Mr. Shama Rao



Mr. Shama Rao, Fitness Trainer and Strength Conditioning Coach, was the speaker for the 'Sports Talk Series' conducted on July 25, 2017. Mr. Rao shared his experiential learning in the field of Strength Conditioning Coach in India and Abroad with leading Tennis Players, Cricketers, and other Athletes. Mr. Shama Rao called upon the students to be innovative and be a team player to be in the business of Sports Management.

Guest Lecture by Mr. Vivek Raja



The Sports Management Course students had a chance to interact with Mr. Vivek Raja, Founding Partner, Krumur; and, COO, Indian Boxing Council. Sharing his experience as Director Workforce for the Commonwealth Games D2010 (2007 – 2011) Mr. Vivek emphasized the importance of complete knowledge about the requirements of athletes for a Sports Manager. Speaking about the need for good nutrition for sports person, he said 'whether you are a body builder or a professional athlete, exercising and sports nutrition plays a key role in optimising the beneficial effects resulting in improved performance recovery and injury prevention'.

Visit to Decathlon Sports India

SDMites of Sports Management Course accompanied by faculty member Mr. M. J. Charan visited Decathlon Sports India Pvt Ltd, Mysore on July 22, 2017. The industry visit was to reinforce the understanding the concepts of sports equipment and supply chain management as part of Sports Equipment and Technology Management course. The Store Manager, Mr. Dennis made the session very interactive by explaining in detail the administrative process in Sports goods retail store and the steps of Supply Chain Management.

The students had an opportunity to understand the range of products of Decathlon and discuss in detail with the store in-charge about the manufacturing, supply, display of goods and equipment, marketing strategy and distribution

channel of the products. The visit proved to be an effective platform and a first-hand experience of functioning of a Sports goods retail store and equipment management.

Commencement of PGDSM Program

On July 5, 2017, a special function was held to mark the launch of the 11 Months Post Graduate Diploma in Sports management. The course is run by Center for Sports & Management Studies (CS&MS) with SDMIMD as the academic partners. Prof. Sheshanna, Former Professor, Department of Physical Education, University of Mysore, Mysuru, delivered a special address on the occasion.



Earlier, Dr. H. Gayathri, Program Director and Deputy Director of the Institute, delivered the welcome address. Dr. Gayathri presented the need of Sports Management Courses to bring the professionalism in sports management.

Mr. Arijit Ghosh, Founder of Center for Sports and Management Studies (CS&MS) and faculty of the course, narrated the journey in launch of Sports Management Courses in collaboration with SDMIMD as academic partner. Mr. Ghosh called upon the young sports managers of the first batch of PGDSM to make best use of the opportunity to study in one among the top institutions in India.

Dr. R. Jagadeesh, Dean Academics & Professor - Operations, SDMIMD, introduced the opportunities in sports management in various areas like service, administration, management and execution support in sport industry. Highlighting the success stories in sports, Dr. Jagadeesh presented the opportunities in research and learning in sports discipline.

Internship Updates 2018



Abhishek K.
[PGDSM 1701]

- JSW Bengaluru Football Club Pvt. Ltd.
 - Karnataka Premier League
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Ashwin B.
[PGDSM 1702]

- Prakash Padukone Sports Management
 - Karnataka Premier League
 - Puma
-



Sanjeevini K
[PGDSM 1705]

- Prakash Padukone Sports Management
 - Karnataka Premier League
 - Puma
-



Chandan
[PGDSM 1703]

- JSW Bengaluru Football Club Pvt. Ltd.
 - Karnataka Premier League
-



Pavan B.
[PGDSM 1704]

- JSW Bengaluru Football Club Pvt. Ltd.
- Karnataka Premier League

Application Window opens for Post Graduate Diploma in Sports Management [PGDSM] for 2018 Batch



WHY CHOOSE US?

Our qualified staff will teach you the intricate skills needed for managing all aspects of sports events. The state of the art sports facilities at the campus help you achieve goals, allowing you to train and compete at the highest level.

Eligibility

- Full-time graduation in any discipline
- Consistent academic record of not less than 50% aggregate in Class 10 and 12.
- Students in final year of Degree will also be considered. They have to produce the mark/grade sheets upto fifth/seventh semester.

Application Form @ <https://sdmcsm.in>

Contact

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