

INTERVIEW WITH

---

# ENRICO PIPERNO

FOUNDER MEMBER, CS&MS

---

CENTER FOR SPORTS AND  
MANAGEMENT SCIENCES [CS&MS]  
[HTTP://SDMCSM.IN/](http://SDMCSM.IN/)



*Mr. Enrico Piperno, Founder Member, Center for Sports & Management Studies (CS&MS), is an International Tennis Player. He was Indian Davis Cup Team coach for nearly 10 years, when the National Team produced excellent results. Currently the Indian Women's Federation Cup team coach. Coaches Sania Mirza in this capacity*

*Has been to numerous Olympics and Asian Games in addition to all Grand Slam tournaments like Wimbledon, US, French and Australian Opens etc. Has coached and travelled with Leander Paes and Mahesh Bhupathi when they were the No 1 Doubles pair in the world*

**Q. How does specialisation in 'Sports Management' bring an edge over a general management programmes in terms of job prospects and career growth in the Sports Industry?**

**Enrico:** Ever since the beginning of the IPL ten years ago, the Indian Sports Industry has literally exploded in terms of opportunities and openings in the field of Sports Management. We now have Professional Leagues in almost every major sport right from Hockey to Badminton to Boxing and Kabaddi, dotting the Indian Sports calendar at different times of the year. There are City based teams run by different franchises in all these leagues that are backed in a big way by Industry and Television and the IPL in particular, has grown to be one

of the most watched and most cash rich leagues of the world.

All these teams and the 500 plus Indian Sports Management companies that have come up over the last 5 years or so, to support them in various capacities, need trained people for a variety of roles, starting from the CEO, COO downwards, to the hundreds of young professionals helping in the Marketing, Logistics, Event Management, Broadcasting, Advertising and Brand building, Merchandising and Ticketing of these mega enterprises.

The whole sports industry today, is in a state of flux and anyone who has a formal qualification and training in these areas, would certainly not have a paucity of job openings or career growth, in the foreseeable future! Their edge over others is obvious when you consider the fact that there are so few Institutions in the country that offer Sports Management education in any form, in sharp contrast to the thousands of students graduating from hundreds of institutions, all over the country, with their traditional management education in areas that are already saturated in the first place!



**Q. What is the Unique Selling Proposition (USP) of the specialisation that you offer? What are the core teaching areas for the specialisation at your institute?**

**Enrico:** The USP of a sports management course is that it enables a player or a fan who

has a passion for sports, to make a career and profession out of his passion. It gives everyone, even those who do not have the talent to make it to elite level sports teams, a chance to be a part of the exciting and exhilarating atmosphere and ambience of an elite sports event or team, and experience things that only a very select, exceptionally talented band of athletes would normally have access to! What could be better than being given the opportunity to live out your dream and be paid for it too!



**Q. What do students typically learn in Sports Management courses?**

**Enrico:** Core teaching areas are in the fields of Managing sports leagues and teams, The Business of Sport, Sports Administration in India and overseas, Sports Event Management, Sports Brand Building, PR and advertising, Broadcasting and media coverage of sports events, Laws governing sport and arbitration, Introduction to Sports Sciences etc.,

**Q. Can you please name top recruiters who regularly participate in placements for this specialisation?**

**Enrico:** This is the first Sports Management course that we are doing at SDMIMD, but already, organisations and sports bodies like ESPN, Star Sports, Procam, JSW Sports Foundation, Bangalore FC, Globosport, IMG, PUMA, ADIDAS, Pro Boxing League, Gameplan who work with KKR in the IPL, Prakash Padukone Sports Management etc have shown

a keenness to provide internships to our students. We have no doubt that quite a few of these would eventually translate into recruitment opportunities subsequently. In fact some of our students have already received pre placement offers from these companies.

**Q. What are the specific qualities you look for in candidates seeking admission at your institute for this specialisation?**

**Enrico:** The only quality that we insist upon, is an interest in sports and the desire to make it your life!

**Q. What is your message for MBA aspirants planning to pursue this specialisation?**

**Enrico:** Our message is very simple: Go out and live your dream! If sports is your passion, turn it into a rewarding career and a lifelong hobby! Don't compromise and do something which does not really interest you, just because it is the traditional, accepted thing to do!