

PGP in Sports Event Management:

Indian Sports sector is booming heaps and bounds and Sports Management is undoubtedly one of most sought after and lucrative career option. [Sports Event Management](#) is one of key career paths lying in the arena of Sports Management. Sports as an industry is growing 12 % Y.O.Y. according to FICCI Sector Skill Council Report 2014, Sports Event Management requires of 3.3 Lakh human resource by the year 2022.

With the advent of multiple sporting events, the demand for Sports Event Managers is increasing rapidly. Whether it's a sports league or event like opening and closing ceremonies of mega sporting events or even branding events of sporting team and franchises, Sports Event Managers are required.

Right from the principles of Event Management which is universal in nature to then coming to the core that is Sports Event Management, IISM's Post Graduate Program in Sports Event Management instils knowledge as well as skills requisite to become a competent Sports Event Manager. This course is the real amalgamation of classroom learning and on-field Sports Events Exposure. The course curriculum is designed by Industry-led Sports Event Stalwarts. These stalwarts have effectually transformed their on-field experience in to curating the course content of PGP in Sports Events Management.

Executing a Sporting Event successfully is a task. Be it Logistic, Planning, Budgeting, Project Work, Sponsorship, Sports Event Production or Talent Management, PGP in Sports Event Management will make the students equipped to accomplish Sporting Events smoothly.

Some quick fact checks:

Revenue in the Sport Events segment is projected to reach US\$289m in 2020

Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 38.2%, resulting in a projected market volume of US\$1,051m by 2024

Duration:

11 months autonomous program

Course Highlights:

- Autonomous program offered by IISM
- Uniquely designed program developed by industry and international sport management experts.
- Internship & Placement Assistance
- Research & Project Development
- Campus life that encourages learning by doing

Internships & Placements:

The Institute offers winter internships to students enrolled in the PGPS & EM program. The [internship program](#) provides the students with an opportunity to learn more and explore the Sport Event industry and gives a chance to expand your network.

The institute provides practical placement assistance at the end of the program.