

## **SPORTS WELLNESS MANAGEMENT**

The sporting & wellness industry today needs revolutionary leaders who'd uplift it & facilitate grassroots development for India.

India over the last decade, owing to the influx of sporting leagues, developing as a multi-sport nation across the globe. Underpinning this emerging industry are the business professionals who provide direction and leadership to sporting organisations across the country including management, marketing, events, facilities, or finance.

IISM's Post Graduate Program in [Sports & Wellness Management](#) aims at developing world class leaders who can handle managerial & leadership roles by delving into the professional aspects of sports and wellness management.

The program gives you an overview of the sport management industry and how sport is delivered in India by providing a strong foundation in understanding the sport business combined with the unique knowledge and skills required by sport managers.

The program prepares to deliver on all strategic dimensions of the sports & wellness industry – in areas as sports and personnel management, sports accounting & finance, marketing and a specialized module focused on physical literacy in india, nutrition & lifestyle management, business of wellness & more.

### **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 opportunities
- Research & Project Development
- Campus life that encourages learning by doing

## **Internships & Placements :**

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

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