



SEPTEMBER EDITION



5 REASONS You Should Begin With CARVING A CAREER for yourself in the SPORTS INDUSTRY



Sports in India has entered a golden period, promising of a magnificent future for the country. With the recent performances of the athletes at the 2020 Tokyo Olympics, we can be rest assured that the sports sector is blooming big-time. India's medal tally at the quadrennial event is a testimony that many sports in India have reborn and we will witness an upswing of the sector.

With every medal India has won at the Olympics, the need for Sports Management in the industry have increased manifolds. After all, every sport need management. With formal Sports Management education, one can explore avenues better and carve a path in the industry.

Here are the reasons why sports lovers should consider studying Sports Management to make a career in Sports right away:

1. A career path fueled with passion

Sports Industry welcomes individuals who breathe sports and are willing to contribute to the flourishing of the sector with their skills. A Sports Management professionals doesn't necessarily have to be an athlete, she/he can be someone who ardently follows sports. This helps professionals to understand the scenario and work dynamics better. Moreover, it is a dream career path for sports lovers as they get to stay connected to the sector forever.

2. Diversity in verticals

You name a vertical and sports industry has it; the industry is huge. One can choose to make a career from numerous verticals existing in the industry. To name a few, aspirants can become a sports journalist, sports lawyer, sports economist, entrepreneurs, psychologist, marketer, PR, facility manager, nutritionist, wellness expert, data analyst, athlete manager, retailer and much more. Also, one can switch paths too and gain as much experience as she/he wants.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/2W7BL9R>

RISING SPORTS STARS OF INDIA

IISM students breathe sports and are staunch sports enthusiasts. Our students come from various fields of expertise as well as are active sports players from club, state, national and international level. Here are some of our students who are no less but rising stars of India.



·Vansh Chawla
Cricketer



·Mohammad Hasan
·Cricketer



Yavnika Jain
Squash Player

You can read about journey of our students on IISM's social media platforms. More stories to come.

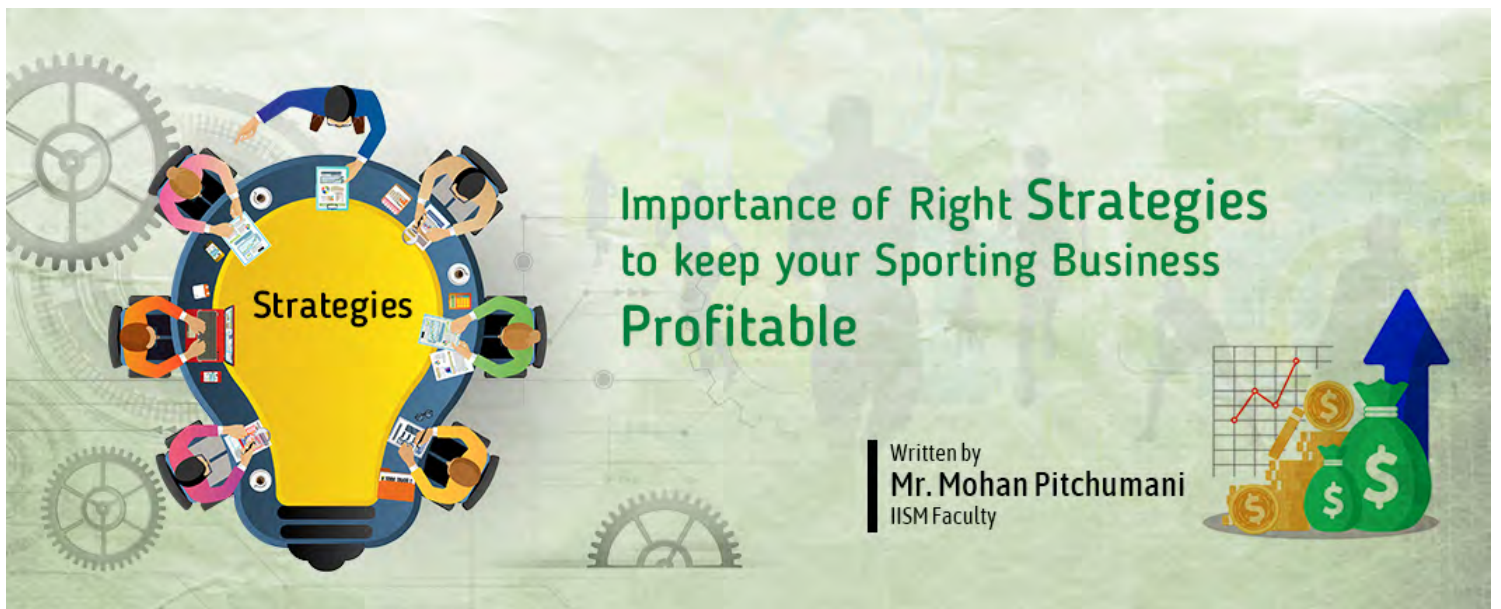


@iismworld



@IISMWorld





Why has the Mumbai Indians Franchise been able to win more than any other team at IPL? In the Sports Goods Retailing sector, how has Decathlon (India) managed to keep increasing its revenues and profits through both good times and bad, whereas many of the rivals had to close down or struggle? Would Dream11 succeed internationally in other non-cricket playing countries? Why are certain sporting leagues doing better than others?

How does a company become successful and stay successful? Certainly not by playing it safe and always following the traditional ways of doing business! Taking a strategic risk is what an enterprise may pursue. Was Dream11 sponsorship of the present IPL league a risk? Will it bring in returns? At the other end many would ask a question, do companies care about society /ethics or the Environment at large? May be yes! Nike gathers old athletic shoes and turns them into raw material for “sports surfaces” like tennis courts and running. Puma launched shoes as well as apparel made of recycled plastic. Sony Pictures involvement with GoSports.

Globalization, the integrated internationalization of markets and organizations, has changed the way we do business. Jobs, knowledge, and capital are now able to move across borders with far greater speed and far less friction than was possible only a decade ago. To reach the economies of scale necessary to achieve the low costs, and thus the low prices, needed to be competitive, companies are now thinking of a global market instead of national markets. Nike and Reebok, for example, manufacture their athletic shoes in various countries throughout Asia for sale on every continent.

As more organizations become global, strategic management is becoming an increasingly important way to keep track of international developments and position a company for long-term competitive advantage.

Written by **Mr. Mohan Pitchumani**
IISM Faculty
Marketing Professional

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3ndoXdC>



LIFE AT IISM

Curated by:

Mr. Amit Gupte, COO

Mr. Karan Mange, Head- Marketing

Mr. Sandeep Dalvi, Manager- Design

Ms. Tista Nautiyal, Sr. Executive- Content



International Institute of Sports Management (IISM)

Ground Floor, Smartworks, Fleet House,

Gamdevi, Marol, Andheri East,

Maharashtra 400059, Maharashtra, India.

Email: info@iismworld.com | Website : www.iismworld.com

T.:+91 8976018871/72