

# GEORGE PROTOUCH SCHOOL OF SPORTS

*Passion to Profession*



## PROSPECTUS



## ONLINE EXECUTIVE ADVANCED CERTIFICATE IN SPORTS MANAGEMENT

# SPORTS INDUSTRY OVERVIEW

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Sports transcends international, economic & social and religious boundaries. The importance of Sports in today's society is on the rise. The involvement of corporates, governments, and sports associations has brought in significant investment in sports which has led to better infrastructure, more professional management, and more career options for sports managers. Currently the global sports industry is worth between \$480 to \$620 billion, according to A.T. Kearney study of sports teams, leagues and federations. And every year it is experiencing unprecedented growth. It is not limited about the games but has spread its wings to the digital world, emerging markets, Branding etc. With all these expansions of the industry it has also opened up new horizons like; Esports, Sports Media, Sports Tourism etc.

## RELEVANCE AND NECESSITY OF SPORTS MANAGEMENT

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As the sports industry continues to expand, the demand for skilled sports managers is on the rise and professionals with a strong understanding of business, sports, and the intersection of the two are in high demand. The Sports Management course offers a pathway to a fulfilling career where passion for sports meets business acumen. It equips an individual with the knowledge and skills necessary to succeed in this dynamic and competitive industry. The course trains an individual in the sectors like Business operations, Talent Management, Event Management, Marketing and Branding, Legal and Regulatory Compliance, Financial Management, Public Relations etc.

The increase in the number of leagues, IPL, ISL, Kabaddi, Badminton, etc. has opened up job opportunities in the industry. Every club, city, state, now has its own league in every sport they play.

**Want to become a part of this dynamic industry that combines business, marketing, and sports, offering a wide range of glamorous and high-profile opportunities?**

# PROGRAM OVERVIEW

This certificate course in Sports Management has been designed for students, corporate professionals, graduates and sports enthusiasts who wish to explore a career in sports. The sports, fitness and wellness industry is going to be the most lucrative and growth-oriented sector in our country over the next decade. With the per capita income going up, one will have adequate funds to spend on sports, fitness, and wellness. This is evident with numerous multi-sports facilities, fitness and wellness centres sprouting across the cities as well as in the rural area.

The uniqueness of this course is that it is divided into two segments. There is a Foundation course to start with, post which students can choose to move on to the other segment to attain the Certificate Course. The profiles of our students completing the certificate course will be shared across the country with over a 100 associations, clubs, sports companies, academies, gymnasiums, leagues, yoga and wellness centres, and educational institutions. Our placement cell will ensure all our students are guided for internships and every effort will be made to get them placed.

## PROGRAM BENEFITS

The distinctive advantage of the Online Executive Advanced Certificate in Sports Management the variety of career paths that one could take up in the industry such as

- Sports administration
- Sports Agents
- Athlete management
- Sports analytics
- Club coordination
- Event Management
- Team services
- Retail & Merchandising
- Fitness Management
- Venue Operations
- PR & Sports media
- Academy operations

Job and internship assistance will be provided to successful students.



OUTDOOR  
BRANDING PARTNER

Balaji Ads

interesting ideas, impressive advertising

# PROGRAM MODE & DURATION

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## Segment 1

### Foundation Course

Duration: 1 to 2 Months (Self-Paced)

## Segment 2

### Advanced Course

Duration: 6 Months (Self-Paced)

Our program consists of 1 Foundation and 3 Advanced modules, each requiring successful completion to progress.

After completion of the fourth module, the students will be guided on internships specializing in event management, facility management, sports marketing/ retail and others.

## ELIGIBILITY

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**For Foundation Course** - 10+2 from any stream  
(Minimum Qualification)

**For Advanced Course** - Foundation Course has to be completed successfully

Just as playing sports isn't easy, neither is managing them; yet, the glamour of the industry is unparalleled. It's a career that allows individuals to experience sports from a behind-the-scenes perspective, crafting and implementing projects that enhance the organization and allure of sports.

# COURSE CURRICULUM

## FOUNDATION COURSE MODULE 1

- Management Principles
- Sports Marketing
- Event Management
- Sports Tourism
- Ethics in Sports
- Technology in Sports



## ADVANCED COURSE

### MODULE 2

- Business Excel
- Entrepreneurship in Sports
- Integrated Marketing Communication
- Facilities Management
- Sports Journalism

### MODULE 3

- Branding and Sponsorship
- Operations Management
- Human Resource Management
- Sports Finance
- Sports Nutrition and Conditioning

### MODULE 4

- Sports Psychology
- Sports Law
- Business Statistics
- Sports Merchandising & Retail
- Communication and Presentation Skills
- Player Management

### Capstone Project

A minimum of 30 Slide project on any sports management topic approved by the Faculty board has to be prepared after completion of all the modules.

## PROGRAM FEES

Program fees for the Online Executive Advanced Certificate in Sports Management:

**Foundation Course – Rs. 15,000/-** inclusive of GST Only

**Advanced Course – Rs. 75,000/-** inclusive of GST Only

with paid internships worth Rs. 30,000/-

The program fee includes the cost of access to all the study materials, audio-video recordings, mentoring sessions, term exams and assessments, Capstone Project assessment and issuance of the certificate.

## ABOUT PROTOUCH SPORTS



Founded in 1990, Protouch Sports stands as one of the country's most prominent and enduring Sports Solution enterprises. Protouch specializes in various domains.

Protouch manages several golf academies across India including the Protouch Golf Academy which is accoutred with advanced coaching provided by NGAI-certified Coaches, coupled with top-notch golfing facilities. It received the title of the best golf academy in India at the 2017 India Golf Awards. It also received a special award at the India Golf Expo for its 'Regional initiative for golf promotion (East Zone).'

Protouch has created and launched India's first online education portal dedicated to sports, Champ for Life Academy through which Protouch offers educational programs for athletes, sports managers and coaches. It is one of the largest event management companies in Golf. Being a pioneer in the management of golf events, Protouch manages various golf events spanning prominent cities in India, including Bhubaneswar, Jamshedpur, Patna, Kolkata, Shillong, Guwahati, Hyderabad, Vishakhapatnam, Chandigarh, Delhi, Pune, and Mumbai etc.

Protouch's media website India Golf News is India's first and largest golf news portal with over 33,000 followers. Protouch also provides golf course development & facility management solutions. It offers consultancy services to golf clubs to develop and manage golf facilities.



## ABOUT GEORGE COLLEGE

The George Telegraph Training Institute was established in 1920 to arrest the rising tide of unemployment by providing job-oriented training, tailored to the requirements of different industries. Following this vision, The George Group of Colleges, an institution committed to upholding education over the last 104 years is helping students excel in whatever discipline they choose to enroll in.

George Group of Colleges was founded in 2001, as an addition to the illustrious heritage of The George Telegraph Training Institute. The George College was the first among the affiliated colleges of the Maulana Abul Kalam Azad University of Technology (MAKAUT) started its journey with a dream of creating a perfect learning environment to groom students physically, psychologically and emotionally.

George College is the pioneer in introducing the Bachelor's degree in Sport Management in eastern India, continuing with great success since 2003. Just like this, the institution continued to introduce other professional courses such as BCA, BBA, BSc., BVoc. courses specially curated to help students explore emerging areas of career opportunities.

Currently George Group of Colleges has become a premier academic and research institution by expanding its educational domain with the establishment of George College of Management & Sciences, George School of Law, George College (Department of Education) and one MAKAUT off campus at Narendrapur. With a large infrastructure like this the George Group of Colleges is moving forward with 5 (Five) Campuses in Kolkata, Maheshtala, Chalkmir, Konnagar & Narendrapur offering variety of professional Bachelor and Master degree courses in different subjects.

# INDUSTRY TIE-UPS





# GEORGE PROTOUCH SCHOOL OF SPORTS

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