

## College to launch Sports Management prog

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SHRI Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) in collaboration with the Centre of Sports and Management Studies (CS&MS) will launch 'Sports Management Programme'.

International Tennis Player Somdev Dev Varman, who has played in the ATP Tour for many years, is the Brand Ambassador for the courses. He will be visiting the college on regular basis and interacting with students.

Eminent personalities in sports management and

sports celebrities will be visiting the college as guest lectures. Added to this, youngsters from Sri Lanka will also take up courses in SDMIMD which will commence from June 2017. The programme is aimed at preparing the young graduates and sports enthusiasts for sports management and business environment. The course design and content materialised focuses on transforming the emerging talent into leaders of the sports world.

Addressing media persons here on Thursday, CS&MS founder member and tennis player Enrico Piperno said this is our first venture in

sports management and our vision is to provide quality education in sports management.

Programme director of Sports Management H Gayathri said our courses are designed for a new generation of sports professionals, who share a passion to excel and want to learn by making their own pathways.

### Who Can Apply?

Students with academic record of not less than 45 per cent aggregate in 10th Std, 12th Std. and Degree are eligible to apply. Admissions will be open from March.

### Courses Offered

A nine months PG programme in Sports Management (PGPSM)

**A six months specialisation Elective Programme in Sports Management that will be offered to graduate students in their 2nd year as a part of the PGDM Course, as additional elective**

A three month Certificate Programme in Sports Management (CPSM) for undergraduates, who wish to be exposed to the possibilities of this field

**Fee for the 9 months programme is Rs 2 lakh, while Rs 75,000 for three months, and Rs 50,000 for 6 months selective courses**