



DEPARTMENT OF COMERCE CERTIFICATE COURSE DETAILS

NAME OF THE COURSE	COURSE CODE	OFFERED BY	COURSE COORDINATOR
Certificate course on SPORTS MANAGEMENT	CPCC28	DEPARTMENT OF COMMERCE CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA	Dr Arun Balakrishnan

COURSE DETAILS

Eligibility: Plus Two. Course Duration: Three Months
 Total Hours : 30 Hours Course Fee: 1000

ABOUT COLLEGE

Chirst College (Autonomous), Irinjalakuda established in the year 1956 by CMI fathers has always been a place where young generations are moulded towards a bright future. College has excellent infrastructure, with state of the art laboratories, seminar rooms and lecture halls. The campus is Wi-Fi enabled. Presently College is home for 4500+ students, 200 teaching staff and 45 supporting staff. The strength of the College lies in its hardworking and tech savvy teachers who are eager to involve in all matters of students. The lush green campus with gardens and open gym is moving towards the next phase on education both offline and online.

WHAT IS THE COURSE?

Today, it is one of the most globally profitable sectors that come with multiple career opportunities. Qualified sports management professionals are going places because of its magnanimity. The existing huge market of the sporting industry in India is only going to reach newer heights in the coming years. With an undying passion for sports among the masses, there is a wide-reaching scope for professional growth in the industry.

SCOPE OF THE COURSE

Modern sport covers a broad range of fields, be it ethics, medicine, technology, finance, law, education or sociology, to name a few. In this new era, modern sport is in urgent need of highly competent, well trained and experienced sports administrators who will manage all aspects of sport efficiently.

So PG Department of Commerce intends to offer Diploma in Sports Management creates a launch pad for those who wish to be actively involved in the sports industry. Course is created to promote management education within the sports world.

LEARNING OUTCOMES

- The student will be able to integrate managerial skills in individuals in connection with sports
- The student can develop personality, analytical skills
- The student will learn how to cope with the fast-changing trends in the sports industry.

COURSE OUTLINE

- Basic concepts of Management
- Sports Organisations
- Sports Marketing and funding

COURSE MODULES

Module 1

Management: Basic concepts of Management – Planning – Organising – Staffing - Directing – Controlling. (5 hrs)

Module 2

Sports Organisations – Administrations - Principles of Sport Management - Leadership in Sport Organizations. (7 hrs)

Module 3

Sports Marketing and funding -Merchandising -Marketing & Communication in Sport - Sport Facility & Event Management (7 hrs)

Module 4

Sport Law - Ethics in Sports –International Sports Management -Hands on Training and Internship in sports academies and clubs. (11 hrs)

Contact : arunbobo17@gmail.com