

INSTITUTE HANDBOOK



**GLOBAL INSTITUTE
OF SPORTS BUSINESS**



“The sports industry is rapidly expanding and GISB aims to nurture sports management professionals who can contribute to all areas of the growing ecosystem. I am deeply committed to supporting GISB students with reaching their full potential as future leaders of our industry.”

Gaurav Modwel
GISB Chancellor
Chairman, India On Track





WELCOME

Note by Program Director
Global Institute of Sports Business
Neel Shah

As the global sports sector continues to expand, it is critical that sports management Institutes offer students a diverse educational experience, one that can root aspiring sports managers into the realities of the ecosystem, while empowering them to create path-breaking ventures to further the industry. Here in India, the rapidly evolving sports industry requires young leaders who not only have in-depth knowledge of global best practices in the field of sports management, but also understand how to create powerful results within the Asian sports landscape.

The **GLOBAL INSTITUTE OF SPORTS BUSINESS (GISB)** evolved from the need to establish a world class sports management program in Asia. The architects of this Institute, some of the most experienced individuals working within the business of sport, teamed up with Academics to design a practical-based educational platform that will nurture future industry leaders. Leaders who are able to combine their passion for sport with sound business management acumen in order to contribute to all aspects of the sporting ecosystem.

At GISB, industry placement and career creation is the key and, therefore we strive to equip our students with the personal, inter-personal and professional skills required to not only get their foot in the door but to actually achieve success while working within the industry. We place high priority on individual development so that students are able build a positive perception for themselves within the market and, ultimately, carve out a career pathway that aligns with their strengths, passions and purpose.

Thanks to our International Education Partner, high-profile Industry Affiliates, experienced Faculty Body and global & domestic Professional Placement opportunities, we ensure that students no longer have to go abroad in order to get access to world class sports education.

We hope to have the opportunity to welcome you as a part of our Global Institute of Sports Business family as this program will help you take the necessary steps to transform your passion into your profession and create a fulfilling career within the global sports industry.





The Indian cricket team celebrate their victory at the 2011 ICC World Cup
Photo: Reuters

Introduction



The Global Institute of Sports Business is an industry driven approach to sports management education with a clear focus on furthering individual growth, fostering student employability and generating sector impact. The GISB-ISDE certificate is India's only internationally certified Sports Management course.

The course has been expertly designed by global sports industry veterans to ensure that GISB students not only receive the tools, knowledge and experiences required to create fulfilling careers in sport, but also gain access to relevant platforms in order to regularly interact with industry employers.

PV Sindhu, picking up her silver medal at the 2016 Olympic Games in Rio
Photo: Examrace.com

| | |
|---|----|
| The Sports Business Opportunity | 10 |
| Types of Sports Management Positions | 12 |
| About the Course | 14 |
| Internationally Certified Program | 17 |
| Program Features | 18 |
| Global Style of Learning | 20 |
| Course Design | 22 |
| Faculty | 24 |
| Affiliates | 27 |
| Industry Engagement | 28 |
| International Study Trip | 30 |
| Career Mentorship, Internships and Placements | 32 |
| Eligibility | 33 |
| Finance | 33 |
| GISB Life | 34 |
| Campus Life | 36 |
| Why GISB | 39 |
| About India on Track | 40 |

The Sports Business Opportunity

The global sports sector is estimated to be worth nearly \$700 billion USD making it one of the world's largest industries in terms of revenues and employment. In India, the business of sport has grown extensively and is now a \$3.5 billion USD industry. The country has been host to international mega- events such as the Commonwealth Games, ICC World Cup, FIFA U-17 World Cup and Hockey World Cup which has positioned India as a sporting destination in addition to generating global awareness around Indian athletes and investment opportunities within Indian sport.

More importantly though, over the past decade India has moved from being a single sport nation to a multi-sport country and is witnessing an unprecedented boom that has completely transformed Indian sports landscape.

The recent launch of new initiatives such as the Indian Super League, Hockey India League, Indian Badminton League, Pro Kabaddi League, Ultimate Table Tennis League and Pro Volleyball League are changing the face of Indian sports and creating a number of employment opportunities across the sector.

The rapid expansion of the Indian sports landscape has created a demand for quality sports management professionals to fill available positions and build the case for new roles to be established. The days when sports organizations were primarily looking to hire someone who only played sports at a high level are in the past, what is now required are qualified professionals that understand the business of sport and are able to combine their knowledge with their passion in order to contribute to the industry's long-term growth.

The Global Institute of Sports Business has opened up my eyes to a whole new way of looking at the sports industry. I now have in-depth knowledge of the global sports landscape and the type of sports management careers that I can pursue. The course has given me an opportunity to interact with and learn from some of the biggest names in sport and even be a part of the team that ran the inaugural season of the Professional Volley League during my internship with Baseline Ventures.

GISB is the perfect programme for anyone interested in gaining invaluable knowledge and exposure in order to contribute to the sports industry.

- Avnish Sista
Student, 25, Chennai

TOP 3 SPORTS FOLLOWED

- CRICKET
- FOOTBALL
- KABADDI

Over the last few years, large scale investment in sports has led to an astronomical increase in sports consumption

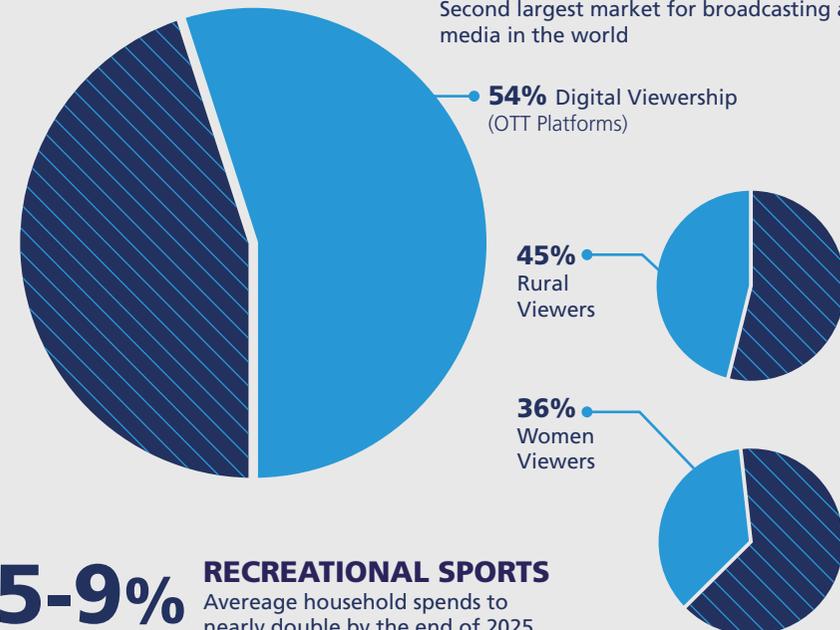
₹8+ BILLION

SPORTS SPONSORSHIP
For the TOP 6 Leagues including IPL, ISL and IPTL

₹493+ BILLION

SPORTS BROADCASTERS INVESTMENT

Second largest market for broadcasting and media in the world



5-9% RECREATIONAL SPORTS
Average household spends to nearly double by the end of 2025

Types Of

SPORTS MANAGEMENT POSITIONS —

MARKETING

- Marketing & Brand Management
- Sponsorship
- Media Management
- Fan Development
- Digital & Social Media Marketing

OPERATIONS

- Event Management
- Facilities Management
- Broadcast & Media Production
- Team Manager
- Academy & Grassroots Manager

ADMINISTRATION

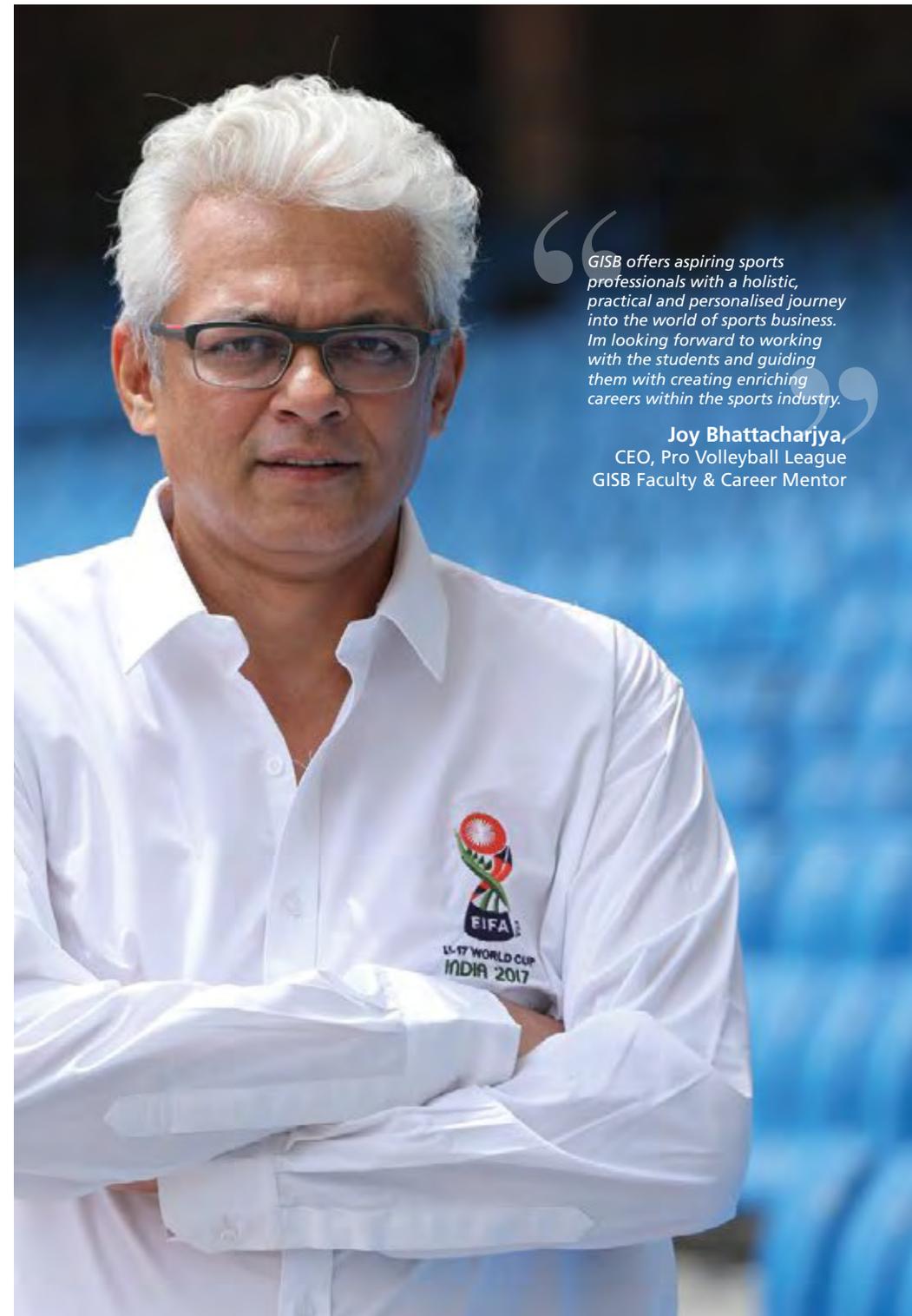
- Financial Planning & Management
- Accounting Information
- Technology
- Human Resources
- Law

AGENCY

- Strategic Consulting
- Public Relations
- Sponsorship & Media Rights Sales
- Athlete Management
- Hospitality

INDUSTRY FACT

According to a report published by the Sector Skills Council and Federation of Indian Chambers of Commerce & Industry (FICCI), **there will be 745,984 Sports Management jobs in India by 2022.**



“GISB offers aspiring sports professionals with a holistic, practical and personalised journey into the world of sports business. Im looking forward to working with the students and guiding them with creating enriching careers within the sports industry.”

Joy Bhattacharjya,
CEO, Pro Volleyball League
GISB Faculty & Career Mentor

About the Course

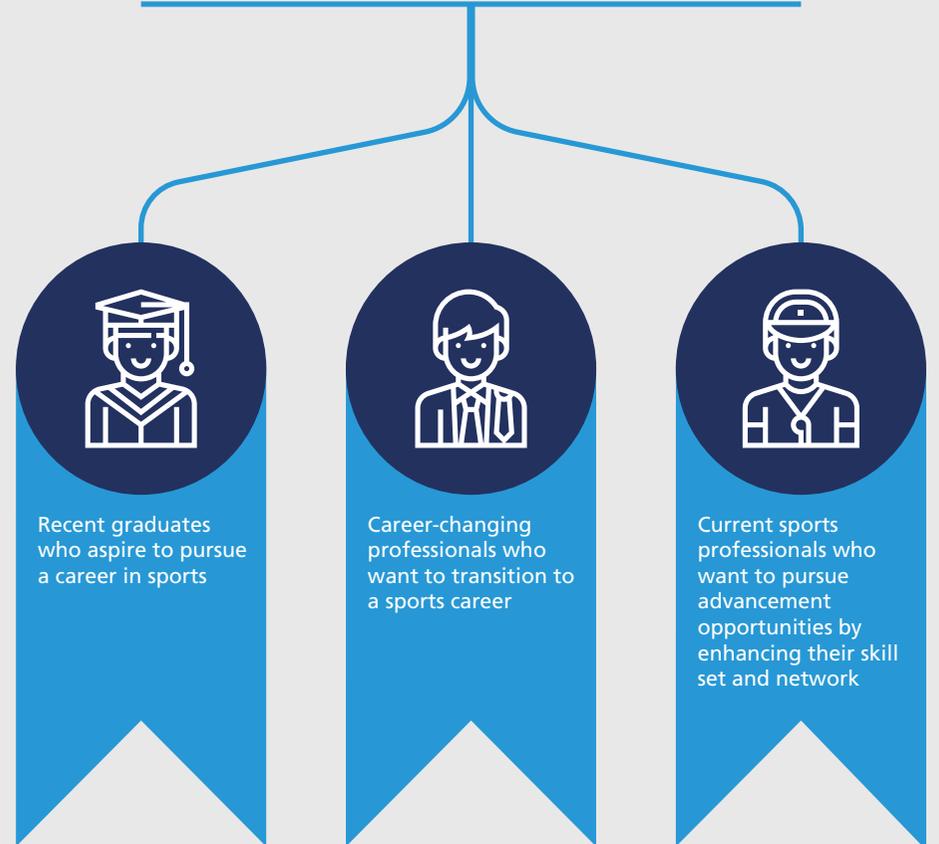
The flagship program at the Global Institute of Sports Business is the GISB-ISDE Certificate in Sports Management course. This is a full-time 20-unit intensive, informative and experiential higher education course specializing in the business of sports. The program is certified by Madrid, Spain based Instituto Superior de Derecho y Economía (ISDE) which is a globally renowned Law & Business School that has extensive experience in designing and delivering Sports Management courses throughout the world.

Graduates of the GISB Sports Management certificate program will have the necessary tools, knowledge and experience required to create fulfilling careers in sport in addition to a strong network of industry relationships.

“I’ve been working within the corporate arena and education sector for over 35 years and know how important it is to provide students with both Academic understanding and Industry exposure before sending them out into the workforce. GISB offers individuals a 15-month window to develop an extensive understanding of the sports industry and expertly guides them with creating employment opportunities that align with their strengths, passion and purpose.”

Prof. Chittaranjan Bhattacharjee
Director of Executive Education - NMIMS
GISB Visiting Faculty

Who Can Apply?





ISDE Campus,
Barcelona, Spain

Internationally Certified Program

The Global Institute of Sports Business has entered into an Educational Partnership with a leading global Sports Management education provider to ensure students have access to an international certification, best practice curriculum and experienced international faculty.

The student will graduate with a Postgraduate Certificate in Sports Management. This certificate is globally recognized and will hold equal weightage to a Masters Degree.



Instituto Superior de Derecho y Economía (ISDE) is one of the leading post-graduate educational institutions in Spain with a specialization in Business and Law. ISDE currently has Sports Education programs running in Madrid, New York, Florida, Cambridge, Lausanne and recently partnered with FC Barcelona to the establish a course entitled: Global Masters in Sports Management and Legal Skills with FCB.



With the commercial expansion and globalization of the Indian sports industry over the past decade, the time is right to bring quality sports management education to the country. We are excited to partner with India on Track to establish the Global Institute of Sports Business in Mumbai.

Our experience with developing and delivering sports management courses all over the world combined with India on Track's extensive network and knowledge of the sports industry creates a unique proposition for anyone who aspires to create a successful career within the sports landscape.



Juan José Sanchez Puig
Director, ISDE

Program Features

Classes Begin

19th August, 2019

Course Duration

15 Months

Career Mentoring & Job Placements

Comprehensive career mentoring from day one and guaranteed internship & job placement opportunities

Tuition

12 Lakhs plus applicable taxes Includes ground travel and accommodation for International Study Trip

Basic Requirements

Bachelor's degree, diploma or equivalent*

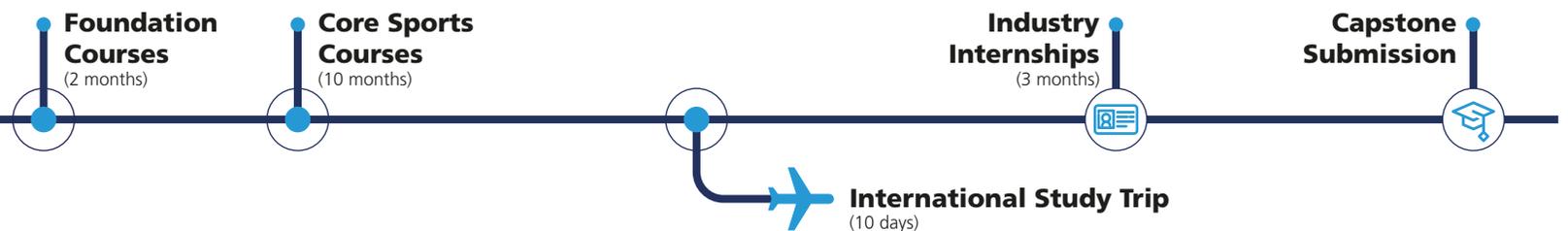
*Exceptions can be made for individuals with relevant sports experience

How To Apply

Log on to www.gisbindia.com, fill up the enquiry form.



Course Timeline



Global Style Of LEARNING

- Best Practice Curriculum from International Education Partner
- Practical Learning Through Regular Industry Engagement
- Participation in Sports Conferences and Networking Events
- Guaranteed Internships and Placement Opportunities
- Final Project Aligned with Career Pathway
- Interactive Online Learning Platform



FIFA Executive Member and Former President of US Soccer – Sunil Gulati at the GISB Campus

The experience at the Global Institute of Sports Business has been incredible. I joined a class of students from around the country with varying backgrounds and levels of experience, all passionate and motivated to contribute to the world of sport. GISB's International standard curriculum & certification, best-in-class teaching methodology and global industry affiliates means that students no longer have to go abroad to get access to world class sports management education. I now have a deep understanding of the sports industry and look forward to being a part of its growth.

Ashwin Lonkar
Student, 23, Pune



GISB's Program Director Neel Shah with Premier League's Head of International Business, Kate Hodgkinson, and Head of Youth, Neil Saunders

GISB stems from a need to have a professional management program that empowers students to transform their passion for sports into their profession. The Premier League is looking forward to having regular engagement with the students of GISB and hosting them in the United Kingdom during their annual international study trip.

Kate Hodgkinson
Head Of International Business
Premier League

Course Design

FOUNDATION COURSES

GISB emphasises on the importance of building a strong foundation for any student to excel in a professional workspace.

The program starts off with a 2-month Foundation period where students undergo sessions conducted by leading Corporate Trainers.

Various sessions under the modules below are covered -

- Communication Skills
- Awareness + Self-Development
- Organizational Behaviour & Culture
- Decision-Making
- Microsoft Office

SPECIAL MODULES

Special modules are intensive, multi-day sessions intended to empower students with awareness, knowledge and experience around various important industry topics. The following sports modules are offered

- Art of Negotiation
- Career Resources:
 - Building your own Brand
 - Effective CV & Cover Letter
 - Job Interview
- Principles of Leadership
- Sports Technology

CORE SPORTS COURSES

There are 10 core sports courses covering all aspects of the sporting ecosystem. These courses are broken down into modules that are delivered by experienced faculty. Each module has an assessment which will be in the form of an exam, presentation, report or live project.

The sports modules are broken down into 2 semesters -

SEMESTER 1

- Sports Organization
- Sports Law
- Sports Product
- Sports Finance & Accounting
- Market Research & Analytics

SEMESTER 2

- Sports Strategy
- Broadcast, Media & Communication
- Event, Venue & Facilities Management
- Athlete Acquisition & Management



The students at GISB getting ready for a pitch on Sponsorship Marketing

Faculty

The GISB - ISDE Certificate in Sports Management brings together international industry executives from the top sports organizations, governing bodies and corporations across the world to serve on the esteemed GISB faculty body in order to provide students with the most relevant and up - to - date information from the sports industry.

ADVANTAGES OF INDUSTRY FACULTY

Subject Relevance

Extensive Industry Knowledge

Potential Employers

Networking Opportunities



Amrut Joshi



Anish Dayal



Ardeshir Jeejeebhoy



Ashish Shah



Arup Soans



Chittaranjan Bhattacharjee



Hemant Dua



Gaurav Bahal



Joy Bhattacharjya



Nikhil Punde



Neha Mathur Rastogi



Nikhil Sharma



Pinky Gandhi



Ravi Chavan



Rishi Narain



Shaun Star



Sukhvinder Singh



Tarun Chaudhry



Sonam Bajaj



Vidushpat Singhania

“The Global Institute of Sports Business is the ideal place for someone who is passionate about sports to learn what it takes to make it in our industry. I enjoy being a part of the GISB faculty and having the opportunity to nurture the next generation of global sports leaders.”

Hemant Dua

CEO, Delhi Daredevils (2012 - 2018)
GISB Faculty & Career Mentor





The Senior Manager of International Business, Borussia Dortmund – Max Jannis Foerster at the GISB campus

Affiliates

The Global Institute of Sports Business has affiliated with some of the top international and domestic sports organizations to further the student experience through customized projects, case studies, guest lecturers and internship / placement opportunities.

INTERNATIONAL



DOMESTIC



Industry Engagement

The program is structured to ensure students regularly gain first-hand experience of what it is like to work in the sports industry.



Global and domestic GISB Affiliate Network members will share relevant case studies and data which will be integrated into course curriculum



There will be regular guest lectures sessions scheduled where students will have the opportunity to listen to industry stalwarts share their stories, insights and guidance



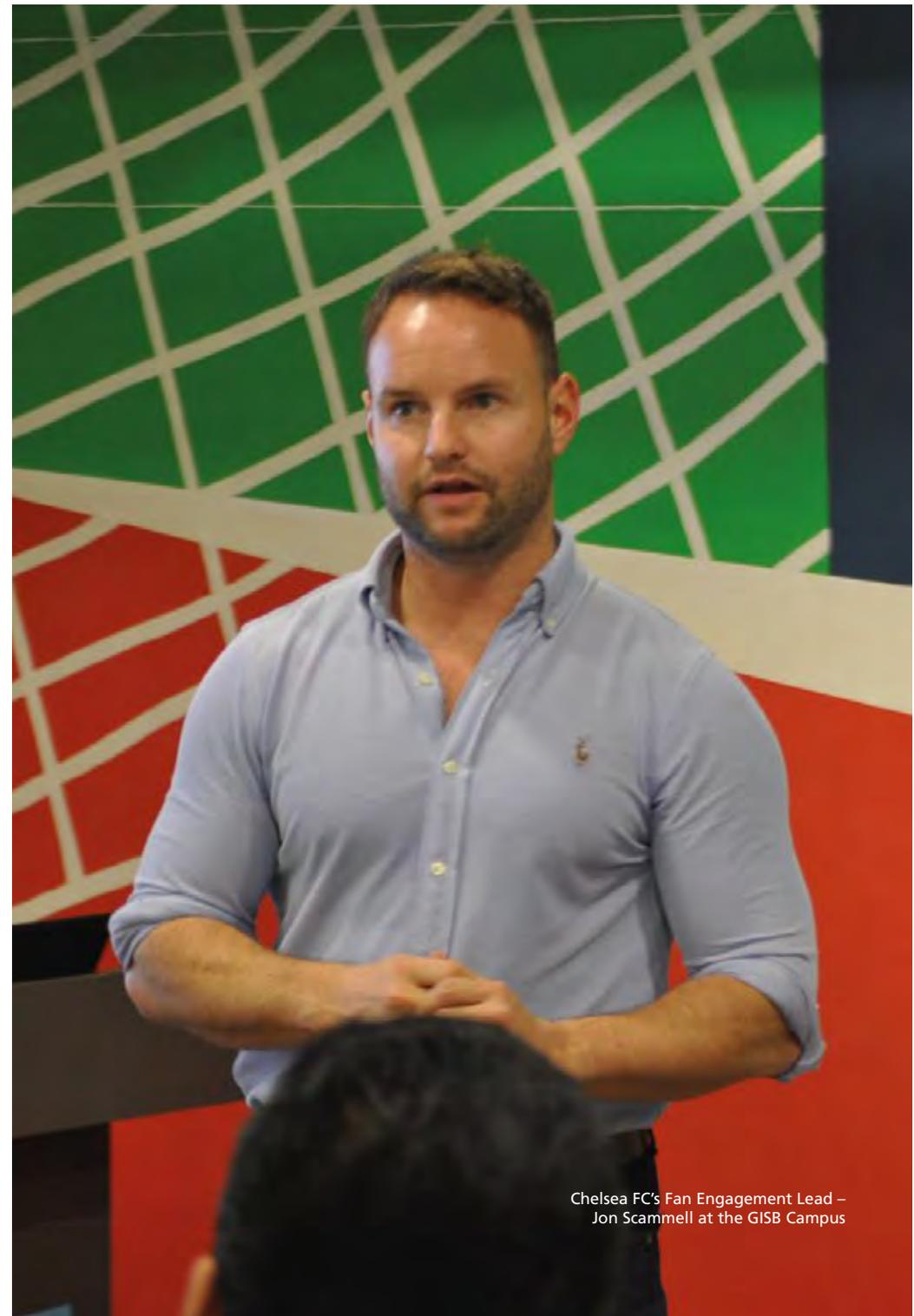
Students will regularly visit industry offices to get a first-hand experience of the operations of various organizations and interact with senior management



Students will have the opportunity to travel to Europe to experience global best practices in sports management

“GISB has been designed with the perfect blend of curriculum-based study and practical industry experience. We look forward to strengthening our association with GISB and providing opportunities for their students to further their sports management careers through internships at Sportskeeda.”

Porush Jain
Founder & CEO, Sportskeeda



Chelsea FC's Fan Engagement Lead –
Jon Scammell at the GISB Campus

International *Study trip*

GISB's international study trip to the United Kingdom is hosted by the Premier League. This trip provides students with the unique opportunity to gain a first-hand experience of what goes into running one of the biggest professional sports leagues in the world. In addition to football, GISB will organize meetings, stadium tours and experiences aligned with multiple sports so that students get a diverse look at how the global sports industry functions.

Students will experience matchday operations while shadowing select Premier League clubs in addition to visiting the Premier League Headquarters in London



Career Mentorship Internship & Placements

The entire GISB team is dedicated to connecting students with a wide range of executives and employers from across the sports industry to build their network, gain relevant industry experience and optimize career opportunities.



CAREER MENTORSHIP

GISB offers personalized career counselling sessions to help students design their own career path and take appropriate steps to secure placement within the industry.

INTERNSHIPS

GISB will support students with facilitating industry internships so they can put their education into practice and get a real-life experience of working in the field.

PLACEMENTS

GISB will support each student with securing industry placement upon graduation



Eligibility

GISB believes in the philosophy of helping everyone transform their passion for sports into their profession. Keeping that in mind, there is no particular degree that a student must possess.

Strong candidates that are passionate about sports as a career and have exhibited the maturity to acknowledge sports as both a social institution and a business are eligible.

There is a selection process which involves multiple rounds of interviews.

Similar to when someone pursues a position in the industry, how one performs during the personal interviews is the primary criteria that our selection committee will look at when choosing which applicants will be offered admission to join GISB.

Students are not required to complete any exams (i.e. CAT) prior to joining the program.

Finances

Fees

The total tuition for the 15 month 20-unit program is INR 12 lakhs + taxes broken up into three instalments.

This fee includes the following:

- 5 Foundation Courses
- 20 Units of Sports Courses
- Complimentary access to Industry Events
- Ground transportation and accommodation during International study trip
- Guaranteed internship opportunities

Loans

GISB has partnered with a few financial services companies that offer education loans. The administrative staff will be able to support you by providing the contact information of these companies. The Institute will also provide any information or documentation required to process the loan.

Scholarships

GISB is open to providing scholarships to select, deserving candidates. Scholarship criteria is based on financial need as well as proficiency in a particular aspect of the industry that will be displayed through a research project, presentation or report delivered to the GISB Admissions Committee.

GISB *Life*

Industry Exposure



GISB Students with the Premier League Trophy during the Football Development Week in Mumbai



Live Project for the Indo German Chamber of Commerce on opportunities for German Football Clubs in India



Hosting the Sports Business Networking Event 2018

In Classroom Learning



Football Expert, Author and Commentator – Novi Kapadia



Sponsorships Manager, Cricket Australia – Lina Staropoli



USports, AVP Partnerships - Tushaar Garg



Mumbai City FC, CEO – Indranil Das Blah



Campus Life

The Global Institute of Sports Business is situated in Mumbai, India a vibrant, cosmopolitan city with a population of over 20 million people. This location provides access to federations, associations, leagues, sports companies, corporates, brands and government agencies.

The Institute is located inside of the Centrum Building adjacent to the Phoenix Marketcity mall in Kurla, Mumbai. The campus is equipped with modern classrooms, ample breakout space and a sporty vibe, creating the ideal environment to study Sports Business.

In addition, the proximity to the world- class Phoenix Marketcity mall

provides GISB students with a number of pre and post classroom dining and entertainment options.

Accommodation

GISB does not provide students with accommodation, however the institute has partnered with a few brokers and agencies to provide options at affordable rates near the campus.

There are a number of housing options available in and around the Kurla area and, once an individual is officially enrolled into GISB, we will connect the student with other enrolled students so that they can search for housing together.



The GISB Campus is located at the Centrum building within the Phoenix Marketcity



The Global Institute of Sports Business is exactly what the industry requires. I've had the unique opportunity of being a professional footballer for 25 years and working behind the scenes within the management of football and understand the importance of hiring professionals both on and off the pitch in order to further the industry. This Institute is helping to create more professionalism within our industry through their best practice curriculum and practical experiences.

Terry Phelan
Former Ireland, Chelsea FC,
Manchester City FC and
Everton FC Defender and
Television Pundit

Why GISB?

- 1** Through GISB's educational partnerships and affiliates, students get access to global curriculum and case studies without having to leave the country.
- 2** GISB's multi-faceted methodology consisting of curriculum, industry projects, group activities mixed with real-world simulation games create a unique and enjoyable learning experience for all students.
- 3** GISB's courses bring together top executives in sport which allows students to network and interact with the leading decision makers in the global and domestic industry.
- 4** GISB's hands-on methodology and organized industry days ensure that students continually get first-hand experience of what it is like to work in the business of sport.
- 5** All of GISB's courses have been designed to provide students with the necessary skills and training that sports organizations look for in candidates when hiring their personnel.

Transform your Passion into your Profession – CHOOSE GISB TODAY!

To Apply Now, Visit our website - www.gisbindia.com and fill in the enquiry form

About India on Track

India On Track (IOT) is a sports organization that focuses on positively impacting the overall sports ecosystem in India through various initiatives. We are an organisation driven by passion to inculcate a culture of sports amongst the youth through partnering with world - class sporting entities to bring best - in - class thinking and philosophy to India.

Each partnership is a synergy of IOT's extensive knowledge & expertise of the Indian market along with the focus of top global & regional rights holders' aim to establish & grow their footprint in India.

IOT works with partners, clients and stakeholders to contribute to the growth and development of sports in the country as well as the development of various aspects within the sports ecosystem. This is achieved through improved implementation techniques, creation of bespoke properties and events as well as operational and strategic planning to help leverage existing platforms.



Former Manchester United Captain - Nemanja Vidic and Premier League Ambassador - Ranveer Singh at the Football Movement Conference in Mumbai hosted by India on Track



**GLOBAL INSTITUTE
OF SPORTS BUSINESS**

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**To apply, visit
www.gisbindia.com**

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