Post Graduate Diploma in Sports Management
1 year (Full Time)

ADMISSION BROCHURE
2015-2016

ADMISSION SCHEDULE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of advertisement inviting Applications</td>
<td>23rd April, 2015</td>
</tr>
<tr>
<td>Last Date of Issue and Receipts of Prescribed</td>
<td>2nd June, 2015</td>
</tr>
<tr>
<td>Application Form</td>
<td></td>
</tr>
<tr>
<td>Date of Written Examination</td>
<td>17th June 2015 (11 a.m. – 2 p.m.)</td>
</tr>
<tr>
<td>Short List for GD &amp; Interview</td>
<td>17th June, 2015 (at 5.00 p.m.)</td>
</tr>
<tr>
<td>Group Discussion &amp; Interview by the Selection Committee</td>
<td>18th June, 2015 (11 a.m. onwards)</td>
</tr>
<tr>
<td>Publication of Final List of Selected Candidates for Admission</td>
<td>19th June, 2015 (11:30 a.m.)</td>
</tr>
<tr>
<td>Classes Begin (tentative)</td>
<td>20th July, 2015</td>
</tr>
</tbody>
</table>
BOARD OF GOVERNORS

Dr. Partha Chatterjee
Minister In Charge, Dept. of Higher Education, School Education, Parliamentary Affairs, Govt. of West Bengal
President

Dr. Suranjan Das
Vice-Chancellor
University of Calcutta

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University of Calcutta

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Principal Secretary
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Government of West Bengal

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Department of Higher Education
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Shri K.K. Bangur
Representative
Indian Chamber of Commerce

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Treasurer

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Member Secretary & Director, IISWBM

Dr. Avinash S. Pant
Vice Chairman, AICTE

Shri Amit Kumar Sen
Representative
Bengal National Chamber of Commerce & Industry

Shri Prabir Chakravarti
Representative
Bharat Chamber of Commerce

Shri P. Roy
Representative
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Director (Personnel)
Andrew Yule & Co. Ltd.

Shri S.B. Ganguly
Member

Shri. S.P. Bakshi
Secretary
Indian Jute Mills Association

Mr. Amitabha Datta
Director
Calcutta Media Institute
# POST GRADUATE DIPLOMA IN SPORTS MANAGEMENT

University of Calcutta

## CONTENTS

- About PGDSM: 2
- Course Structure: 4
- Academic Setup: 5
- Core Faculty: 6
- Advisory Committee: 7
- Admission Schedule: 8
- Application Form
Post Graduate Diploma in Sports Management is a regular course under the University of Calcutta.

The course is designed to give students a professional exposure to the structure, economic impact, organization, funding of the sports industry as well as current trends in sports and relationship between sports and the mass media. The students will learn about the laws and regulations that all leisure and recreational organizations have to follow.

More specifically, this one-year Diploma programme has been designed to cater to the demand from various institutions and industries for appropriately qualified people to handle sports-related operations. The syllabus is reviewed from time to time to introduce new thoughts and concepts.

The programme helps the students to gain a thorough understanding of the multi-dimensional importance and value of sport. They also acquire business skills relating to public relation, marketing and entrepreneurship, which today form an integral part in the administration of any sport institute.

The programme is designed to help the students learn of the tools and techniques of sports administrations including event management. It also acquaints them with contemporary trends and issues in sport. It also cover sports science, sports geography, sports psychology, broadcasting and sponsorship and development of sporting talent.

OBJECTIVES

Promotion of Social Welfare is one of the key objectives of IISWBM. In keeping with this social objective, IISWBM introduced Post Graduate Diploma Programme in Sports Management in 2003 to mark the occasion of its Golden Jubilee. IISWBM is the first Management Institute in India to introduce this one-year full time Diploma course.

The focus of this niche course is an inclusive management education for general graduates, the objective being to offer a career, which would help them to earn a decent livelihood in an unexplored field hitherto.

ELIGIBILITY

The minimum qualification for admission is a Bachelor's Degree (10+2+3 system) in any discipline from any University recognized by the University of Calcutta.

Those will be appearing in such examination in June 2015, may also apply.

The maximum number of seats for the Course is 30 with reservation for SC and ST according to the norms of the University of Calcutta.
FOREIGN/NRI/PIO STUDENTS

A candidate from abroad may apply giving details of academic background along with a certified copy of passport and other relevant documents; GMAT/ equivalent score is desirable. Admission may be considered subject to Bachelor’s Degree qualification and any other requirements of the University of Calcutta.

MIGRATION

The students of other Universities are to get Calcutta University’s Registration after migration. Calcutta University’s rules and procedures in this regard are to be followed. They will be required to pay separately the Migration and University Registration fees.

LOAN FACILITIES

Institute will provide the certificate to an applicant seeking loan from a bank which have floated the “Loan Scheme”, referring that the candidate is a bonafied student of the Institute.

MEDALS

A Silver Medal is awarded to the candidate who tops the list of successful students for the Academic Session. A Silver Medal is also awarded to the student who is adjudged the best in terms of overall performance.

STUDENT PROFILE

The Institute has cosmopolitan student profile from different states of India, including Jammu & Kashmir.

ALUMNI

Alumni are holding important positions in companies engaged in sports, including electronic media, and sporting federations, such as AIFF, BCCI and Commonwealth Games Secretariat. Some of them are also holding important positions abroad.

PLACEMENT

Assistance is rendered to students in obtaining placement. The record of placement is exemplary and practically all the students have been suitably placed.
PGDSM is a one-year full time Post Graduate Diploma Course in Sports Management of the University of Calcutta. The Course is designed to give students a professional exposure to the structure, economic impact, organisation, marketing, funding of the sports Industry as well as current trends in sports and relationship between sports and the mass media.

One full academic year spreading over two semesters will include theoretical papers, project/ internship and dissertation work.

### Semester I - Papers

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Management Principles</td>
<td>50</td>
</tr>
<tr>
<td>II</td>
<td>Sports Economics</td>
<td>50</td>
</tr>
<tr>
<td>III</td>
<td>Organisation Behaviour and Sports Psychology</td>
<td>50</td>
</tr>
<tr>
<td>IV</td>
<td>Sports Finance</td>
<td>50</td>
</tr>
<tr>
<td>V</td>
<td>Communication</td>
<td>50</td>
</tr>
<tr>
<td>VI</td>
<td>Sports Marketing</td>
<td>50</td>
</tr>
<tr>
<td>VIII</td>
<td>Computer Applications (Theory and Practical)</td>
<td>50</td>
</tr>
<tr>
<td>XI</td>
<td>Sports Science</td>
<td>50</td>
</tr>
<tr>
<td>XIII</td>
<td>Administration of Specific Games and Lifestyle/ Wellness management</td>
<td>50</td>
</tr>
</tbody>
</table>

### Semester II - Papers

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>VII</td>
<td>Entrepreneurship</td>
<td>50</td>
</tr>
<tr>
<td>IX</td>
<td>Theory, Philosophy and Sociology of Sport</td>
<td>50</td>
</tr>
<tr>
<td>X</td>
<td>Business and Government including monetary and fiscal policy</td>
<td>50</td>
</tr>
<tr>
<td>XII</td>
<td>Sports Administration</td>
<td>50</td>
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<tr>
<td>XIV</td>
<td>Sponsorship and Broadcasting</td>
<td>50</td>
</tr>
<tr>
<td>XV</td>
<td>Sports Law</td>
<td>50</td>
</tr>
<tr>
<td>XVI</td>
<td>Sports Journalism and Public Relations</td>
<td>50</td>
</tr>
<tr>
<td>XVII</td>
<td>Quantitative Methods, Research Methodology and Sports Statistics</td>
<td>50</td>
</tr>
<tr>
<td>XVIII</td>
<td>Project Work including Practical Training and Viva Voce Development of Sporting Talent</td>
<td>50</td>
</tr>
</tbody>
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### First Semester (Nine Subjects)

- Class begin: July
- Class end: first half of December
- Examination: third week of December

### Internship

- January-First half of February

### Second Semester (Nine Subjects)

- Classes begin: Second half of February
- Classes end: first half of June
- Examination: third week of June
ACADEMIC SET UP

DIRECTOR
Dr. Amitava Sarkar, Ph.D

DEAN
Dr. K. M. Agrawal, M.Sc, Ph.D

PROFESSOR
Dr. B. K. Choudhury, B.E, Ph.D, HoD-MPSM
Dr. Chinmoy Jana, M.Sc, M.Tech, Ph.D
Dr. Kumkum Mukherjee, M.Sc, Ph.D, HoD-MHRM
Dr. Kalyan Sankar Sengupta, M.Sc, Ph.D, HoD-Computer Department
Dr. Madhumita Mohanty, MA, M.Phil, Ph.D (IIT, KGP)
Dr. P. K. Sikdar, M.Sc (Cal), ICZM Dip. (UK), Ph.D,(Cal), F.G.M.S.,F.G.S.(Ind), MMGI
Mr. Partha Pratim Sengupta, B.E, MBA, Fellow in Management, Advisor CRIMM and HoD-Telecom Management
Dr. Sumati Ray, M.Sc, MBA, Ph.D
Dr. Soma Roychowdhury, M.Sc (Stat), Ph.D
Dr. S. K. Mallick, B.Com (Hons.), C.A., Ph.D (NYU)
Ms. Sujata Saha, FCA, MBA, B.Ed.
Mr. Swapan Kumar Chaudhuri, M.A, IRTS (Retd.)
Dr. Taniya Ray, PGDBM (IIM,Calcutta), Ph.D, HoD- MBA & Co-ordinator M.Phil
Mr. U. K. Bandhopadhyay, M.A., DSW, DAMP, In-Charge (Administration) Evening Programme

ASSOCIATE PROFESSOR
Dr. Archana Sharma, MBA, Ph.D, HoD-Retail Management
Dr. Dulali Nag, M.A., Ph.D (US)
Dr. Gairik Das, ME, MBA, (UK), Ph.D, HoD-MDP & Business Management Projects
Dr. Jayanti De, M.A., M. Phil., Ph.D
Dr. Jhumur Biswas, M.Sc, M.Tech, Ph.D
Dr. R. K. Jana, M.Sc., Ph.D (IIT, KGP)
Dr. Sudeepa Banerjee, MBA, Ph.D, HoD-Department of Media Management & Co-ordinator MSW
Dr. Sarbani Mitra, B.Ed. PGDMenvM, PGDSA, MBA, Ph.D, HOD-Fire Management

ASSISTANT PROFESSOR / LECTURER
Dr. Amitava Mukhopadhyay, MBBS, M.Phil (Hospital & Health Management)
Mr. Arindam Dutta, B.E., M.Tech
Prof. Ankur Banerjee, M.A, PGDSM
Dr. Anupam Ghosh, M.Com, M.Phil, PGTLM, Ph.D
Mr. Buddhapad Mukherjee, MPMIR, (Psychology, BHU) DSW, C.oA (Mind Mapping Singapore)
Ms. Malini Nandi Majumdar, MBA
Mr. Manjit Sarkar, MBA-Tourism
Prof. Madhab Milan Ghosh, M.Com
Mr. Nemai Chakraborty, M.A., PGDBM
Ms. Priyali Sengupta, M.Sc, PGDEM
Dr. Soumabha Pal, M.Sc, Ph.D (UK)
Dr. Surajit Chakraborty, M.Sc, Ph.D
Mr. Sandip Ghosh, M.A., LL.B, MBA
Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA
Dr. Sikharini Majumdar, M.A., Ph.D (US)
Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA/RSA (Cambridge University)
Ms. Sohini Banerjee, LL.M.
Mr. Subhasis Ray, M.Stat., M.Tech.
Dr. Tania Shaw, MBA, MSW, Ph.D

RESEARCH FELLOW AND TEACHING ASSISTANTS
Mr. Avishek Roy, B.E., M.Tech
Ms. Sreeja Banerjee, MBA-HR
CORE FACULTY

DIRECTOR
Prof. (Dr.) Amitava Sarkar, Ph.D

DEAN
Dr. K. M. Agrawal, M.Sc, Ph.D

HEAD
Mr. Subrato Datta

FACULTY
Mr. Ankan Banerjee, M.A., PGDSM
Mr. Madhab Milan Ghosh, M.Com
Dr. Soma Roychowdhury, M.Sc (Stat), Ph.D
Dr. Madhumita Mohanty, MA, M.Phil, Ph.D.
Dr. Gairik Das, ME, MBA, HoD-MDP & Business Management Projects
Dr. Jhumur Biswas, M.Tech, Ph.D
Mr. Buddhadip Mukherjee, MPMIR, (Psychology, BHU) DSW, CoA (Mind Mapping Singapore)
Dr. Sikharini Majumdar, M.A., B.Ed., Ph.D.

GUEST FACULTY
Dr. Protim Roy, MBBS (Cal), DSM (NSIS Visiting Patiala) FHM (School of Tropical, Medicine and Calcutta, Medical College)
Mr. Abhijit Dasgupta, Secretary, Kolkata Sukriti Foundation
Mr. Gopinath Ghosh, Vice-President, Bengal Hockey Association
Dr. Sreerupa Mukherjee, MA, Ph.D.
Dr. Asish Paul, M.PED, Ph.D
Mr. S. S. Dasgupta, MD, Leisure Sports Management
Mr. Hiranmoy Chatterjee, CEO, AITA
Mr. Gurbux Singh, Vice-President, Bengal Hockey Association
Mr. Anup Choudhury, Station Director Bhadra, International (I) Ltd. NSCB Airport Kolkata
Mr. Dipak Dutta, Partner, Dutta Ghosh & Associates
Dr. Vece Paes, MBBS, Former Olympian
Mr. Vijay Bharadwaj, B.E., PGDSM
Mr. Ashit Luthra, Former President, Indian Golf Union
Mr. Indrajit Bhalotia, MBA, Director, Protouch Golf Academy
Mr. Saurav Chatterjee, MBA, CEO, Hi-Life Pvt. Ltd.
Mr. Sujoy Ghosh, COO, Bengal Tennis Association
Mr. Tarun Mullick, MD, Clubb International Pvt. Ltd.
Mr. Sujit Bhar, Former Sports Editor Indian Express
Mr. Jeet Banerjee, Director, Gameplan Sports Pvt. Ltd.
ADVISORY COMMITTEE

Shri Shekhar Dutt
Patron in Chief
Former Governor of Chhattisgarh

Raja Randhir Singh
Patron

Brig. K. P. Singh Deo
President Emeritus
Rowing Federation of India

Shri Jagmohan Dalmiya
President
Cricket Association of Bengal

Shri Jiji Thomson, IAS
Director General
Sports Authority of India

Shri N. D. Mehta
Vice President
Indian Football Rugby Union

Dr. Vece Paes
Olympian

Shri Anil Khanna
President
All India Tennis Association

Shri Adille J Sumariwalla
Olympian and Arjuna Awardee
President
Athletics Federation of India

Shri Moraad Ali Khan
Olympian

Capt. Amitabh
Head (Skill Development)
Corporate Social Responsibility
Tata Steel Ltd.

Shri Ashit Mohan Luthra
Former President
Indian Golf Union

ADMINISTRATIVE SET-UP

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Prof. (Dr.) Amitava Sarkar</td>
</tr>
<tr>
<td>Dean</td>
<td>Dr. K. M. Agrawal</td>
</tr>
<tr>
<td>Deputy Registrar</td>
<td>Mr. Sayantan Sinha</td>
</tr>
<tr>
<td>Chief Finance Officer</td>
<td>Mr. Santanu Bhattarcharyya</td>
</tr>
<tr>
<td>Administrator-cum-Estate Officer</td>
<td>Mr. Arun Sengupta</td>
</tr>
<tr>
<td>Placement Head</td>
<td>Prof. Ram N. Konar</td>
</tr>
<tr>
<td>Librarian</td>
<td>Mrs. Susmita Roy</td>
</tr>
</tbody>
</table>
ADMISSION SCHEDULE

HOW TO APPLY

Option I

- Visit our website www.iiswbm.edu
- Download the DL Form, Admission Brochure and IISWB/M State Bank of India Power Jyoti A/c No. 32495656710 Challan and deposit Rs. 600/- to any branch of State Bank of India against the challan and DL Form duly filled in.
- Send the completed DL Form with column 18 duly entered by the State Bank of India along with the IISWB/M's copy of Power Jyoti A/c No. 32495656710 Challan to the Institute, so as to reach the Institute by:
  2nd June, 2015 at the latest.
- A scanned copy of the completed DL Form along with a scanned copy of the receipted counterfoil of the challan meant for IISWB/M of S.B.I. Power Jyoti Account No. 32495656710 should also be sent by e-mail (admissions@iiswbm.edu) for record purpose.
- No application will be entertained if the form reaches the Institute after 2nd June, 2015.

Option II

- Collect from the reception counter of IISWB/M Application Form and Admission Brochure against cash payment of Rs. 600/-
  Application with DD will no longer be entertained.
- The last date for issue and submission of the completed admission form is 2nd June, 2015.

RECRUITER'S LIST

The following organisations are the major ones which have recruited the students of PGDSM:

- International Cricket Council (ICC)
- All India Football Federation
- Board of Control for Cricket in India
- Organising Committee of Commonwealth Games New Delhi 2010
- Indian Football Association
- Table Tennis Federation of India
- Tiger Sports Marketing
- ESPN
- Zee Sports
- Sport 18
- Ten Sports

- EduSports
- Decathlon India
- Sportsseed
- E-Cube Sports Gurukul Pvt. Ltd.
- Infinity Optimal Solutions
- SPT Sports
- Commune Sports & Entertainment
- Puma
- Protech
- Sports Education Development India Ltd. (SEDIL)
- RN Golf
- Tenvic
- And many more

COURSE FEE

Rs. 1,60,000/- (Session Fee)
Rs. 2,000/- (Refundable Library Caution Deposit)
Rs. 5,000/- (Refundable Security Deposit)  Fees are subject to change

For Details Contact:
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Indian Institute of Social Welfare and Business Management
Management House, College Square (West), Kolkata - 700 073
PBX : +91-33-2241-3756/5792/8694/8695, 4023-7474
STD : (033), FAX : (033) 2241-3975  E-mail : iiswbm@iiswbm.edu  Visit us at www.iiswbm.edu