

# IISWBM

"Our graduates nurture and build companies"

## ADMISSION BROCHURE 2022-2023



### PGDSM-Post Graduate Diploma in Sports Management

One Year (Full Time)

UNIVERSITY OF CALCUTTA

### ADMISSION SCHEDULE

- **Last Date of Issue & Receipts/  
submission of Application Form :**  
10<sup>th</sup> June, 2022
- **Date of Written Examination :**  
20<sup>th</sup> June, 2022 (10.00 am - 12:30 pm)
- **Short List for GD and PI :**  
20<sup>th</sup> June, 2022 (at 6:00 pm)
- **Group Discussion and Personal Interview:**  
21<sup>st</sup> June, 2022 (11:00 am onwards)  
22<sup>nd</sup> June, 2022 (11:00 am onwards)
- **Publication of Final List of Selected Candidates  
for Admission :**  
24<sup>th</sup> June, 2022 (3:00 pm)



# BOARD OF GOVERNORS

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Department of Industry, Commerce & Enterprises and Information  
Technology & Electronics and Parliamentary Affairs,  
Government of West Bengal

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**Shri Amitabha Datta**

*Director, CMI*

**Mr. K. Mohan**

*Director (Personnel)  
Andrew Yule & Co. Ltd.*

**Mr. Rajarshi Dutta**

*CEO, Dey's Medical  
Store (Mfg.) Ltd.*

**Sri Dipankar Das Gupta**

*Member Secretary & Director, IISWBM*





# POST GRADUATE DIPLOMA IN SPORTS MANAGEMENT

UNIVERSITY OF CALCUTTA

One Year (Full Time)

**ACADEMIC SESSION : 2022-2023**

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## About the Course

Indian Institute of Social Welfare and Business Management (IISWBM), which is the first Management Institute set up in India in 1953, has carved out a niche for itself by offering innovative management courses with an overtone on social welfare. One-year full-time Post Graduate Diploma in Sports Management is one such course introduced in the Institute's Golden Jubilee Year in 2003. Indeed we are the first management institute in India to offer such a course on the lines of MBA courses in Sports Management offered by the Universities of UK, the USA, Germany, Australia and other western countries.

This has become a full-fledged Post Graduate Diploma Course in Sports Management of the University of Calcutta from 2010-2011

The Department is well structured with the most efficient, experienced and erudite faculty members from the field of Sports Management.

The faculty members of the department are well versed and committed to provide a complete learning environment to the students to equip them to manage sporting organisations with new ideas which will enable them to meet the complex challenges of the dynamic world of sports. The curriculum of this Course is benchmarked as per international standard and periodically updated as per the requirements of the industry.

The placement record of the course is exemplary and practically all the students have been suitably placed.





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, organisation, 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 organisations have to follow.

More specifically, this one-year Post Graduate Diploma programme has been designed to cater to the demand from various institutions and industries for appropriately qualified people to manage and administer 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 multidimensional importance and value of sport. They also acquire business skills relating to public relations, marketing and entrepreneurship, which today form an integral part in the administration of any sporting organisation.

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

From the Academic Session 2020- 2021, the course structure has been revised and updated completely in accordance with the present

scenario and upcoming trends of the business of sports globally as well as in India. To keep in tune with this change, an additional paper on 'Lifestyle and Wellness Management' is introduced in the first semester course curriculum in order to make the students aware of how to remain healthy and fit in this competitive environment and also to combat with the lifestyle diseases, specially after post covid scenario.

Another important inclusion in the course curriculum is 'Kabaddi' as a part of the paper 'Administration of Specific Games'. The franchisee-based league system is gaining popularity in India and Pro Kabaddi League is one of them. The Pro Kabaddi League has expanded the opportunities of the sports management students to work in this field.

## OBJECTIVE

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 recognised by the University of Calcutta.

Those, who will be appearing in such examination in 2022, may also apply, provided that, if selected, the candidates must have to submit the final mark-sheet of graduation before the form fill-up of the first semester examination for the Academic Session 2022-2023.

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.



# PGDSM PROGRAMME

## 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 a certificate to an applicant seeking loan from a bank which has floated the 'Loan Scheme', referring that the candidate is a bona-fide student of the Institute.

## MEDALS

A Gold Medal is awarded to the candidate who ranks first in order of merit for the concerned Academic Session. A Silver Medal is awarded to the candidate who ranks second in order of merit for the concerned Academic Session.

## 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 sports federations, such as AIFF, BCCI and ICC. At present, some of our alumni are working in important management and administrative positions in the Sports related Departments of the Government of West Bengal, Government of Andhra Pradesh, Sports Authority of India (SAI) etc. 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 in India and abroad with reputed Sports Organisations, Sports Management Companies and other organisations operating in the field of sports.





# COURSE STRUCTURE

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

Paper	Name	Marks
I	Management Principles	50
II	Business and Government	50
III	Organisational Behaviour and Sports Psychology	50
IV	Sports Finance	50
V	Sports Marketing	50
VI	Computer Applications	50
VII	Sports Science	50
VIII	Administration of Specific Games	50
IX	Lifestyle and Wellness Management	50

## Semester II - Papers

Paper	Name	Marks
X	Entrepreneurship and Project Work	50
XI	Sports Administration	50
XII	Sports Law	50
XIII	Event Management and Sponsorship	50
XIV	Communication and Public Relations	50
XV	Sports Economics	50
XVI	Broadcasting and Sports Journalism	50
XVII	Research Methodology	50
XVIII	Management of Facilities and Development of Sporting Talent	50

## Academic Calendar (Tentative)

First Semester (Nine Subjects)	Internship	Second Semester (Nine Subjects)
Classes Begin : August	January to first half of February	Classes begin : Second half of February
Classes end : Second week of December		Classes end : Second half of June
Examination : Third week of December		Examination : Fourth week of June



# ACADEMIC SETUP

## DIRECTOR

Sri Dipankar Das Gupta

## HEAD OF THE DEPARTMENT

Dr. Madhab Milan Ghosh, *M. Com., Ph.D. (CU), Associate Professor*

## COORDINATOR

Mr. Ankan Banerjee, *M.A.(Econ.), PGDSM, Assistant Professor*

## PROFESSORS

Dr. Archana Sharma, *MBA, Ph.D. Head-MBA*

Dr. B. K. Choudhury, *B.E., Ph.D.*

Dr. Chinmoy Jana, *M.Sc., M.Tech., Ph.D. (IITKGP)*

Dr. Gairik Das, *M.E., MBA (UK), Ph.D., Head-MDP & Business Management Projects*

Dr. Jayanti De, *M.A., M.Phil., Ph.D.*

Dr. Jhumoor Biswas, *M.Sc. M.Tech., Ph.D.*

Dr. K. M. Agrawal, *Ph.D., Head-MBA-PS*

Dr. Madhumita Mohanty, *M.A., M.Phil, Ph.D., Head-MBA (HRM)*

Dr. P. K. Sikdar, *M.Sc. (Cal), ICZM Dip. (UK), Ph.D. (Cal), F.G.M.S., F.G.S. (Ind), MMGI*

Dr. Sudeepa Banerjee, *MBA, Ph.D., Head-Social Welfare, Computer & Media Management*

Dr. Sumati Ray, *M.Sc., MBA, Ph.D.*

Dr. S. K. Mallick, *B.Com. (Hons.), CA., Ph.D. (NYU), Convenor- Ph.D.*

Dr. Sarbani Mitra, *B.Ed., PGDMEnvM, PGDSA, MBA, Ph.D., Head-Fire Management, EPGPM, PGDSCLM*

Dr. Soma Roychowdhury, *M.Sc. (Stat), Ph.D.*

Dr. Tanima Ray, *M.A. (CU), RTP (CSSSC), PGDBM (IIM, Calcutta), Ph.D. (CU)*

## ASSOCIATE PROFESSORS

Dr. Dipa Mitra, *Ph.D. (University of Calcutta)*

Dr. Madhab Milan Ghosh, *M.Com, Ph.D. (University of Calcutta)*

Dr. Sohini Banerjee, *LL.B (Hons.), LL.M. (University of Cambridge, UK), Ph.D.*



# ACADEMIC SETUP

## ASSISTANT PROFESSORS

Mr. Ankan Banerjee, M.A (Econ.), PGDSM

Dr. Arindam Dutta, B.E., M.Tech., Ph.D.

Mr. Buddhadip Mukherjee, MPMIR (Psychology, BHU), DSW(Calcutta University),  
CoA (Mind Mapping) (PDC, Singapore)

Dr. Gita Khawas, MSW(Madras University), Ph.D. (Jadavpur University)

Dr. Malini Nandi Majumdar, MBA, Ph.D.

Mr. Manjit Sarkar, MBA (BU), FDPM (IIMK), UGC-NET

Ms. Piyali Sengupta, M.Sc. PGDEM

Mr. Sandip Ghosh, M.A., LL.B, MBA

Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA

Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA/RSA  
(Cambridge University)

Mr. Subhasis Ray, M.Stat.(ISI), M.Tech.(ISI) (Comp. Sc.), M.Phil. (Management)

Dr. Surajit Chakraborty, M.Sc., Ph.D.

Dr. Soubarna Pal, M.Sc. (Cardiff University, UK) Ph.D. (Cardiff University, UK)

## Academic Pedagogy

*The course curriculum is comprehensive and is constantly upgraded to meet the needs of the industry. The most experienced and erudite faculty members, drawn from the fields of academics and the business of sports, are associated with the Sports Management Department. The course structure, efficient faculty members and a systematic process of evaluation have made the course unique. The course is a perfect combination of theory and practice.*





# GUEST FACULTY

Mr. Abhijit Dasgupta, *Former Station Director, Doordarshan and Former Production Head of ESPN, NDTV and Aajtak*

Dr. Protim Roy, *MBBS (Cal), DSM (N.S.N.I.S- Patiala), FHM (School of Tropical Medicine , Calcutta Medical College)*

Mr. Indrajit Bhalotia, *Dip. in Sport Psychology SNHS (UK), MBA, Director, Protouch Golf Academy and CEO of Golf Trade*

Mr. Barinder Singh, *Former hockey player and Ex-CEO, Ranchi Rhinos*

Mr. Gautam Bhattacharya, *Editor, Zee 24 Ghanta*

Mr. Sujit Bhar, *Executive Editor, 'India Legal' and Editor of 'Views on News'*

Mr. Jeet Banerjee, *Director, Gameplan Sports Pvt. Ltd.*

Mr. Hiranmoy Chatterjee, *Vice President, All India Tennis Association (AITA)*

Dr. Shivaji Banerjee, *Senior Assistant Professor, Department of Management, St. Xavier's College*

Mr. Ranbir Mukherjee, *PGDM, Head-Sales & Communication, Classic Telecommunication*

Dr. Asish Paul, *M.PED, Ph.D., Associate Professor, Jadavpur University*

Mr. Abhishek Mukherjee, *PGDSM, International Silver Badge Tennis Referee, Bronze Badge Chair Umpire, Grand Slam Umpire*

Prof.J.K. Das, *M.Sc, Ph.D. in Statistics, Department of Commerce, University of Calcutta*

Mr. Subhabrata Bhattacharjee, *PGDSM, Founder Director of NU Mantra Lifestyle Health Club Pvt. Ltd.*

Mr. Amitava Chakrabarti, *MBA (IISWBM) ,BE Mechanical (Jadavpur University), AGM-Bharat Heavy Electricals Limited (BHEL)*

Mrs. Paramita Ghosh, *MBA, Director, Candid Communication*





## BOARD OF STUDIES OF THE COURSE

**Sri Dipankar Das Gupta**

Chairperson  
Director, IISWBM

**Dr.Madhab Milan Ghosh**

Associate Professor & Head  
PGDSM, IISWBM

**Mr. Ankan Banerjee**

Assistant Professor & Coordinator  
PGDSM, IISWBM

**Mr. Avishek Dalmiya**

President, The Cricket Association of Bengal  
Managing Director, M/S M L Dalmiya & Co.



## ADMINISTRATIVE SETUP

Director	:	Sri Dipankar Das Gupta
Registrar	:	Mrs. Rupa Bhattacharyya
Asst. Accounts Officer	:	Mr. Goutam Samanta
Asst. Administrative Officer	:	Mr. Rangan Dutta Gupta
Librarian	:	Mrs. Susmita Ray

## INDICATIVE LIST OF PAST RECRUITERS

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

- International Cricket Council (ICC)
- All India Football Federation (AIFF)
- Board of Control for Cricket in India (BCCI)
- Indian Football Association (IFA)
- Table Tennis Federation of India
- Tiger Sports Marketing
- ESPN
- Zee Sports
- Sport 18
- Ten Sports
- Leisure Sports Management Pvt. Ltd.
- Perform Group
- East Bengal
- ATK-Mohun Bagan
- Minerva Football Academy
- Sportify Sports Education & Management Services Pvt. Ltd.
- Sports Infra Solutions
- Fitkids Education and Training Pvt. Ltd
- Game on Sports Pvt. Ltd.
- Sports Gurukul Pvt. Ltd.
- Puma



## INDICATIVE LIST OF PAST RECRUITERS

**CONTD. :**

- Archery & Football Academies, Govt. of West Bengal
- Sportz Village
- Decathlon India
- Sportseed
- Infinity Optimal Solutions
- SPT Sports
- Commune Sports & Entertainment
- Protouch Golf Academy
- Sports Education Development India Ltd. (SEDIL)
- RN Sports Marketing
- Tenvic
- Sports Authority of India (SAI)
- Dola and Rahul Banerjee Sports Foundation
- Imperial International Sports Academy (IISA)
- Sportswave
- Pitch Vision
- QUA Nutrition
- Go Sports Foundation
- Sportskeeda
- Altius Sports
- Gallant Sports & Infra
- FITSO Sports
- Dept of Sports, Govt. of Andhra Pradesh
- And many more





## HOW TO APPLY

### Option I

**Application Fee Rs. 800-**

Online application through Debit/ Credit Card/ Net Banking

### Option II

Online application through State Bank of India, Power Jyoti Account of IISWBM  
(A/C No: 32495656710)

**The last date of issue and receipt/ submission of the completed application form is 10<sup>th</sup> June 2022.**

## COURSE FEES

**Rs. 1,85,000/- (Session Fee)**

Includes **Rs. 2,000/-** (Refundable Library Caution Deposit), **Rs. 5,000/-** (Refundable Security Deposit)  
Additional **Rs. 5,000/-** to be deposited for other Departmental activities

**Total Course fee: Rs. 1,90,000/-**

*Fees are subject to change*



## For Details Contact

**Registrar's Office**

**Indian Institute of Social Welfare and Business Management**

Management House, College Square (West), Kolkata - 700 073

PBX: +91-33-2241-3756/8694/8695

Mobile: 9432263763/9007915886

STD : (033), FAX : (033) 2241-3975 • E-mail: [iiswbm@iiswbm.edu](mailto:iiswbm@iiswbm.edu) / [sports@iiswbm.edu](mailto:sports@iiswbm.edu)

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## Various Activities of the Sports Management Department in 2021-22



Faculty Members of the Sports Management Department at the Tata Football Academy

Sports Management students at the High Performance Centre of Sports



Sports Management students at the Tata Sports Complex

Sports Management students at the Jamshedpur FC





## PHOTO GALLERY OF STUDENTS' INTERNSHIP



With Indian Football Association, Kolkata



With Protouch Golf Academy, Kolkata



With East Bengal, Kolkata



With RN Sports Marketing, Gurugram



## PHOTO GALLERY OF STUDENTS' INTERNSHIP



With Sportify, Bangalore



With Sportz Village, Bangalore



With Tenvic, Bangalore



With the All India Football  
Federation (AIFF), Delhi



## VENUE VISITS, PROJECTS AND SEMINARS



In an event of the German Football Academy



In an event of Reliance Foundation Youth Sports



At the Mantra Health Club



At the Protouch Golf Academy



Department organised a seminar on the promotion and development of Chessboxing



Faculty Members of the Sports Management Department at the Padukone-Dravid Centre for Sports Excellence



Some of our students at the Ultra Marathon Race



## UPCOMING NEW CAMPUS

INDIAN INSTITUTE OF SOCIAL WELFARE  
& BUSINESS MANAGEMENT

NEW TOWN, KOLKATA





# IISWBM

## INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT

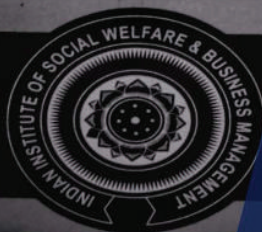
FIRST B SCHOOL IN INDIA  
ESTD, 1953

Management House, College Square West, Kolkata 700 073

Phone: +91 (033) 2241-3756/8694/8695

Fax: +91 (033) 2241-3975

Website: [www.iiswbm.edu](http://www.iiswbm.edu)



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