



Industry Collaborator



IB CAREER-RELATED PROGRAMME

# SPORTS MANAGEMENT



INTERNATIONAL  
DIPLOMA (Grade 11)



INTERNATIONAL ADVANCED  
DIPLOMA (Grade 12)



WHERE PASSION  
MEETS PROFESSION

GET STARTED



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WHERE PASSION MEETS PROFESSION

[www.wacpinternational.org](http://www.wacpinternational.org) / [info@wacpinternational.org](mailto:info@wacpinternational.org)





## About WACP

World Academy of Career Programmes (WACP) is an educational research organization which offer K12 based career related courses in multiple academic streams related to new age careers. Our association with prominent schools and higher educational institutions & universities provide students with a structured pathway to specialized qualifications in these streams.

WACP commands a robust network within the industry and thereby offers unmatched practical training, internships and placements. We are passionate about offering the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, lead us towards growth and excellence.



## About NASM

Nest Academy of Sports Management, is an institute dedicated to producing highly trained professionals in the field of Sports Management. With the focused aim of creating professionally, academically and ethically sound sports managers and executives, NASM contributes to this burgeoning space in India.

NASM is the first institute in India to collaborate with Universities, colleges and institutions who offer courses in Sports Management. Identifying the need for experts in the industry, NASM instills its students with basic and advanced theories and techniques in the discipline of management, marketing, merchandising, tourism, law etc. related to the field of sports.

# SPORTS MANAGEMENT INDUSTRY

## The place to be!!

Global sports industry is being redefined with the advent of many new formats gaining as much popularity as conventional sporting events. One is witnessing a surge in investments by corporates in form of sporting leagues and franchisees across the spectrum. While cricket, Football, Motorsports and tennis rule the roost, there is a palpable thrust in fields such as Kabaddi, Hockey, Wrestling and many more indoor & outdoor sports. This is an industry which demands exceptional talent to manage complex enterprises catering to diverse consumer interests across multiple media platforms.



It is expected that global sports media rights will **breach the USD 50B barrier in 2019** and possibly reach **USD 54.3B by 2021**.



The Global Sports Industry is worth more than **USD 480-620B** and is growing **faster than GDP**.



**IPL multiplied 5X in value** and generated employment for more than **15,000 people**.



The Sports Goods Merchandise and Apparel segment has **employed more than 5,00,000 people**.



The Indian sports industry is expected to grow at more than **18%, till 2022**.



India has hosted some of the world's biggest sport tournaments; **FIFA U17 World Cup in 2017** and the **Hockey World Cup in 2018**.



The last decade has shown a **rise in the representation and success of athletes and sports persons** on many international platforms.






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WACP offers a combination of two qualifications in Sports Management – Career Related Study. These are International Diploma and International Advanced Diploma of 11 months each. Both courses together provide a broad overview of the sports industry and is designed to develop skills and knowledge sufficient to allow participants to play a significant role in conceptualising, planning and management of diverse sporting events. The courses provide an avenue for students to gain theoretical and practical skills needed to operate within the sports industry.

## COURSE AIMS

The International Diploma and International Advanced Diploma in Sports Management are suitable for IBCP students wanting to pursue their CRS course in sports management. They aim to strengthen their understanding of the subject and achieve incremental knowledge and specialisation between the two qualifications. These courses provide theories, models and practical case studies to manage the business side of sports. Students get comprehensive insights into in sports marketing, facility and sports event management, leadership, financial management and law.

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## COURSE STRUCTURE

### DP Subjects

Recommended DP subjects which  
compliment the CRS Programme

- BUSINESS MANAGEMENT
- ECONOMICS

### Core Subjects

- PERSONAL AND PROFESSIONAL SKILLS
- SERVICE LEARNING
- REFLECTIVE PROJECT
- LANGUAGE DEVELOPMENT

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## CAREER RELATED STUDY (720 Guided Learning Hours)



### Marketing & Sponsorship

- Introduction to Marketing & Sponsorship
- Overview of Above The Line Activities
- Overview of Below the Line Activities
- Inter-relationship IMC & Sports Industry

### Overview & Evolution of Sports Industry

- The Sport Management Environment
- Sports Governance
- Planning Sports Activities

### Principles & Functions of Sports Management

- Nature of Management
- Principles of Management
- Planning, Organising, Staffing, Directing & Controlling
- Sport Management Principles

### Sports Industry Research & Study

- Overview of Sports Activities & Events
- Research Types & Process
- Data Collection & Analysis
- Research Project Work & Field Work

### Sports Business Concepts & Application

### Internship & Industry Engagement

### Capstone Project

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## TEACHING AND STRUCTURE

At WACP we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of classroom sessions, master classes, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The "Real World Relevance" is vital throughout the programme.

## AWARDS AND RECOGNITIONS



"BEST INSTITUTE FOR SPORTS  
MANAGEMENT" at  
"ASIA EDUCATION SUMMIT"



EXCELLENCE IN SPORTS  
MANAGEMENT EDUCATION by  
MID - DAY



SPORTS ACADEMIC  
PARTNER at  
KHELO INDIA 2019



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## CLASSROOM SESSIONS

### REGULAR LECTURES



To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes, and professionals from the Sports Industry

### ASSIGNMENT & PROJECTS



Assignments and projects are a part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Sports Industry, under the able guidance of our dedicated faculty



### SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of organizing and managing an event in real-time. Students are trained to formulate a model event and present it live in the classroom. This exercise gives them an opportunity to walk through minute aspects of executing sporting events.



### WORKSHOPS

To keep our students updated with the current affairs in the Sports Industry, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



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## MASTER CLASSES AND CASE STUDIES

### MASTER CLASSES



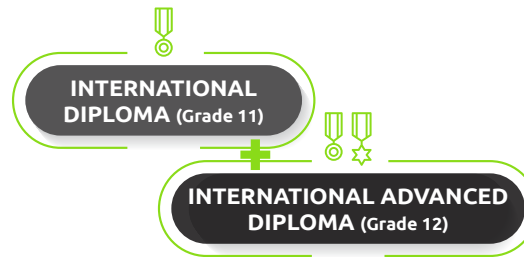
Master Classes intend to keep students aware of the current world of sports. Guest speakers from various areas of sports and management share their knowledge and help students form ideas and insights about the industry

### CASE STUDIES



Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.

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## ASSESSMENT

- In line with the WACP commitment to practice-based education, a large part of the assessment will relate to the demonstration of the student's ability to synthesise class room learning with real life scenarios within the sports industry.
- Continuous Assessment process will judge the depth to which the student understands the theory and have developed critical thinking skills which help them evaluate the relevance of what they have learned.
- Students will encounter many different kinds of assessment methods, for example: written exams, written assignments, portfolios, project work, reports, individual or group oral presentations and practical skills assessment. All of which will enable them to gain valuable experience to use within the workplace.
- Students will be expected to complete one assessment per unit.



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## INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY



### BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participated in a collaborative learning environment, thus making them tech-savvy.

### PREZI PRESENTATION

This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity



### COMMUNICATION AND COLLABORATION

We provide education on Google Apps. Our students learn to use portals like Webmail Services, Shared Calendars, Hangout and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.

### YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.



### EDUCATIONAL NEWSLETTERS

Our Educational Newsletters feature our institutes' highlights and students' achievements, and also report latest industry trends, growth and major event.





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## HIGHER EDUCATION

### PATHWAY

NASM offers Undergraduate and Master's degree programmes in Sports Management to all the students who complete the IBCP programme with CRS in International Diploma and International Advanced Diploma. Many International universities offer higher education in Sports Management at graduation and post-graduation levels. WACP counsels its students and assists them in planning their higher education journey by linking them with prominent universities worldwide.

Upon completion, students will be able to explore higher studies and specialisations. They can aspire to work in a variety of fields, in different capacities. Here is a list of some opportunities:

- » SPORTS FEDERATIONS
- » SPORTS MARKETING & BRANDING
- » SPORTS MERCHANDISING
- » SPORTS CELEBRITY MANAGEMENT
- » SPORTS JOURNALISM
- » SPORTS FACILITIES MANAGEMENT
- » SPORTS EVENT MANAGEMENT
- » SPORTS EQUIPMENT MANUFACTURING
- » SPORTS MEDIA & BROADCASTING
- » RECREATION AND SPORTS CLUB MANAGEMENT
- » SPORTS LEAGUE & TEAM MANAGEMENT
- » SPORTS RETAIL
- » SPORTS AGENCIES
- » SPORTS TOURISM
- » SPORTS MARKETING RESEARCH
- & MANY MORE



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## PROFESSIONAL CERTIFICATION

## CERTIFICATES

The WACP - CRS Certifications are coveted qualifications which recognize outstanding students by substantiating their conduct and professionalism to prospective employers. WACP offers IBCP students counseling in higher education and Internships assistance within the Corporates, Events, Entertainment, Media and Television industries. Academic excellence, dedication, project work, ingenuity and originality of ideas, communication skills coupled with a certain degree of confidence and flair are a few of the requisite attributes necessary to be awarded the WACP-CRS Certifications. It boosts one's academic and resume credentials and gives an added advantage over other candidates in the world. In some countries due to regulations and requirements of institutions we may offer "Certificate" qualifications instead of "Diploma" qualifications.





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