



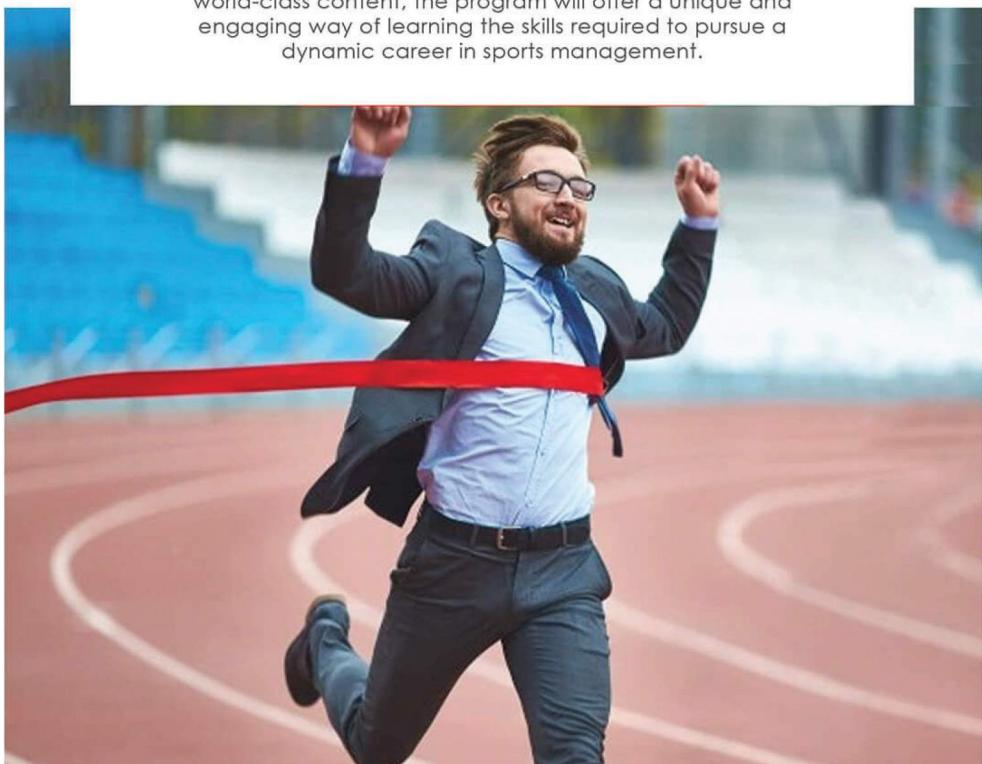
# CERTIFICATE PROGRAM

A 3-MONTH PROGRAMME THAT WILL EQUIP YOU WITH SKILLS, KNOWLEDGE AND EXPERTISE TO DIVE INTO THE BUSINESS OF SPORTS AND EXCEL IN IT.

# ABOUT THE PROGRAM

The program comprising seven modules and spread over three months will give you an insight into the business of sports.

The program has been designed by **Professor Dr. Michel Desbordes**, international academic and **emlyon business school** expert and would be delivered online by both international and Indian faculty and industry experts. With world-class content, the program will offer a unique and engaging way of learning the skills required to pursue a dynamic career in sports management.



## WHO WILL BENEFIT



STUDENTS



SPORTSPERSONS



COACHES



SPORT  
ENTREPRENEURS



ASPIRING SPORT  
MANAGERS

# COURSE STRUCTURE

The certificate programme consists of **7 modules** with **22 hours** of learning per module. This includes **10 hours** of teaching, three hours of webinars twice per module and six hours of mentoring for the entire batch per module.



## TEACHING

International/Indian Faculty and Industry Experts



## WEBINARS

International/Indian Faculty and Industry Experts



## MENTORING

International academic and high-level practitioner involved in the industry

## HIGHLIGHTS



### FACE-TO-FACE INTERACTIONS

Classes will be delivered online with face-to-face interactions twice during the week and once during the weekend.



### ASSURANCE OF LEARNING

The course will comprise five evaluations of six hours each in addition to intermediate evaluations per module.



### EARLY MAKER PEDAGOGY

All assessments will respect the 'Early maker' culture and pay attention to the candidate's personal objectives. In sync with the early maker pedagogy, candidates will be encouraged to work on innovative projects dedicated to Indian professional sports and also for sports development at grassroots.

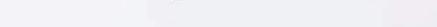
## COURSE START DATE - NOVEMBER 23

### Module 1 Economics Of Sport



- Fundamentals of economics of sport
- The specificities of sport spectacle
- The differences between the US sport system and the European sport system
- Professional sport and regulation: economic balance
- Sport events and their economic impact

### Module 2 Sponsorship & Patronage Strategies



- Principles of sport sponsorship and patronage: objectives
- Activations and optimization of sport sponsorship
  - Limitations of sponsorship: ambush marketing and evaluation
  - Issues related to fundraising, including crowdfunding

### Module 3 Marketing Management In Sports



- Marketing segmentation, targeting and positioning
- Marketing strategy and its globalization
- Brand management and sports: international leagues (European football, NBA, India)
- Integrated marketing, communication in sports

### Module 4 CSR, Sustainability And Sports Management



- Concepts and trends in CSR, sustainability strategy
  - SD systems and tools and relevance to sports
  - CSR/sustainability initiatives in sports

### Module 5 Information Technology, Sports Management And Data Analysis



- Principles of international sport law: contracts, conflicts and courts
- Ethics and business functions in sport
- Discrimination, doping, labour relations issues
- Sport agents: international and Indian perspectives
  - Contracts for athletes

### Module 6 Legal Aspects In Sports And Sports Management / Ethics



- Introduction to e-sport
- E-sport business and e-sport consumers
- Marketing strategy of e-sport (event, sponsors, media rights)
- Business cases in e-sport

### Module 7 e-sport



# THE EARLY MAKERS ADVANTAGE



In the era of digitalisation, **emlyon business school's** early maker spirit which is also the main driver for the learning pedagogy at the Centre of Excellence in Sports Management aims to shape early makers and cultivate entrepreneurs and management elites with a vision for globalization and innovation. The sports management programs at the Centre would therefore ensure that you have the necessary resourcefulness to stay one step ahead of the competition.

In recent years, the sports industry has witnessed the maximum economic momentum, opening a new world of opportunities for professionals who aspire for a future in the career of sports. The programs at the Centre have been designed in such a way that you can study sports management in conjunction with the sports and outdoor industry and obtain a broad view of the industry dynamic.



## COURSE FEES

THIS ACTION-PACKED AND INTENSE PROGRAM IS PRICED IS INR 110000.

EARLY BIRD SCHOLARSHIPS AVAILABLE. BOOK YOUR SEAT BEFORE END OF OCTOBER TO AVAL THE COURSE AT INR 85000.

## KEY BENEFITS



INTERNATIONAL FACULTY AND INDUSTRY EXPERTS



EDGE-OF-YOUR-SEAT  
ONLINE FACE-TO-FACE LEARNING



PEER COLLABORATION AND NETWORKING



REAL-WORLD,  
CASE-BASED LEARNING



EXCITING PROJECTS AND ASSIGNMENTS

\*The course is expected to start from November 23, 2021

## ADMISSION ELIGIBILITY

- Our easy online application is free, and no special documentation is required.
- All applicants must be at least 18 years of age, proficient in English, and committed to learning and engaging with fellow participants throughout the course.
- We confirm enrollment eligibility within one week of your application.

## EARN YOUR CERTIFICATE

Enrol today for the XEBS CESM's Certificate Programme and combine your passion for sports with business skills.



# FACULTY & RESOURCES

**MICHEL DESBORDES**

Full Professor at University Paris Saclay & emlyon business school expert. He has also designed the certificate program

**ANTOINE HAINCOURT**

Expert Associate & Head of the MSc Sport Industry Management at emlyon business school

**BRUNO LALANDE**

Vice-President EMEA of Sport Business & President of Women Sport and Sponsoring.fr

**NAIMA EL GUERMACH**

Vice-Président, Women Sports & Co-founder and Partner of Re.Start Awards

**NICOLAS BESOMBES**

Associate Professor at Université de Paris, e-sport and social sciences specialist

**BASTIEN DRUT**

Strategist at CPR Asset management

**FRANÇOIS VASSEUR**

Marketing director at French Football Federation

**WILL MBIAKOP**

Senior director at NBA Africa

**DR. MATHIEU DJABALLAH**

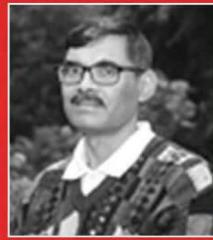
Associate Professor at Université Paris Saclay and emlyon business school  
BBA Professor

**DR. SUTAPA PATI**

Associate Professor and Academic Dean, Xavier School of Sustainability (XSOS), XUB

**DR. SUBHASIS RAY**

Professor, Marketing in XIMB, XUB

**DR. BHASKAR BASU**

Professor, Information Systems Area in XIMB, XUB

**DR. SANJAY MOHAPATRA**

Professor, Information Systems Area in XIMB, XUB

**DIDIER LEHÉNNAFF**

President of SVPlanète and consultant

**EMMANUEL BAYLE**

Professor at the University of Lausanne, Switzerland, and IOC expert

**DR. CHRISTOPHER HAUTBOIS**

Associate Professor at Université Paris Saclay and emlyon business school  
BBA Professor

**GREGORY BOLLE**

Chief Revenue Officer at Nicecactus

**PROF. NARAYAN CHANDRA SARANGI**

Associate Professor, Human Resource Management And. Dean of Xavier Law School (XLS) of XUB

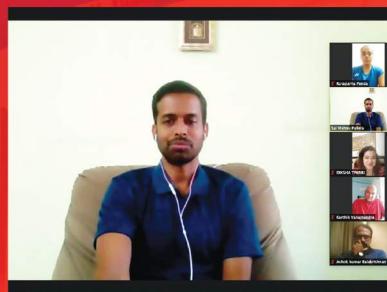
**DR. BIBHU PRASAN PATRA**

Professor, Strategy and General Management Area in XIMB, XUB



# GLIMPSES INTO THE CERTIFICATE PROGRAMS

So far, two certificate programs have been successfully conducted. The first batch was launched in October 2019 with 40 candidates, all from the state of Odisha with physical classes being held every Saturday. From the second batch onwards, we made the certificate program online. Launched in November 2021, the second batch had 38 candidates from across the country, including international sportspersons such as cricketers Rudra Pratap Singh, Piyush Chawla, hockey player Rashanpreet Kaur, Odisha's shuttler Rutuparna Panda, CEO of Gokulam Kerala FC Dr B Ashok Kumar, Vice President of Table Tennis Federation of India Rabindra Parida among others.





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In case of queries, mail us at: [info.xebscesm@gmail.com](mailto:info.xebscesm@gmail.com)



Xavier City Campus, Plot No:12(A) - Nijigada,  
Kurki, Harirajpur - Pin: 752050 - Dist.- Odisha - INDIA

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