

New course in sports

In today's era, sports is not just meant for those who can play it but has a lot more opportunities for others as well. Today, the youth wants to be more and more updated with sports knowledge, and to complete this need and urge of those students who wants to make sports as their career ISB&M School of Communication is going to launch a new vertical in its course curriculum — a Post Graduate Diploma in Sports Communication and Management along with MBA (Global) in Media and Entertainment Management from Annamalai University.

“Consider this course as an excellent way to get a start on new edges of sports,” said Prof Ujjwal Kumar Chowdhury, Director, ISB&M School of Communication.

With the recently held Commonwealth Games 2010, it has been observed that there is huge demand and need of sport professionals in the field of sports. The purpose of ISB&M for Sport Management Course is to promote, stimulate, and encourage study, research, scholarly writing, and professional development in the area of sport management, in both theoretical and applied aspects.

With this course, students get to know about the Interrelationship between finance and sports, communication with the electronic and print media, knowledge about sports law on contracts and drug use and a lot more.

Founded in the year 2001, ISB&M School of Communication has grown and is located at four cities, Pune, Kolkata, Noida and Bengaluru. It has 1,800 alumni and presently over 2,500 students are studying in its campuses.