WACP WORLD ACADEMY™ OF CAREER PROGRAMMES

NASM

Industry Collaborator

CAREER PROGRAMMES

SPORTS MANAGEMENT

INTERNATIONAL DIPLOMA (GRADE 11) + INTERNATIONAL ADVANCED DIPLOMA (GRADE 12)

WHERE PASSION MEETS PROFESSION

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www.wacpinternational.org

About WACP

WORLD ACADEMY™ OF CAREER PROGRAMMES

World Academy of Career Programmes (WACP) is an educational research organization that offers career related courses in Administration, Finance, Technology, Healthcare and Design. 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.

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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.

The global sports industry is expected to grow at a compound annual growth rate of **41.3%** between 2021 and 2022. Furthermore, the sports market is expected to be worth over **700 billion** U.S. dollars by 2026.

At 15%, the Indian sports industry is one of the fastest growing industries in the world.

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

India has hosted some of the world's biggest sport tournaments; **FIFA U17 World Cup in 2017**, the **Hockey World Cup in 2018** and the first ever **NBA games in 2019.**

The global sports market grew from $486.61 billion in 2022 to $512.14 billion in 2023 at a compound annual growth rate (CAGR) of 5.2%. The sports market is expected to grow to **$623.63 billion** in 2027 at a CAGR of 5.0%.

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

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 - International Diploma and International Advanced Diploma.

Together, the two courses offer a thorough overview of the sports business and are meant to help learners gain the skills and information they need to be actively involved in the conception, planning, and execution of large-scale, personalised sports events. The courses give provide students the chance to acquire the knowledge and abilities necessary to work in the sports sector.

Students who desire to pursue career studies in Sports Management, the International Diploma in Sports Management (IDSM) and International Advanced Diploma in Sports Management (IADSM) are are appropriate to build the foundations. The programme seeks to improve their knowledge of the subject and gain incremental knowledge and specialisation between the two certifications. In order to comprehend the intricate nature of the sports, these programmes offer opportunities to students to work on case studies, industry projects and internships.

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COURSE **STRUCTURE**

DP Subjects

Recommended DP subjects* which compliment the CRS Programme

- BUSINESS MANAGEMENT
- ECONOMICS
- LANGUAGE A : LANGUAGE AND LITERATURE

*Any 2 or 3 subjects can be offered by the school

Core Subjects

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

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CAREER RELATED STUDY
(720 Guided Learning Hours)

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 Business Concepts & Application

- Work on innovative ideas
- Create a plan
- Work on a Business Model Concept

Sports Industry Research & Study

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

Marketing & Sponsorship

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

Workshops, Projects, 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**

NUMBER 1 IN INDIA FOR SPORTS MANAGEMENT in the **GRAND JURY INDIA EDUCATION RANKINGS 2021-22**

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EXPERIENTIAL LEARNING

SESSIONS

WACP will provide comprehensive CRS Training to the school 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.

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

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.

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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- WACP CRS has ongoing, continuous assessment, and students will receive Certification only after successful completion of the assignments & assessments.
- In line with WACP Commitment to practice-based education, a large part of the assessment will relate to the demonstration of the student's ability to synthesize classroom learning with real life scenarios of managing and running business.
- 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.
- The CRS will be assessed summatively, end of year assessments will take place in Year 1 & Year 2. It will be externally moderated by WACP.

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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. 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. WACP offers higher education career counselling to IBCP students so that they can make informed career choices .In some countries due to regulations and requirements of institutions we may offer "Certificate" qualifications instead of "Diploma" qualifications.

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