



INTERNATIONAL  
UNIVERSITY  
NETWORK

IN COLLABORATION WITH **FIFA**<sup>®</sup>



**PILLAI/FIFA/CIES  
INTERNATIONAL PROGRAMME  
IN SPORTS MANAGEMENT**

**INDIA**

**4<sup>th</sup> EDITION | 2022-23**





The Pillai Group is honoured to associate with one of the finest University Networks in the world i.e. the FIFA/CIES University Network to offer the PILLAI/FIFA/CIES International Programme in Sports Management in India. This programme formed by FIFA and CIES, both being leaders in their respective domains, with its focus on rich academic content, problem solving projects and collaborations makes it one of the most sought after courses by sports professionals all over the world.

With the rise of world class leagues and clubs in different sports in India, formal education in sports management has become the need of the hour. The FIFA/CIES International Programme in Sports Management with its universal common curriculum across all countries and high standards of academic excellence will help develop the necessary skill sets required for professionals to shine in the field of sports management.

Networking with partner universities across the world will provide exposure to the latest management trends and practices in sports for our faculty and students leading to quality academic research opportunities that will aid in the advancement of Indian sports. With all its pedigree and merit we are confident that the PILLAI/FIFA/CIES International Programme in Sports Management will help us create the trained sports professionals India requires to reach its sporting goals and also strengthen the overall sports ecosystem in India.

It is India's time to get noticed on the sporting landscape of the world. By conducting this unique programme the Pillai Group hopes to be at the forefront of the growth of professional sports management in India.

I thank you for taking the first step and applying for this world renowned course and look forward to reading your application.



**Franav Pillai**

Director

PILLAI/FIFA/CIES International Programme  
in Sports Management

## The training of sports managers: A necessity

In today's world, sport is confronted with a constantly increasing number of challenges, and a working environment that grows more complex with each passing day.

One can mention poor management of many sports-related entities, the ensuing lack of credibility, a demand for transparency from many partners, the gap between the richest sports organisations and those that have limited resources, responding to increasingly effective doping methods and the threat from illegal sports betting to the integrity of sports results. This non exhaustive list is followed by the challenges of obtaining support from commercial sponsors, the growing complexity related to the organisation of sports events, the migration of young athletes to rich countries, the legal frameworks which grow in size and sophistication day after day, the global financial uncertainty and the ongoing fight against the still too common threats from racism and nationalistic behaviour in stadiums and on local playing fields. We should also mention here the consequences that COVID-19 is having, and will continue to have, on the world of sport.

For all of these reasons, sports managers must, more than ever before, be able to deal with complex situations involving many challenges. Education, therefore, remains one of the best ways to achieve this.

Created in 2004, the FIFA/CIES International Programme in Sports Management aims to provide present and future sports leaders with the necessary knowledge and skills to be able to better understand their working environment and to deal with the types of situations modern sports organisation can be confronted with.

The FIFA/CIES International Programme in Sports Management is delivered worldwide by 19 universities, forming part of the FIFA/CIES International University Network.

This innovative network allows students, alumni, professors, experts, coordinators and speakers to interact and share their experiences on both a national and global level.

CIES is proud to partner with Pillai Institute of Management Studies & Research (PILLAI) in the organisation of a new edition of the FIFA/CIES International Programme in India and to contribute to the wider development of sports management in both this country and those on its borders. We can already highlight the excellent work accomplished by PILLAI since the beginning of our cooperation. In particular, in this period of pandemic, the university has shown dynamism, flexibility and creativity in overcoming many obstacles. It has been able to maintain the attention and motivation of the students by offering them quality courses, adapted to the circumstances. This is where the real value of a partnership is recognised.



**Prof. Denis Oswald**  
CIES Director

## The International Centre for Sports Studies (CIES)



The International Centre for Sports Studies (CIES), located in Neuchâtel, Switzerland, was created as a foundation in 1995 by the Fédération Internationale de Football Association (FIFA), the University of Neuchâtel and the City and State of Neuchâtel.

Using a multi-disciplinary approach (law, sociology, geography, history and management), CIES provides research, top-level education and consulting services to the world of sport.

Since its inception, CIES has aimed to serve as a bridge between the worlds of research, education and sports organisations. CIES actively promotes the ongoing exchange of knowledge and experiences between stakeholders from both academia and the sports industry. Thanks to its international network of universities and experts, CIES is able to support and carry out research and educational projects across all continents.

Finally, its multidisciplinary approach, connected with the realities of the sports field, enables the production of solutions, which meet the specific needs of sports organisations.

The main CIES activities are notably the organisation of the “FIFA Master” (International Master in Management, Law and Humanities of Sport), the FIFA/CIES International Programme in Sports Management delivered through an international university network comprising 19 partner universities across the world, and the Master/DAS/CAS in Sports Law of the University of Neuchâtel.

Since 2018, in collaboration with FIFA, the CIES has also been developing executive training courses for General Secretaries and senior executives of national football federations. Finally, CIES is also engaged in fundamental and applied research in the field of sport, through numerous publications, its Football Observatory and the organisation of conferences and seminars.

## A few words about the Pillai Group



Mahatma Education Society's Pillai Group of Institutions was established in 1970 with the aim of bringing about social and economic change through the proactive personal development of every student that came into its fold. Under the helm of Dr. K. M. Vasudevan Pillai and Dr. Daphne Pillai, the trust has grown from a single school into a multi-institution, multi-location group delivering quality education from kindergarten to post-graduate levels. Today, Mahatma Education Society (MES) educates more than 30,000 students annually in its 48 institutions known as the Pillai Group of Institutions in 6 different campuses spread across the state of Maharashtra, India.

The Pillai Group, known for its innovative teaching practices and world class infrastructure, has also always been committed to develop a strong sporting culture amongst its students and institutions. It is a matter of great pride that it has produced many

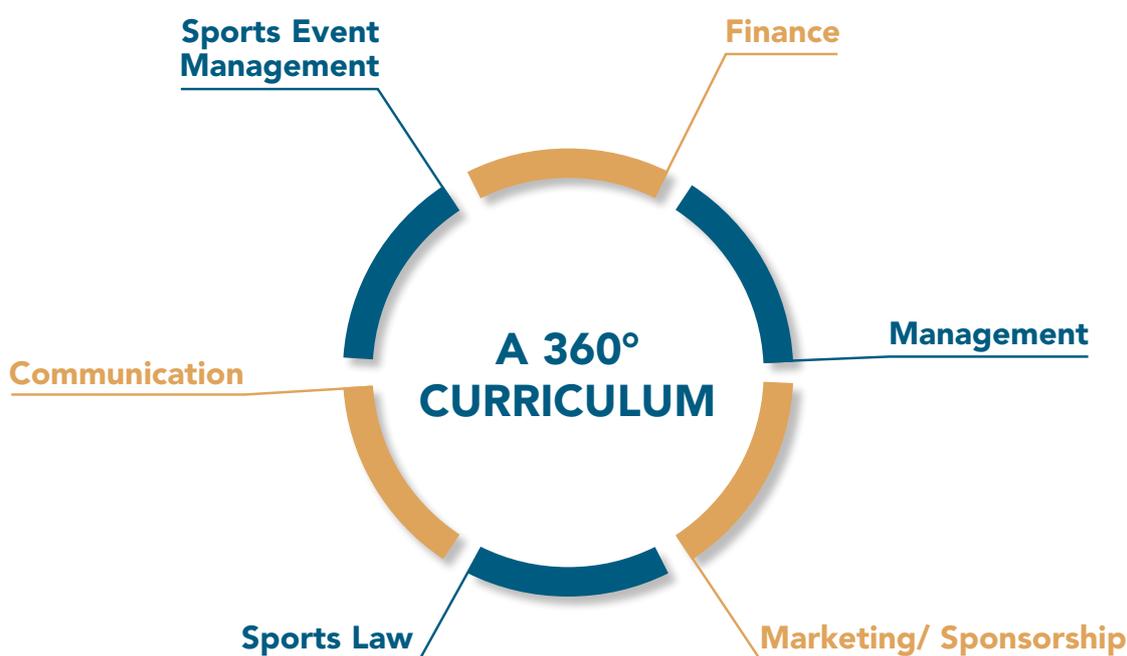
international and national level athletes who have participated at global events such as the Olympics, Commonwealth Games, Indian Premier League (IPL) and Indian Super League (ISL). The government of India has recognised the Pillai Group's commitment to sports and has entrusted it with running a Sports Authority of India (SAI) centre at one of its campuses. The centre currently provides high level training to 22 athletes from all over India.

The FIFA/CIES International Program will be conducted by Pillai Institute of Management Studies and Research (PIMSR). Established in 1998, PIMSR is one of the Pillai Group's most respected institutions. It conducts the Master of Management Studies (MBA equivalent) and Executive MBA courses at the Dr. K. M. Vasudevan Pillai Campus located in Navi Mumbai, India. The MMS course is affiliated to the prestigious University of Mumbai and recognized by the All India Council of Technical Education (AICTE).

## — General presentation

The FIFA/CIES International Programme in Sports Management covers all sports. It provides training in 6 essential fields of sports management, namely

communication, sports law, marketing/sponsorship, management, finance and sports event management.



## — Objectives

- 1 To give students a comprehensive view of sports management.
- 2 To adapt the curriculum to national and regional requirements in sports thanks to the skills and expertise of our academic partners.
- 3 To combine theoretical education with practical case studies.
- 4 To help students acquire the tools and knowledge that they can use in their daily sports environment.
- 5 To organise each year a cycle of special sessions which are delivered by international sports industry experts.
- 6 To build a network of expertise at both national and international levels.

# The FIFA/CIES International Programme

## — Sports Event Management

The objective of this module is to give students a better understanding of the various aspects related to the organisation of sports events, on both a national and international level. For example, project management, security, logistics, infrastructure, positioning in such a competitive market, are all key elements to ensure the successful delivery of a sporting event.

## — Finance

This module offers training in the financial realities of national and continental sports entities, with a view to strengthening and improving financial management processes. It addresses fundamental financial concepts such as balance sheets, profit and loss accounts, budget options, and business plans. On completion of the module, sports managers will have acquired the necessary tools to be efficient managers within their organisations.

## — Communication

This module offers the possibility to gain knowledge of the basic concepts of communication as needed by sports organisations to ensure the effective exchange of information between the different sports industry actors. Strategic communication, planning, management of communication processes and crisis management are all necessary tools for effective communication strategies.

### MODULES

## — Management

This module focuses on the transition from the amateur management of a sports organisation to professional management, and is based primarily upon efficiency and performance principles. Key themes addressed during this module include the structure of sports organisations, strategic planning, decision making processes, human resources management, leadership and the management of organisational change.

## — Sports Law

The exceptional growth and development of the sports industry has also seen the evolution of an increasingly vast and complex judicial system. The objective of this module is to provide a full overview of sports law. For example, consideration is given to the structure of world sport, the status of the sports person, civil and criminal responsibility of sports actors, the different commercial contracts used, the resolution of legal disputes in sport and the increasing level of threats to the integrity of sport.

## — Marketing / Sponsorship

This module offers students the opportunity to familiarise themselves with the commercial realities of modern sport. Students are presented with a pragmatic approach to marketing sports entities and events, as well as to the selling of sponsorship and servicing of account sponsors. The importance of markets and sports consumers are clearly demonstrated and also the role played by brands and social media. A better understanding of the methods used to strengthen the identity of a sports organisation for marketing purposes (values, image) and how to fully grasp the expectations of potential sponsors are two key components of this module.

## Sessions with international sports industry experts

During each edition of the FIFA/CIES International Programme, CIES offers students the opportunity to meet industry experts from different backgrounds (e.g. IOC, FIFA, other international federations, continental entities, prestigious clubs, sports event

organisers, etc.). These special sessions and lectures also provide an opportunity to exchange viewpoints on current issues in the world of sport and to reflect on how these issues can impact on national sport.



## Who is the FIFA/CIES International Programme intended for?

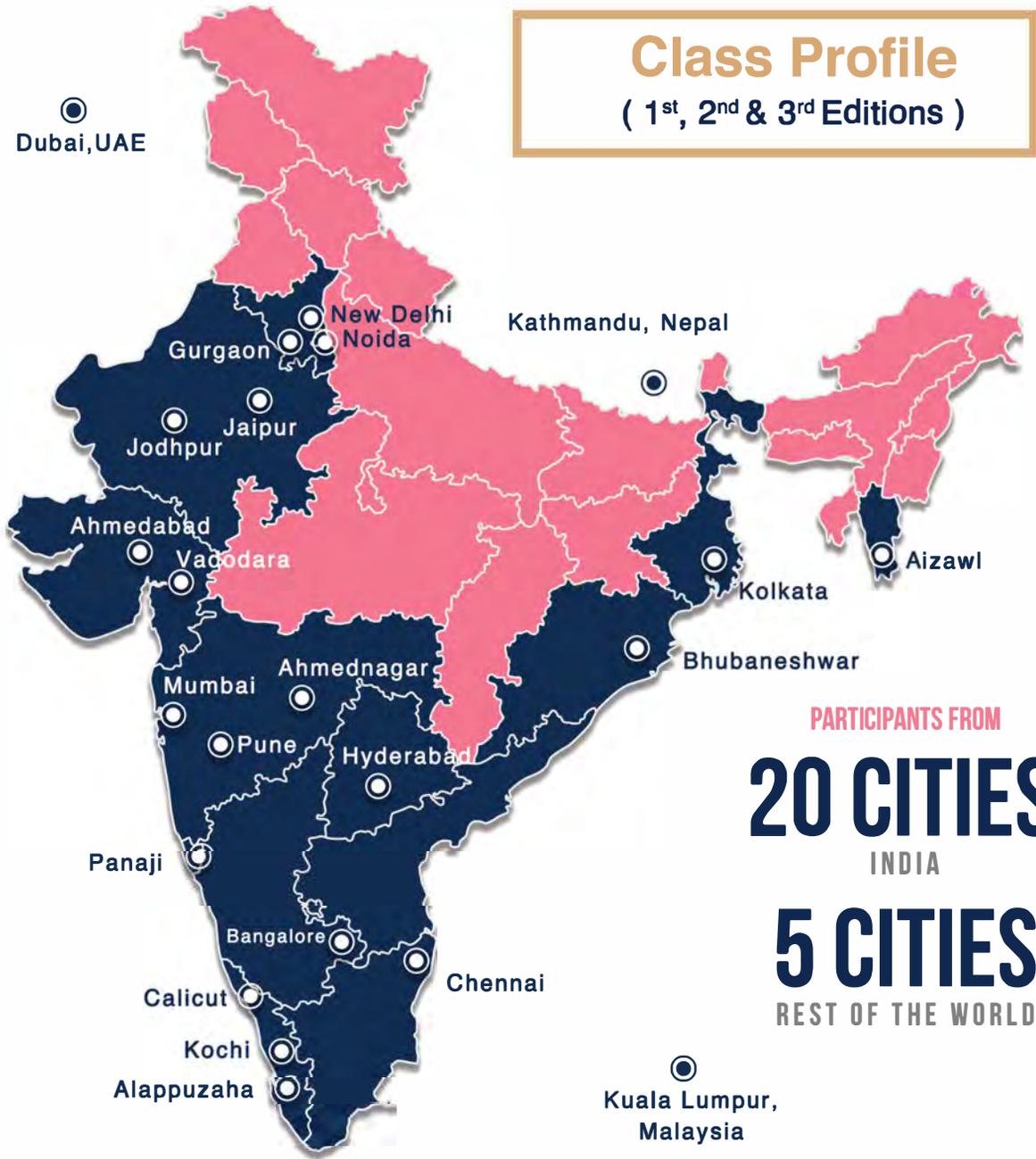
- **Managers and individuals working in the sports world** on a professional or amateur basis (e.g. national and international federations, continental organisations, NOCs, clubs, regional associations, ministries, municipalities) who are seeking to broaden or refresh their knowledge of sports management.
- **Professionals from all backgrounds** (e.g. legal practitioners, economists, journalists) who wish to start working in sport and become familiar with the specialist aspects of the sports industry.
- **Young graduates** who wish to complement their existing academic training with a specific qualification in the field of sports management.

Rome, Italy

Dubai, UAE

Riyadh, Saudi Arabia

## Class Profile ( 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Editions )



PARTICIPANTS FROM  
**20 CITIES**  
INDIA

**5 CITIES**  
REST OF THE WORLD

**600**  
APPLICATIONS

**180**  
INTERVIEWS

**73**  
PARTICIPANTS

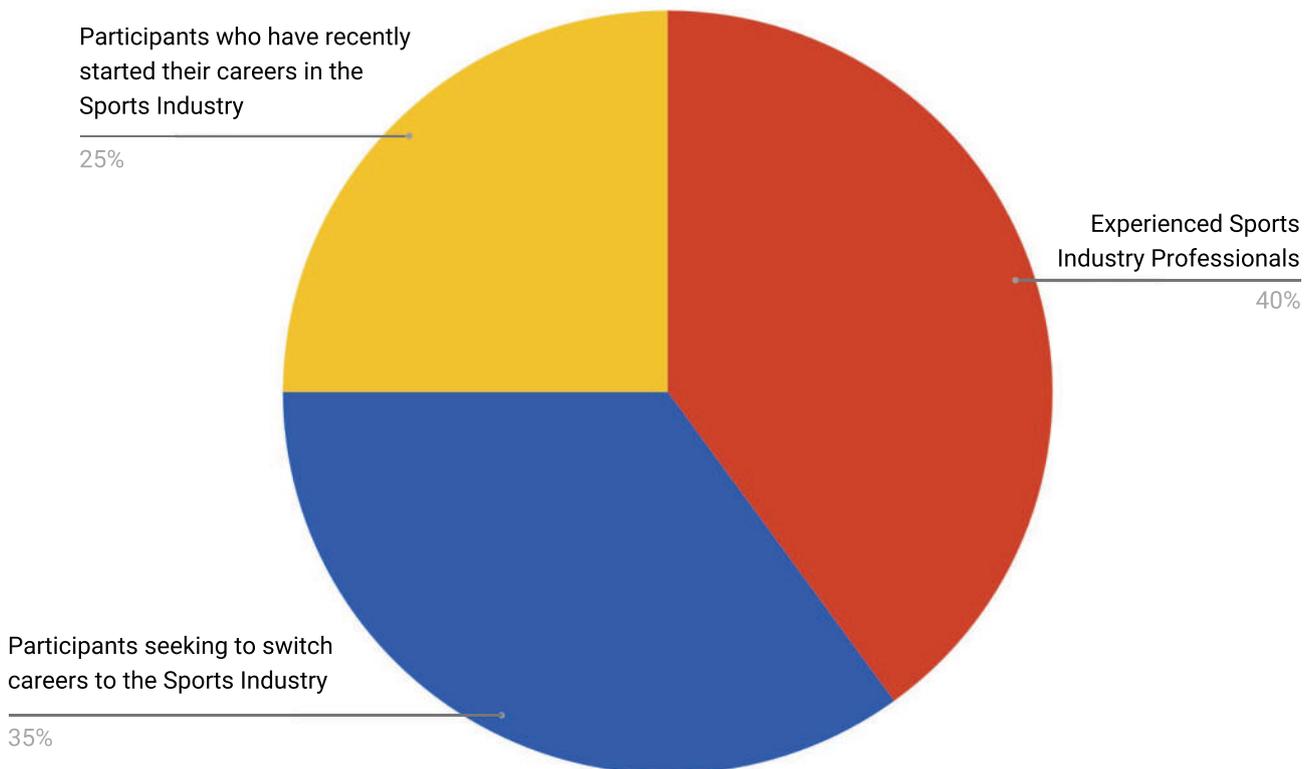
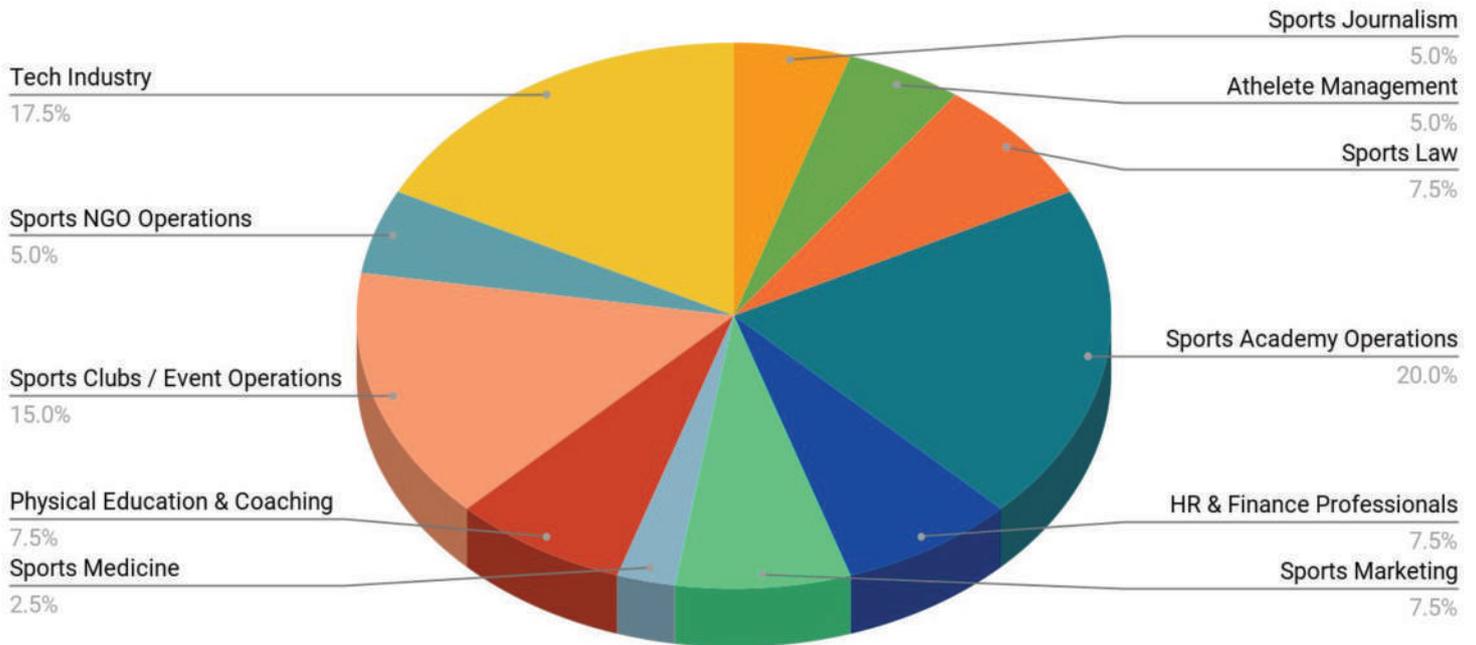
AVG WORK EXP.  
**5.9**  
YEARS

AVG AGE  
**27.9**  
YEARS

AGE RANGE  
**21-48**  
YEARS

## Professional Backgrounds of the Participants

1<sup>st</sup> 2<sup>nd</sup> and 3<sup>rd</sup> Editions



## The administrative team



**Dr. Celina JOY**  
**Academic Coordinator**  
Email: celina@mes.ac.in



**Mr. Padmakshan PADMANABHAN**  
**Administrative Coordinator**  
Email: padmas1970@mes.ac.in



**Dr. Shaji PRABHAKARAN**  
**CIES Coordinator in India**



## Core Industry Faculty



**Jitendra Joshi**  
Co- Founder & Director  
Sportz Village XP  
Faculty Sports Marketing



**Kishore Taid**  
Co-Founder & CEO  
Bhaichung Bhutia Football Schools (BBFS)  
Faculty Sports Management



**Rochak Langer**  
COO - Indian Super League (ISL)  
Faculty Event Management



**Saloni Ganesh**  
COO & CFO - Kolkata Knight Riders  
Faculty Sports Finance



**Aahna Mehrotra**  
Founder - AM Sports Law & MGMT  
Faculty Sports Law



**Srinivasan Saimani**  
Founding Partner - Off The Bench  
Faculty Sports Law



**Nikhil Sharma**  
CEO - ZLAIT Sports Management  
Faculty Sports Communication



**Soumitra Bose**  
SR. Consultant - Outlook India  
Faculty Sports Communication

## CIES International Conference Speakers



**Pierre Ducrey**  
Olympic Games Operations Director  
International Olympic Committee (IOC)



**Ennio Bovolenta**  
Head of Integrity  
FIFA



**Aayush Dabas**  
Partnerships Manager  
International Cricket Council (ICC)



**Lena Schoeps**  
Events & Hospitality Manager  
Mercedes-AMG Petronas Formula One Team



**Valentina Mercolli**  
Hattrick Programme Manager  
UEFA



**Zach Joseph**  
Venue Operations Manager  
FIFA World Cup Qatar



**John Barton**  
Director of Sponsorship Sales  
Team Marketing AG



**Alex Stone**  
Head of Digital / Co-Editor  
FIFA / FIFA.com

# CIES International Conference Speakers



**Alexandre Zodmi**  
Head of Partnerships Acquisition  
Juventus Football Club



**Geoff Wilson**  
Expert Advisor  
Barça Innovation Hub, Universitas



**Martin Kaswurm**  
C.E.O. & Founder  
Chaka2 Event Agency



**Saint-Clair Milesi**  
Communications Director Bidding  
Paris 2024 Olympic Games



**Sebastian Rubio**  
Media Officer  
South American Football Confederation



**Indranil Das Blah**  
Former CEO  
Mumbai City FC



**Dheeraj Malhotra**  
General Manager, Game Development  
BCCI



**Reuben Zacharia**  
Director (Partnership & Alliances)  
Dream 11

### ■ Course format

Each of the six modules will comprise approximately 25 hours of teaching and learning activities, to be completed over one academic year. The mode of delivery for 2022-2023 will be by way of a block release system where students are required to attend classes at Pillai Institute of Management Studies & Research for a block of nine (9) days (Saturday to Sunday) at three different times in 2022-2023 and a fourth block of five days.

### ■ Course schedule (2022-23 edition)

**Inauguration 12 November 2022**

/ Block One runs from 12 to 20 November 2022

/ Block Two runs from 07 to 15 January 2023

/ Block Three runs from 24 March to 02 April 2023

/ Block Four runs from 31 May to 04 June 2023

/ Convocation: September 2023

### ■ Course location

Pillai Institute of Management Studies & Research  
Dr K. M. Vasudevan Pillai Campus  
New Panvel, Navi Mumbai  
Maharashtra: 410206

### ■ Course fee (2022-23 edition)

INR 2,25,000 (inclusive of comprehensive CIES manuals for each module, class hand-outs, international, national and local guest speakers, official excursions, graduation function). Course fee for international students is USD 4,000. Once accepted, and to secure your place, an initial non-refundable payment of INR 75,000 (USD \$ 1,500 for international students) is to be paid within a week of declaration of admission list. The remaining fees must be paid in full no later than 15 October 2022.

### ■ Student numbers

A batch can accommodate a maximum of 50 students.

### ■ Tuition language

English

### ■ Admission requirements

Candidates must hold at least a Bachelor's Degree from a recognized Indian University or a degree from a foreign University as recognized by Association of Indian Universities (AIU) and must be able to demonstrate an interest in sports. Shortlisted candidates are required to undergo a compulsory admission interview with an academic representative of Pillai and a representative of the FIFA/CIES University Network. Since classes are in English, candidates must possess a good command of the language. For exceptional cases\* without a Bachelor's degree, candidates must hold at least a Diploma corresponding to at least three years of successfully completed secondary school education/higher secondary school education as certified by appropriate authorities. (\*: National / international ranked players / officials in active service).

### ■ Key dates

- (1) Sale of application forms: 15 May 2022
- (2) Last date of submission of forms along with Statement of Purpose: 10 August 2022
- (3) Intimation of interview selection:  
Between 12 - 15 August 2022
- (4) Dates of interviews: 19 - 20 August 2022
- (5) Declaration of results: 25 August 2022
- (6) Submission of part fee (non-refundable):  
10 September 2022
- (7) Balance fee payment: 15 October 2022
- (8) Commencement of class: 12 November 2022

## Important information

### ■ Online application

For registrations please log on to:  
<https://fifacies.pimsr.ac.in/apply/>

### ■ Attendance of classes

Attendance of the four block weeks is compulsory and students must obtain a class attendance mark of not less than 75% for each module. This stipulation is over and above the other academic requirements for the successful completion of each module.

### ■ Award of diploma

PILLAI/FIFA/CIES INTERNATIONAL DIPLOMA IN  
SPORTS MANAGEMENT

### ■ Accommodation

Housing options are available on single or double occupancy basis in close proximity to the campus for the duration of the course blocks.

Please contact the official listed below for details.

Ms. Neha Gairola

Tel: +918450960483

Email: [nehagairola@mes.ac.in](mailto:nehagairola@mes.ac.in)

### ■ Contact information

#### Address

Pillai Institute of Management Studies and Research  
Dr. K. M. Vasudevan Pillai Campus,  
Sector 16, New Panvel, Navi Mumbai,  
Maharashtra, India - 410 206

#### Contact

- Mobile:  
+919833709566  
+919323255600
- Landline:  
+912227481764  
+912227451700
- Email:  
[fifaciesadmissions@mes.ac.in](mailto:fifaciesadmissions@mes.ac.in)



### (SEED) Tech Partner

PILLAI / FIFA / CIES EXECUTIVE PROGRAMME  
IN SPORTS MANAGEMENT

Pillai has partnered with Sporjo, a (SEED) tech company focused of Sports assessment, education, employability & ecosystem development.

The partnership will see Sporjo and the PILLAI/FIFA/CIES team work together to create a pipeline of off pitch sports talent, wherein both parties will be key drivers towards facilitating sports mentorship, up-skilling, training and employability. The goal is to ensure that students with an interest in a sports career get access to best-in-class training and mentors and that sports organizations in India are given access to job ready professionals.

A lot of people are passionate about sports. But passion alone isn't enough to succeed in working in the sports industry. For organizations hiring in sports, practical knowledge rooted in reality is far more relevant. Therefore, there needs to be a scientific and objective way to assess Passion, Proficiency and Personality to match the best talent to the appropriate roles in the Sports Industry.

The Sporjo process has been carefully designed to increase the individual's chances of securing their dream job, by preparing them for the rigors of the sports industry and providing a meritocratic path to candidates.

### The Process



We understand that students of our unique programme have different expectations from the course. Hence this is an **optional service** for only those students who are interested in undertaking the same. An additional minimal fee of Rs. 5000 will be charged for the service.

# The FIFA/CIES International University Network



The FIFA/CIES International University Network today includes 19 universities, which deliver the FIFA/CIES International Programme in Sports Management:

- 1 **Universidad Católica Argentina**  
Buenos Aires, Argentina (since 2004)
- 2 **Universidad Santo Tomás**  
Santiago de Chile, Chile (2006)
- 3 **Université Cheikh Anta Diop**  
Dakar, Senegal (2006)
- 4 **Nelson Mandela University**  
Port Elizabeth, South Africa (2007)
- 5 **Cairo University**  
Cairo, Egypt (2007)
- 6 **Universidad de Costa Rica**  
San José, Costa Rica (2008)
- 7 **The University of the West Indies**  
Port of Spain, Trinidad and Tobago (2009)
- 8 **Birzeit University**  
Ramallah, Palestine (2009)
- 9 **Universidad Rey Juan Carlos**  
Madrid, Spain (2010)
- 10 **Universidad Metropolitana**  
Caracas, Venezuela (2010)
- 11 **Fundação Getulio Vargas**  
Rio de Janeiro & São Paulo, Brazil (2010)
- 12 **Universidad San Martín de Porres**  
Lima, Peru (2012)
- 13 **Sorbonne University Abu Dhabi**  
Abu Dhabi, United Arab Emirates (2014)
- 14 **Kozminski University**  
Warsaw, Poland (2014)
- 15 **Higher School of Economics**  
Moscow, Russia (2014)
- 16 **Pillai Institute of Management Studies & Research**  
Mumbai, India (2019)
- 17 **Universidad de Las Américas**  
Quito, Ecuador (2019)
- 18 **Universidad de Puerto Rico**  
Recinto Universitario de Mayagüez  
Mayagüez, Puerto Rico (2021)
- 19 **Universidad Sergio Arboleda**  
Bogotá, Colombia (2022)

# The FIFA/CIES International University Network

## Objectives and activities

The FIFA/CIES International University Network is based on the principles of partnership, mutual respect and openness. It allows many exchanges among students, teachers, experts, alumni and all the other participants who actively contribute to the Network. To strengthen links between its members

and to offer them new perspectives, the FIFA/CIES University Network has implemented two initiatives, which, over the years, have become central in creating a sense of community and helping to motivate participants: The FIFA/CIES University Network Prize and the FIFA/CIES University Network Scholarships.



## The FIFA/CIES University Network Prize

The purpose of the FIFA/CIES University Network Prize is to reward the best group project presented by the partner universities. The Prize consists of a trip to Switzerland, which includes a visit to the CIES headquarters in Neuchâtel, as well as a day at the FIFA headquarters in Zurich with the "FIFA Master" students. During the visit, participants are also able to attend a series of presentations by FIFA managers.



## — The FIFA/CIES University Network Scholarships

The FIFA/CIES University Network Scholarships allow FIFA/CIES International Programme alumni to finance their participation in the “FIFA Master” course (course registration fees, travel expenses, accommodation, etc.). Candidate applications must meet the criteria defined by CIES and the “FIFA Master” Scientific Committee.

Since the scholarship was created in 2012, 33 students from countries such as Argentina, Brazil, Chile, Costa Rica, Egypt, France, Guatemala, Honduras, Italy, Lebanon, Palestine, Russia, South Africa, Spain, Trinidad and Tobago, Turkey, United Arab Emirates, Ukraine and Venezuela, have all been awarded scholarships.

## — Other FIFA/CIES University Network projects

The FIFA/CIES University Network - with the support of its partners - regularly offers FIFA/CIES International Programme students and alumni the opportunity to attend conferences and seminars on various

topical issues related to sports management, as well as the opportunity to attend various international sports competitions.



## Testimonials



**Dr Rakesh Chakule (Class of 2020-21)**  
**Sports Injury Specialist**  
**Kingdom of Saudi Arabia**

This program provided me with the required knowledge to explore Sports Management in the Indian Context. I feel more empowered to take on future challenges as a Sports Administrator and I recommend it for anyone who wishes to contribute to the growth of Indian Sports.



**Ayonika Paul OLY (Class of 2020-21)**  
**10m Air-Rifle Shooter - Olympian Rio 2016**  
**and Commonwealth Games Silver Medalist**

I have been an athlete since a young age and this course has given me insights on how the management works beyond the playing field. I am thankful to the experts from respective fields who gave us in-depth knowledge of the sports industry.



**Rajeev Menon (Class of 2019-20)**  
**Vice President Recruitment**  
**Cognizant India**

A well designed and a structured course with the right mix of theoretical and experiential learning has provided me with deep insights into the world of sports management. The guest lectures, FI FA conferences and class room learning has prepared us to excel in the field of sports management.



**Khushal Palicha (Class of 2019-20)**  
**Lead Operational Strategy & Marketing**  
**Forca Goa Foundation (Pursuing FIFA Masters)**

The course successfully incorporates global best practises with an Indian context while building a good foundation for professionals who want to make a career in the growing sports industry. It helped me tremendously in securing admission to the FIFA Masters



**Danaindran Rajendran (Class of 2019-20)**  
**Head of Operations**  
**Asian International Arbitration Centre, Malaysia**

The course delivers its promise to reveal insights on how sports managers and administrators effectively operate. The modules cover a great range and were delivered by seasoned professionals from the global sporting field. The knowledge-sharing and networking sessions was a big bonus.



**Surabhi Maiti (Class of 2019-20)**  
**System Engineer**  
**Tata Consultancy Services (TCS)**

I have always wanted to pursue a course in sports but was not able to due to my work schedule. The format of this course was perfect for me and the networking opportunities and interactions in class has motivated me to finally make the move to the sports industry.



**Lorenzo D'llario (Class of 2020-21)**  
**Football Referee**  
**Serie C, Italian Third Division**

If you are passionate about sport, this course is the best place to further your personal, academic and professional growth. The course helped me to develop a comprehensive view of sports management issues, structures and concepts from an international perspective.



**Gauri C Pawar (Class of 2019-20)**  
**Assistant Manager - Marketing**  
**Cornerstone Sport and Entertainment Pvt Ltd.**

This programme has been a great asset for me. I was able to meet with knowledgeable minds from the industry which in turn has helped me to develop a better understanding of the global sports ecosystem.





INTERNATIONAL  
CENTRE FOR  
SPORTS STUDIES

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Switzerland

**Pillai Institute of Management Studies and Research**

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