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Press Release

XEBS –Ahluwalia Center of Excellence rolls out its first programme in Sports Management

- *A unique collaboration between Xavier University, Bhubaneswar, emlyon business school, France, Sports and Youth Services Department, Government of Odisha and KJS Ahluwalia Group*

Bhubaneswar, 1st October, 2019 : The XEBS-AHLUWALIA Center of Excellence in Sports Management, Bhubaneswar, a unique collaboration between Xavier University, Bhubaneswar, emlyon business school, France, Sports and Youth Services Department, Government of Odisha and KJS Ahluwalia Group, announces roll out of its very first program in Sports Management.

The Center is offering a three-month certificate program, with the first batch kicking off on October 27, 2019. A special introduction to the short program was unveiled at XIMB in presence of Chairman, XEBS Mr. Ashley Fernandes and Vice Chancellor Xavier University, Father Antony Uvari.

Over 200 people including sportspersons, government representatives, professionals and students with an inclination towards sports turned up to get a preview of the three-month certificate course.

On the vision behind such a Center, **Director, Sports and Youth Services Department Mr. Vineel Krishna, said**, “Sports Management is the need of the hour and we wanted to create a unique platform for aspiring sports professionals who will be instrumental in shaping the sporting ecosystem, where sports can be used to change lives, organizations, and communities. This program is the first step toward this change.”

Terming the Center as a game-changer for the state of Odisha, **Vice-Chancellor of Xavier University, Father Antony Uvari said**, “It is a matter of pride for Xavier University to be part of the Center of Excellence in Sports Management, which is one-of-it-kind in the country. With its vast pool of academic resources and leadership, the university can contribute immensely to the programs and research work that will be undertaken by the Center. Odisha being a sports hub in India today, there could not have been a better city than Bhubaneswar to run such a Center of Excellence.”

The short program is developed as a precursor to the Master's degree to be launched in 2020 and will be a stepping-stone towards taking advantage of the immense opportunities in the sports ecosystem of Odisha. The program will be a smart blend of theoretical and exciting hands-on and experiential learning with the backdrop that Bhubaneswar, which is being called the sports capital of the country, will play host to at least three high profile sports events during the period from October to December including the FIH Hockey Qualifiers in November 2019.

Sports Management Professionals and Academicians from **emlyon business school**, France, where the Master's program in Sports Management is running successfully, and Indian professionals and academicians, have crafted the curriculum.

According to **Chairman, XEBS, Ashley Fernandes**, the Center of Excellence in Sports Management (CESM) will be deeply rooted in the incredible local sports and education ecosystem of the state of Odisha and will be a nodal point for all other HPCs operating out of the state.

"Leveraging the resources and multi-campus network of **emlyon business school** will help link the local and the Global. More than a Center, CESM will become a world class Cluster for research, education and disruptive innovation in the field of sports and event management. This would not have been possible without the incredible support of Ahluwalia Group, the Sports and Youth Services Department, Government of Odisha and the unwavering contribution by XAVIER University Bhubaneswar. With this strong home support, we now wish to develop ties and extend them to other stakeholders in India and on the international scene, to become a truly nodal point for global research and education," he informed.

The certificate programme will have nine modules that would be spread over 12 days (classes will be held on Saturdays every week) with eight hours of teaching each day. The courses being taught are aimed at Sports Organizations and range from Innovation and Leadership, Strategic Management, Sports Marketing, Financial Management, Management of Sports Events, Strategic Communication, Sponsorship and Patronage as well as Corporate Social Responsibility in the Business of Sports.

Prashant Ahluwalia, Managing Director, KJS Ahluwalia Group said, "We are happy to have extended our support to this Center of Excellence in Sports Management, which will not only give an edge to the state of Odisha for working towards a thriving sports ecosystem, it will also be a preferred destination for anyone wanting to pursue a career in this domain."

With the rich academic and research legacy - 200 years of Jesuit education legacy of Xavier in India and international expertise of **emlyon business school** established in 1845 in France, this Indo-French collaboration will go a long way to benefit all those willing to invest and contribute to sport, be it sports business, sports management or sports development.
