

2223_S02_STP_X_MKT_0002_E_L_MRS
SPORT MARKETING & COMMUNICATION
Semester 2, 2022 – 2023

COORDINATOR	Jean-Philippe DANGLADE
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OFFICE HOURS	By Appointment

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Final Exam: Video and case	Session 5	60 %
In class case study (Group	Session 10	40%

Kedge Business School and its professors, encourage you to use your Pro-Acts, company projects and internships as privileged opportunities to apply the reflexions, theories, concepts and tools presented during this course

CONTRIBUTIONS

Course Purpose & Objectives

This course is designed to provide students with a systematic means to analyze and develop communication and marketing-sponsorship strategies, using concepts and theories from general marketing, and apply them in a sports business context.

With the aim of improving the students' understanding of strategic and brand management concepts, the students will work on business plans and models for sports organizations to innovate and construct strong commercial brands.

Marketing decisions on brands and the deployment of communication supports will be at the heart of entrepreneurial choices to create sustainable performance for professional sport organizations. Students will use both logic and creativity to arrive at effective solutions.

Courses contribution to program objectives – Learning Goals

Develop and practice sense for innovation, entrepreneurship and creativity in the specific industrial sector or function of specialization.

This course presents a commercial approach for sports business organizations. After the identification of strategic business units of sports business companies, the main goal of this course is to implement sponsorship BtoB activations programs and BtC commercial strategic plans.

« There is no separation between sports and entertainment... merge them together and create something unique ». Robert Johnson (Owner Charlotte Bobcats)

This course is designed to provide students with systematic means to analyze and develop strategies using concepts and theories of marketing in a sports business context. More specifically, by the end of this course students will:

(1) Develop an understanding of the strategic role of marketing in sports business firms and the importance of appropriate decision making

(2) Develop skills necessary to utilize the course's tools and frameworks, designed to identify revenue opportunities and make strategic sports marketing decisions.

(3) Develop responsible leadership and strategic skills in the sports marketing business context

The course consists of lectures, exercises, article discussions, group work, presentations and a practical project. The course content has relevance to students pursuing different career goals in virtually any type of organization linked to sports or leisure activities with a strong sport dimension.

Contribution to Sustainable Development Goals

The Sustainable Development Goals (SDGs) define 17 priorities for socially equitable, environmentally safe, economically prosperous, inclusive and predictable development by 2030. They were adopted in September 2015 by the UN as part of the framework of the 2030 Agenda.

In the context of sport ecosystems, we will follow 17 sport (co-founded by Fabien Paget (KedgeBS Alumni)) platform on DOING GOOD AND DOING WELL:

www.17-sport.com.

Humanity is demanding more. A new generation calls for more from government and business, urging them to come together and build a more just and sustainable society. Consumers are educated, motivated and savvy. They demand that leaders take meaningful action - and data shows they will reward those that do, and punish those that don't.

This course, like all Kedge courses, meets Sustainable Development Goal 4 (Quality Education). It can also meet other inclusive and sustainable objectives such as:

- **17. Partnerships to achieve the Goal**
- **12. Responsible Consumption and Production**
- **11. Sustainable Cities and Communities**

How advanced is the integration of Sustainability and Inclusivity into this course? (see matrix appendix 1)

- PROMISING

Courses contribution to strategic axis Technology, Humanities and Entrepreneurship

Marketing and strategy – Industry 3.0

INTRODUCTION AND OBJECTIVES

Course description

Analyse sports marketing situations and develop strategic decisions in sports marketing, sponsorship and brand communication.

This course will use a variety of professional methods including consulting and professional activities. There will be presentations of professional and personal works and projects in the sport business area from Jean-Philippe Danglade and Lionel Maltese.

Course objectives

Students should demonstrate a responsible attitude with respect to society by adopting ethical behaviour in dealing with sports business issues or problems. They should be able to include ethics in the decision-making process and to determine whether a decision is acceptable:

- To introduce students to a global comprehension of sports culture
- To give students a large vision of sports history through different examples
- To introduce students to Sport Marketing and Sponsorship activations
- To give students a strong vision of the media landscape and its role in sport development

Which jobs this course prepare students to

Sponsorship activation manager Talent manager – Sport Brand Management – Sport Communication project manager

Advices to well learn from this course

Detailed class files are provided in class. They contain slides for class presentation, cases or articles to read and prepare for class meetings.

Available on EBSCO (KedgeBS internal databases) and on demand with your professor.

SUPPLEMENTARY READINGS

BAUER H., SAUER N., SCHMITT P., « CUSTOMER BASED BRAND EQUITY IN THE TEAM SPORT INDUSTRY », EUROPEAN JOURNAL OF MARKETING, VOL. 39, N°5/6, P. 496-513, 2005.

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COVA B., CAYLA J., MALTESE L., « PARTY TIME: RECREATION RITUALS IN THE WORLD OF BTOB », JOURNAL OF MARKETING MANAGEMENT, VOL. 29, N°11/12, P. 1394-1421, 2013.

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GREYSER S.A., « THE BUSINESS OF SPORTS: A PERSPECTIVE FROM HARVARD », THE BUSINESS OF SPORTS, FOSTER G., GREYSER S.A., WALSH B (EDS), THOMSON SOUTH-WESTERN, P.11-24, 2006.

HOLT C., DOUGLAS B., « HOW CONSUMERS CONSUME: A TYPOLOGY OF CONSUMPTION PRACTICES », JOURNAL OF CONSUMER RESEARCH, VOL. 22, No 1, P. 1-16, 1995.

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JOUNY J., PHANUEL D., « LE PARRAINAGE SPORTIF DES PME : UN INSTRUMENT D'ENRACINEMENT

TERRITORIAL », RECHERCHE EN SCIENCES DE GESTION, N°102, P. 23-45, 2014.

MAZODIER M., MERUNKA D., « ACHIEVING BRAND LOYALTY THROUGH SPONSORSHIP: THE ROLE OF FIT AND SELF-CONGRUITY », JOURNAL OF ACADEMY MARKETING SCIENCE, N°40, P. 807-820, 2012.

MAZODIER M., QUESTER P., « THE ROLE OF SPONSORSHIP FIT FOR CHANGING BRAND AFFECT: A LATENT GROWTH MODELLING APPROACH », INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING, VOL. 31, N° 1, P. 16-29, 2014.

MEENAGHAN T., O'SULLIVAN P., « METRICS IN SPONSORSHIP RESEARCH – IS CREDIBILITY AN ISSUE? », PSYCHOLOGY & MARKETING, VOL. 30, N°5, P. 408-416, 2013.

PAPPU R., CORNWELL T.B., « CORPORATE SPONSORSHIP AS, AN IMAGE PLATFORM: UNDERSTANDING THE ROLES OF RELATIONSHIP FIT AND SPONSOR–SPONSEE SIMILARITY », JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, VOL. 42, N° 5, P.490-510, 2015.

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SIMMONS C., BECKER-OLSEN K.L., « ACHIEVING MARKETING OBJECTIVES THROUGH SOCIAL SPONSORSHIPS », JOURNAL OF MARKETING, VOL. 70, N° 4, P. 154-169, 2006.

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A.J., DUKE RICH J.M., CORE D.C., DICKSON K.E., JOURDA, J.S., «
SPORT AND ORGANIZATIONAL STUDIES: EXPLORING SYNERGY »,
JOURNAL OF MANAGEMENT INQUIRY, VOL. 14, N°2, P. 182–210, 2005.

Tags for this course

Sponsorship activation – celebrity – talent management – brand communication
strategy – CSR – Cause Marketing Fan engagement

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COURSE CONTENTS AND TIMETABLE

Course session Campus of Luminy – Marseille 05 June

Session	Date	Time	Topic	Notes
1	05/06/2023	14:00 17:00	Global introduction Assessment procedure Endorsement	JP Danglade
2	06/06/2023	13:30 16:30	Endorsement	JP Danglade
3	08/06/2023	09:00 12:00	Athletes branding	JP Danglade
4	08/06/2023	13:00 16:00	Athletes branding	JP Danglade

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5	12/06/2023	13:30 16:30	Individual assessment	Assessment JP Danglade
6	13/06/2023	13:00 15:00	Sponsorship Activations Method	L Maltese
7	14/06/2023	13:30 17:30	Cause Related Marketing and exam preparation on Activations	L Maltese
8	15/06/2023	12:30 14:30	Group assessment Sponsorship Activations	Assessment by groups

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EVALUATIONS

A Word of Advice

Students are advised to carefully prepare each session in order to be able to discuss and acquire the required competences.

Organization of the sessions

Professors present the session's material and provide in-depth and practical explanation of the main concepts of the course content presented here above.

Individual Assignments (60%)

Final Exam: Video and case study - *“New York Cosmos” past and present*

Each student will develop an introspective account of a memorable brand experience. Everyone is asked to focus on the internal states they experienced during this brand experience. This account has to be written out in a given chronological order (before, during and after the brand experience) and to cover both what he/she went through individually as well as her/his interactions with the other persons present.

Evaluation grid: Methods Used to Evaluate Student Performance

<i>Variable</i>	<i>Marks</i>	<i>Criteria</i>
Originality	20 %	Description of a brand experience which is able to contribute by its originality to the collective overview

Reflection	60 %	Ability to develop more the emotions and feelings you went through than just the facts that occurred during the brand experience
Ethnography	20 %	Ability to avoid any kind of post-rationalization of the brand experience

Group Assignments (40%)

Each team will choose a project for the course. Several options are possible and will be discussed on the first day of class. Themes and methods are very open but are to be discussed with the professor. This project is open for discussion during our first two meetings. Each group will present his project to the class on the last day (20 minutes presentation) and turn in power point deck.

This project should allow you to display your skills and creativity in sponsorship activations programs issues and your ability to sell a project to partners, key boss or clients.

Your project should include (non-exhaustive):

- Evaluation of brand notoriety and awareness for an existing brand or opportunity evaluation for a new brand.

- Brand Positioning and Brand identity.
- Key branding elements and components.
- Portfolio Analysis (existing brands) and potential brand extensions.
- Target market analysis (quali and quanti).
- Marketing strategy to activation your brand target

EVALUATION OF STUDENT PERFORMANCE

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Final Exam: Video and case	Session 5	60 %
In class case study (Group	Session 10	40%

PROFESSOR BIOGRAPHIES

Jean-Philippe DANGLADE



Dr Danglede is Assistant Professor of Marketing at Kedge Business School (Marseille, France). He earned a master's in political sciences (Sciences Po Aix-en-Provence), a Specialized Master in Sports Management (Kedge Business School, Marseille) and a PhD in marketing from University Paul Cézanne (Aix-en-Provence, France).

Before his academic career, Jean-Philippe worked for several sports companies including Dunlop Sports and Decathlon. While completing his PhD he also conducted consultancy activities for sports organizations including Olympique de Marseille and Open 13.

His research interests include branding strategies, CSR strategies and entertainment marketing. He is particularly interested in how brands communicate through emotional, entertaining objects such as sport, cinema or personalities. His research has appeared in such publications as the *Revue Française du Marketing* or *Revue Sciences de Gestion* and he has presented papers at more than 10 international conferences. He has also contributed to several books (Sport & CSR, Managing Services Innovations, and Watch Ambassadors) and published *Marketing des celebrity's* (2013, Dunod ed., Paris).

Jean-Philippe is also head of the Marketing department at Kedge Business School.

Lionel Maltese



Professor Lionel Maltese holds a PhD in Management Science from IAE Aix-en-Provence, Aix Marseille University (2004). He has been an Associate Professor at Kedge Business School, teaching and conducting research in Sport Event Management and Marketing since 2006.

He is also an Assistant Professor (Maître de Conférences) at Aix Marseille University – IUT Marseille, teaching in Strategic Management and Organizational Behaviour. He has been Head of the Professional Bachelor in New Technologies of Information and Communication since 2005 and DUT GEA2.

His research focus is on Strategic Management and resource-based approaches, Reputation Management, Sponsorship Activation, Event Management, Sport Marketing and Management.

He is a consulting expert for BNP Paribas (Hospitality Business Marketing), and for French tennis ATP tournaments (Open13 Marseille – Open Nice Côte d’Azur - BNP Paribas Masters Paris FFT – WTA Brussels Open), advising on issues including:

- Event Organization
- Strategic Asset Management and Planning
- Entertainment & New Technologies Management
- Ticketing Strategy and Hospitality Management
- Sponsorship activations
- Cause Related Marketing

He has also worked as a Consulting expert for the professional football clubs, PSG, working on the Fan Experience and Marketing Strategy, and Olympique of Marseille, working on Business Marketing Assets.

Website: <http://lionelmaltese.fr/>

ACADEMIC FRAUD

Definition

Academic fraud is a breach of ethics.

“Is achieved using unfair means or deception, to obtain material or undue moral advantage, or with the intent to avoid the enforcement of laws”. (Translated from the original source: Dictionnaire Juridique des Lois, 2010, available at: www.dictionnaire-juridique.com/definition/fraude/php)

Plagiarism consists of attributing authorship by (partial or total) copying, imitation or misappropriation.

The act of fraud is committed by one or more students/participants when they:

- appropriate written or oral work to themselves when they are not the author (in whole or in part) of the work, by omitting any references or quotations to the author or to the owner of the work;
- present any data that has been falsified or invented in any way;
- use the identity of the author, attributing the contents of and/or a resource to him/her, but without explicitly mentioning that they are not the author;
- appropriate the creative work of someone else and present it as their own;
- acquire excerpts of texts, images, results etc. from external sources by including them in their own work without mentioning the origins of the excerpts;
- summarise the original idea of an author by expressing it in their own words but omit quoting the source;
- cheat in an academic evaluation.

Plagiarism can occur in:

- an academic article or book;
- an exercise or a case study;
- a study or a report;
- a dissertation or a thesis;
- any document of which the student/participant is not, but purports to be the author.

Sanctions

Any student/participant having committed academic fraud, or having participated in it, will be sanctioned by the professor in charge of the course. The professor can apply 1st and 2nd level sanctions (detailed below). The professor will send a copy of the sanction to the student's/participant's programme. The student/participant will be informed/and or convoked by the programme director (or his/her representative) to a hearing prior to the possible convening of the Kedge Business School Disciplinary Council. In the case of a hearing of the Disciplinary Council, they can decide to apply 3rd and 4th level of sanctions.

Any student/participant guilty of academic fraud will receive one of the following sanctions:

- Applied by the professor in charge of the course, Kedge Business School faculty member (1st and 2nd level):
 - A grade of zero for the work concerned and a formal warning;
 - A grade of zero for the course or module concerned and a formal warning.
- Applied by Kedge Business School's Disciplinary Council (3rd and 4th level):
 - Suspension from the programme for one or two semesters;
 - Exclusion from the programme.

N.B.: Plagiarism within a partner institution can result in these sanctions being applied by Kedge Business School, notwithstanding partner's decision.

ANNEX

1. Matrix of the integration of sustainability

COUNTER PRODUCTIVE	WEAK	BASIC	PROMISING	HIGH	IMPRESSIVE
<i>Students are prompted to act or think in ways that have a negative impact on sustainability transitions.</i>	<i>Students are able to perceive some links between the subject taught and few societal issues.</i>	<i>Students are able to identify few SDGs directly impacted by discipline / subject taught.</i>	<i>Students are able to:</i> <ul style="list-style-type: none"> • Understand the positive and negative impacts of the course (tools, usual techniques and subjects) on one or more SDGs • Understand the (potential) impacts of sustainability challenges on the discipline / subject taught • Apply the knowledge acquired during the course to act on one or more SDGs. 	<i>Students are able to:</i> <ul style="list-style-type: none"> • Understand the positive and negative impacts of the course (tools, usual techniques and subjects) on the 17 SDGs • Understand the (potential) impacts of sustainability challenges on the discipline / subject taught • Apply the knowledge acquired during the course to act on several SDGs and some of their interlinkages. 	<i>(High) + Students are able to:</i> <ul style="list-style-type: none"> • Link the achievements of this course with those of other subjects and teaching experiences and are able to think and implement in a systemic way. • Understand the impact of mindset in the transition needed

Table 1 Matrix of the integration of sustainability

2. Strategic axis:

Technology EN	Humanities EN	Entrepreneurship EN
Programming	Inclusiveness	Ideation
Digital Communication	Disability	Creativity
Digital Security	Gender	Innovation
Artificial Intelligence	LGBTQIA+	Project
Business Analytics	Religion	Finance
Industry X.0	Ageism	HR and Law
Technologic Innovation	Ethnic groups	Marketing and Strategy
Digital Economy	Violence	Business Model
FinTech	Multidiscrimination	Business Plan
Law and Tech	Digital inclusiveness	Alternatives

3. Learning Goals

PROGRAM	Code LG program	LEARNING GOALS 2018-19
KEDGE Bachelor	KBA1	Understand and Integrate Management Foundations and Techniques
KEDGE Bachelor	KBA2	Develop Business Communication, Teamwork and Leadership Skills
KEDGE Bachelor	KBA3	Enhance Knowledge of Self and Personal Development
KEDGE Bachelor	KBA4	Develop a Sense for Responsible Management
KEDGE Bachelor	KBA5	Integrate Diversity and Globalization in the Practice of Management
KEDGE Bachelor	KBA6	Apply Managerial Concepts, Techniques and Tools in a chosen area of specialization
IBBA	IBBA1	Understand and Integrate Management Foundations and Techniques
IBBA	IBBA2	Develop Business Communication, Teamwork and Leadership Skills
IBBA	IBBA3	Enhance Knowledge of Self and Personal Development
IBBA	IBBA4	Develop a Sense for Responsible Management
IBBA	IBBA5	Integrate multicultural approaches and behaviours
IBBA	IBBA6	Operationalize Managerial Concepts, Techniques and Tools in a chosen international area
EBP International	EBP1	Understand and Integrate Management Foundations and Techniques
EBP International	EBP2	Develop Business Communication, Teamwork and Leadership Skills
EBP International	EBP3	Enhance Knowledge of Self and Personal Development
EBP International	EBP4	Develop a Sense for Responsible Management
EBP International	EBP5	Integrate Diversity and Globalization in the Practice of Management
EBP International	EBP6	Develop an Expertise of the Concepts, Methods and Techniques in a chosen Area of Specialization
EBP International	EBP7	Provide Value to the Business Community in a chosen Area of Specialization
"Grande Ecole" Master in Management	PGE1	Understand and Integrate Core Management Disciplines
"Grande Ecole" Master in Management	PGE2	Demonstrate Communication, Interpersonal and Leadership Skills
"Grande Ecole" Master in Management	PGE3	Develop a Strategic Perspective
"Grande Ecole" Master in Management	PGE4	Apply high standards of Integrity, Ethics and Social Responsibility
"Grande Ecole" Master in Management	PGE5	Demonstrate Critical Thinking and the Ability to Perform in a Culturally Diverse environment
"Grande Ecole" Master in Management	PGE6	Develop and Practice a sense for Innovation, Entrepreneurship and Creativity
"Grande Ecole" Master in Management	PGE7	Provide value to the business community in a chosen area of specialization
"Grande Ecole" Master in Management	PGE8	Pursue Self-development and exhibit a commitment to Lifelong Learning
Specialized Masters	MSC1	Develop a Strategic Perspective based on a solid Understanding of Management Foundations and Techniques
Specialized Masters	MSC2	Demonstrate Business Communication, Teamwork and Leadership Skills
Specialized Masters	MSC3	Implement Responsible Management in the specific industrial sector or function of specialization
Specialized Masters	MSC4	Demonstrate Critical Thinking in the specific industrial or function of specialization and the Ability to Excel in a Culturally Diverse environment
Specialized Masters	MSC5	Develop and Practice a sense for Innovation, Entrepreneurship and Creativity in the Specific Industrial Sector or Function of Specialization
Specialized Masters	MSC6	Develop a deep understanding and a Key Expertise of the Concepts, Methods and Techniques in the Specific Industrial Sector or Function of Specialization
MBA (GLOBAL MBA & Blended MBA)	MBA1	Understand and Integrate Management Foundations and Techniques
MBA (GLOBAL MBA & Blended MBA)	MBA2	Develop a Strategic Perspective
MBA (GLOBAL MBA & Blended MBA)	MBA3	Demonstrate Business Communication, Teamwork and Leadership skills
MBA (GLOBAL MBA & Blended MBA)	MBA4	Develop and Implement Responsible Management
MBA (GLOBAL MBA & Blended MBA)	MBA5	Demonstrate Critical Thinking and the ability to perform in a Culturally Diverse environment
MBA (GLOBAL MBA & Blended MBA)	MBA6	Develop and Practice a sense for Innovation, Entrepreneurship and Creativity.
PMG Program (Executive Education)	PMG1	Understand and Integrate Management Foundations and Techniques
PMG Program (Executive Education)	PMG2	Develop Leadership, Communication and Team Management Skills
PMG Program (Executive Education)	PMG3	Develop a Strategic Perspective
PMG Program (Executive Education)	PMG4	Implement Managerial Concepts, Techniques and Tools in the field
PMG Program (Executive Education)	PMG5	Manage every aspect of a Profit Center