**Case Studies and Real-Life Examples#2**

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| **Venue / Platform** | : Comparative Analysis: |
| **Date (s)** | : 04/05/2024 |
| **Time** | : 10:00 AM |
| **Resource Person** | : Don Xavier |
| **Name of Collaborating Agency (if any)** | : Real Madrid CF |
| **Level** | : Universal |
| **No: of teacher participants** | : 4 |
| **No: of student participants** | : 52 |

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| The rapid growth of business prospects in the sports industry has ushered in a new era of competition characterized by corporate and publicly funded teams. This extensive investment has created a stark imbalance in the resources accessible to each organization, particularly within the realm of football. Traditional clubs, despite their rich legacy, often find themselves at a disadvantage compared to their financially superior counterparts. The emergence of corporate giants in the sports sector has intensified competition and raised questions about the fairness of the playing field.  As highlighted in 'Moneyball: The Art of Winning an Unfair Game' by Michael Lewis, the ultimate objective in any sport is to secure victories, not necessarily to outspend rivals. However, the increasing financial disparity among football clubs threatens the integrity and competitiveness of the game. Moreover, it poses significant challenges for traditional clubs striving to remain competitive in this new era of business-adjunct sport. |

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| **Benefits in terms of learning/skill/knowledge obtained:** |
| Implications and Future Directions |

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| **Brochure/Poster:** |
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| **Sample Certificate (if issued):** |
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| **Attendance Sheet (Students):** |
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| **Attendance Sheet (Teachers):** |
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| **Geotagged images:** | | |
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| **Web link of the programme, if any:** |
| Explain the methodology used in the study: |

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| **Signatures of Convenor/Head/Principal (as necessary)** | : TUTU |

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| **Name of the faculty who prepared the document** | : Shreyas J |
| **Phone number of the faculty who prepared the document** | : 8921769021 |