

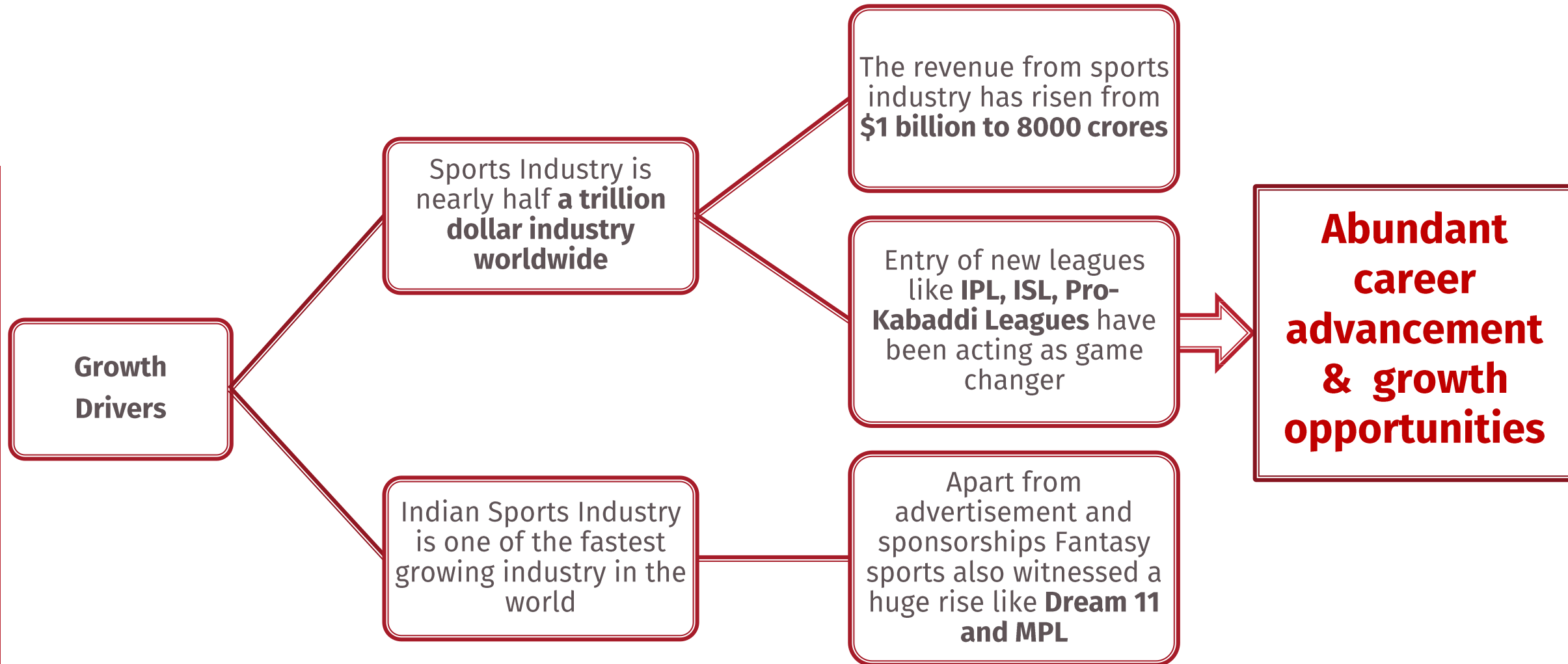
Two Year Full-time MBA Programme | Batch 2021-23

# Master of Business Administration - Sports Management

## Make Your Passion Your Profession!



# Sports Management Industry



# Sports Management: The Business of Sports

- The fast growing sports sector consisting of
  - Athlete/Talent (also Rights & Licensing) Management
  - Sports Marketing/Sponsorship, merchandising
  - Sports Tourism
  - Sports Digital Solutions - OTT platforms boom
  - e-Sports and gaming
  - Sports venue operations and management
  - Sports Analytics, Technology in sports management
  - Sports Medicine



Image source : [Mirrorreview](#)

The MBA – Sports Management programme brings to students the latest courses in the area of Sports Management to develop professionally trained and industry-ready managers for sports and sports related sectors

The MBA – Sports Management is offered by:

## **K J Somaiya Institute of Management**

- Established in 1981
- Among Top-20 Business schools in India
- Offers holistic learning opportunities
- 12,000+ alumni base
- 300+ recruiters on campus

## **Somaiya Sports Academy**

- State-of-the-art sports facilities
- Dedicated team of certified coaches and administration staff
- Provides world-class coaching across 12 sports –football, badminton, taekwondo,
- Offers credit and non-credit courses
- Coaches & trains college, school and academy players & teams



- **Latest Course** to get professionally trained and industry ready managers for sports industry and allied sectors
  - **Latest Cutting-edge course** relevant to sports management such as technology in sports, sports analytics, etc
  - **Case study based teaching** through Harvard Business Review Case and IVEY Publishing case studies
  - Regular **Guest Lectures & Industry Visits** to help students gain first hand experience and knowledge
  - Translation of classroom learning **into practical application in the market place and on-ground**
  - **Concurrent projects**, summer internships and masters thesis
- **Dual faculty format** adopted for the specialized courses, In-house Faculty and Sports Academy, Specialists & Practitioners



Image source: [Innovatemyschool](https://www.innovatemyschool.com)

# Course offered\*

## Business Management

- Introduction to Sports Industry
- Sports Economics
- IT in Management
- Business Communication
- Statistics in Sports Management
- Management Accounting in Sports
- Business Research I
- Business Research II
- Human Resources Management in Sports
- Macro Economics related to Sports
- Financial Management in Sports
- International Business
- Operations and Supply Chain Management in Sports
- Ethics and Law in Sports Management
- Sports and Organizational Behaviour
- Sports Facilities, Security Planning and Management
- Entrepreneurship Management
- Sports Project Management
- Management of Sports Leagues and Teams
- International Sports Management

## Marketing, Branding and Media Mgmt

- Marketing Management
- Advanced Sports Marketing
- Digital and Social Media Marketing
- Sports Merchandize Manufacturing and Marketing
- Celebrity Marketing and Reputation Management
- IMC in Sports Management
- Strategic Brand Management in Sports
- Public Relations and Sports Journalism
- Media Management in Sports
- Applied Sports Marketing Research
- Managing Sports Media and Broadcasting

## Technology and Analytics

- Technology and Sports Equipment Management
- Sports Analytics Management
- Design and Management of Information Systems in Sports

## Strategy and Leadership

- Leadership in Sports Management
- Strategic Management

## Special Areas in Sports Management

- Licencing of Sports Property
- Coaching and Training in Sports
- Sponsorship and Mega Sports Events Mgmt
- Sports Medicine
- Sports Physiotherapy
- Sports Tourism Mgmt
- Grassroot Sports Development
- Psychology and Sports Behaviour
- Government Policy Framework to understand Sports Management
- PPP Model for upkeep of Sports Facilities
- Negotiations in Sports Management
- Sociology in Sports
- Multicultural Management in Sports

\*Institute reserves the right to change any course if required

# Advantage: Somaiya Sports Academy

**12**  
Sports  
Coaching

**3816**  
Students trained  
in courses

**1456**  
Students trained  
for competitions

**6059**  
Sports Events  
Participation

## ACCREDITATION



2 Star Academy



1st- Div, 2<sup>nd</sup> -Div, Women's Div





# Action Learning

## Sports Facilities Planning and Management



## Coaching and Training in Sports Management



## Grassroots Sports Development



## Mega Sports Events Management





# Learning Beyond the Curriculum

- **Sports Committee**, a student body organizes all the sporting events held in the college
- **ELAN E YUDH**, an inter-collegiate sports war hosting several events related to sports
- **E-Sport Events**, like PUBG leagues are organised
- In Campus **Gym Facility** that enables the students to stay physically fit as well and provide special training of Kalaripayattu as well
- **WARRIOR DASH** a fun filled race within campus premises to pump up adrenaline



Image source: [Insideci](#)

# Board of Studies

- **Mehul Kapadia**, COO, Motorsports Network (London)
- **Medha Shitut**, VP – Insights, BARC India | Former VP – Insights, STAR Sports
- **Chester King**, CEO, British eSports Association
- **Tarun Singh Chauhan**, Founder, TSC Consulting | Former Managing Partner, JWT India
- **Dr. Pramod Prabhakaran**, Sports Medicine & Sports Resilience Expert, Imperial College of Business (London)
- **Rishikesh Kumar**, Founder, Xtraliving
- **Vishal Gondal**, Founder & CEO, GoQii Inc
- **Satish Menon**, CEO, Kings XI Punjab
- **Vishal Jhunjhunwala**, Founding Partner, Square Consulting | Former Head - Corporate Brand & Events, TCS
- **Virender Bhandarkar**, Deputy Director, Sports Authority of India
- **Dr. Jose James**, Former Registrar & Director, School of Physical Education & Sports Sciences, Mahatma Gandhi University
- **Swapnil Salvi**, General Manager, Inox



# Strategic Learning Goals

## Common Goals

- Management Knowledge
- Critical and Analytical Thinking
- Communication Skills
- Team Orientation
- Global Awareness
- Ethical Responsibility

## Programme Specific Goals

- Make your passion your profession
- Identify and evaluate the techniques to mitigate overall performance
- Design sports plans with respect to specific athlete / individual / event / company profile



Image source: [soccersouls](https://www.soccersouls.com)



# Sports Infrastructure

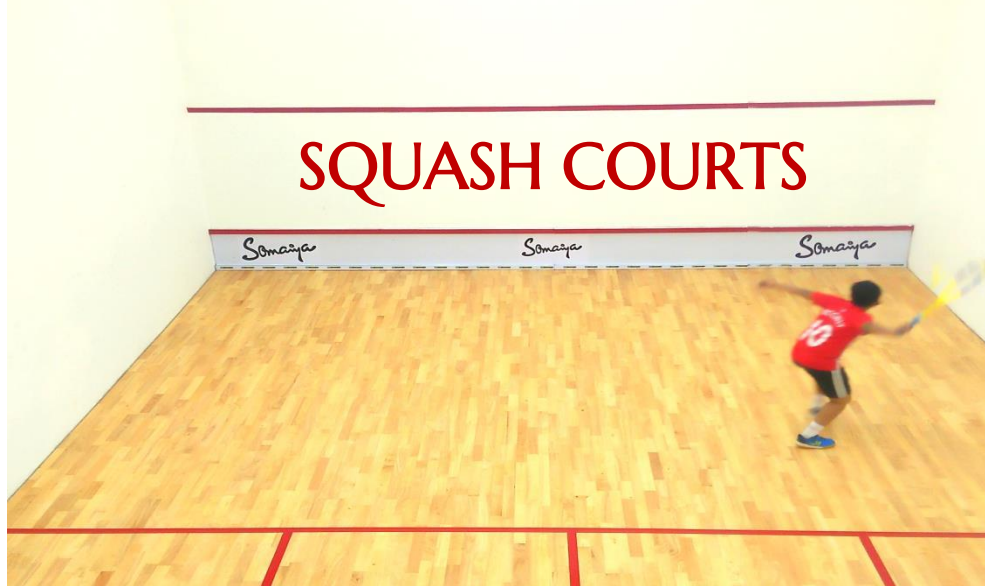
## SKATING TRACK



## CRICKET GROUND



## SQUASH COURTS

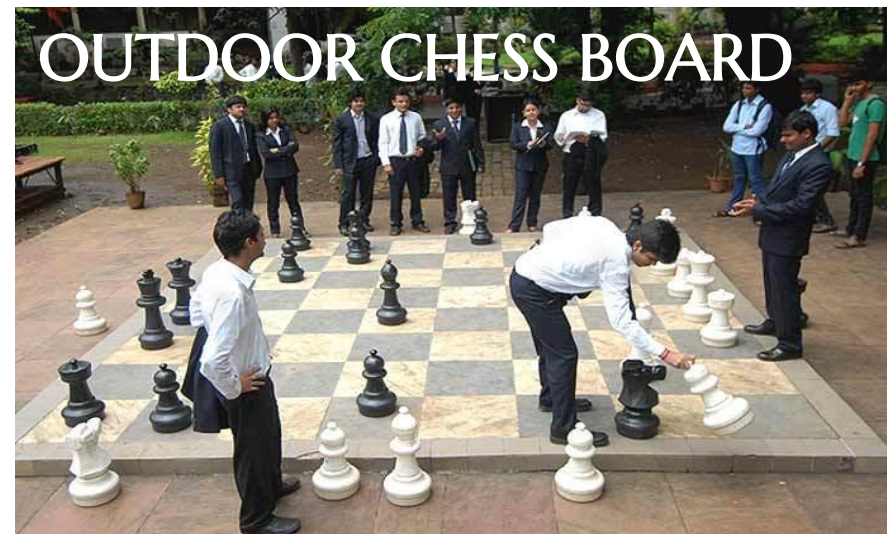


## TENNIS COURT





# Sports Infrastructure





# Sports Infrastructure



OUTDOOR TABLE TENNIS



TAEKWONDO HALL



VOLLEYBALL COURT



YOGA HALL



# Key Employers

- Sports Broadcasting Networks
- Athletic Apparel Organisations
- Marketing and Public Relation Firms
- Sales and Advertising Companies
- Media Agencies
- Sports Clubs
- Fitness Companies
- Event Management Companies
- Celebrity Management firms



Image source: [WorkChron](#)



# Some of our Prominent Recruiters





# Expected Job Profiles

- Sports Analyst
- Sports Brand Manager
- Managing Health and Fitness Chains
- Sports Merchandiser/Retailer
- Sports Agent
- Public Relation Manager
- Event Manager
- Athlete Development Specialist
- Digital Marketing Manager
- Media Manager
- Celebrity Consultant
- Sports Medicine and Nutrient Specialist



Image source: [Legalreader](#)



# Programme Team



**Prof. Isaac Jacob**  
Programme Coordinator



**Prof. (Dr.) Anjali Chopra**  
Programme Co-Coordinator



**Prof. Harnesh Makhija**  
Programme Co-Coordinator

# Thank You

[simsr.somaiya.edu](http://simsr.somaiya.edu)

