



SOMAIYA
VIDYAVIHAR UNIVERSITY



K J Somaiya Institute of Management & Somaiya Sports Academy

Launch

MBA Sports Management

Batch 2020-22 | 30 Seats

Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey

Established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed, autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body.

Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities.

Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.



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Shri Samir Somaiya

Chancellor

Somaiya Vidyavihar University

Welcome to Somaiya Vidyavihar University. We are a place where you can explore new possibilities, pursue your passion, and above all, find yourself.

Our motto is: ज्ञानादेव तु कैवल्यम् | Knowledge alone liberates. Knowledge provides opportunity. To make the life lived more meaningful. In the service of one's family, one's community, one's समाज, country, and indeed the world.

The education we provide will reflect its timeless fundamentals, its current context, and applications. We will strive to provide you with an environment to engage this world, to discover new truths, make new applications to create and share knowledge. Our education will also be experiential and holistic. With projects that are 'real' and those that complement the learning inside the classroom. We want you to be at the cutting edge of change, to incubate companies, to create NGOs, and pursue any field of your passion. Our education will also instill an appreciation for art and culture, the Indian tradition, and will include sports as a part of the campus experience. We want each of you to lead a full life, to fall in love with life.

Our dream is to build a world-class research and teaching institution, that is global in the reach of its ideas, and universal in its service. I invite you to come and be a part of our community and to further this mission.



Prof. V. N. Rajasekharan Pillai

Vice Chancellor

Somaiya Vidyavihar University

I have great pleasure in welcoming the prospective management education aspirants to the Somaiya Vidyavihar University, Mumbai for their studies in the university's K J Somaiya Institute of Management. The subject of Management as an academic and professional discipline has been undergoing revolutionary changes during the last few decades. Appropriate knowledge and skills are necessary to manage the rapidly changing times and technologies in a globalized and interconnected world. We are in an era when knowledge is expanding at an unprecedented rate. Mastering theoretical, experimental and practical management and business skills through effective education programmes is indispensable for developing core competencies and for giving the students a competitive edge. For maximisation of the opportunities for the cost-effective management education and training, globalization, localization, contextualization and individualization of curriculum and transactions are necessary.

Bearing these basic principles and dynamic challenges, we at K J Somaiya Institute of Management have been at the forefront of quality and responsible management education in the country. Our Master of Business Administration (MBA) programmes are designed, transacted and delivered following internationally renowned patterns evolving the best practices in business and management education. Amongst our alumni are top-ranking and highly-placed executives all over the world. Highly qualified and experienced faculty, state-of-the-art infrastructure, the business and industry environment of the financial capital of the country, and a serene, beautiful green campus with several sporting facilities and other educational, research and innovation institutions are the hallmarks of K J Somaiya Institute of Management and the Vidyavihar campus of the University. Our academic credentials, achievements, national and international accreditations and recognitions put us among the topmost institutions in the country. I am extremely glad to welcome you as a student of this premier management institute in the Somaiya Vidyavihar University. Once you are here, I am sure you will enjoy the best of teaching and learning, research and community experiences in your student life.



Prof. (Dr.) Monica Khanna

Director - K J Somaiya Institute Of Management
Dean - Faculty Of Management Science,
Somaiya Vidyavihar University

“Impossible is just a big word thrown around by small men who find it easier to live in the world they’ve been given than to explore the power they have to change it. Impossible is not a fact. It’s an opinion. Impossible is not a declaration. It’s a dare. Impossible is potential. Impossible is temporary. Impossible is nothing.” Muhammad Ali, 1942-2016

There cannot be a better quote to start your career in Sports Management. The launch of MBA - Sports Management during the current global pandemic speaks volumes about the perceived potential and growth opportunities in the sports management sector in India.

The thought of sports and sports management as a professional career has always been like getting a ringside view of the action arena and being a spectator in the gallery, wanting to be part of the game but not really sure. This is especially true in a country like India, where it is reinforced by parents and society that academic excellence is what would ensure success in adult life, unlike in the western world, where sports is given equal or more importance as compared to academics.

The dream to launch an MBA - Sports Management has been possible due to the untiring joint efforts of the K J Somaiya Institute of Management and the Somaiya Sports Academy. The programme structure has been curated after conducting a detailed market research and discussions with our illustrious members of the Board of Studies of MBA - Sports Management. The world class sports facilities at our campus will ensure tremendous experiential learning opportunities making the students ready for a career in sports management and its allied areas.

The students joining the MBA - Sports Management would find themselves learning about leadership and psychology, digital transformation of sports and sports management through use of technology, sports medicine, branding & marketing, Sports economics and analytics and various other allied subjects. The institute’s core faculty, expert faculty from the industry and the Somaiya Sports Academy will ensure that the students get the best inputs fusing the important academic rigor gets judiciously dovetailed with practical implementation through our ‘action learning’ process to build a successful career in sports and sports related industry. Our network of illustrious alumni in sports related companies and job profiles delivering the right mentorship, combined with our professional placement team, will help in getting internships and job opportunities for the students.

I welcome you to interact with our admission counsellors and programme coordinators to get first-hand information about MBA Sports Management.

We are launching the first batch of MBA - Sports Management 2020-22 and the induction programme begins from 3rd August 2020.



Mr. Aazaz Khan

Director Somaiya Sports Academy

Sport is the ultimate expression of the indomitable human spirit. It is a passion for excellence, the development of physical and mental capabilities, challenging one's own limits, nurturing talent by the dint of hard work and dedication - a consummate quest for perfection. And at the highest levels, it is a battle for supremacy.

The Somaiya Sports Academy delivers coaching and learning programmes for sports and event participants - athletes, managers, administrators, officials and coaches - through a series of tailored educational programmes with the support of qualified sports professionals and faculties. State-of-the-art facilities for 16 Sporting Disciplines right in the heart of Mumbai city makes the Somaiya Sports Academy a center of excellence for sports and the fitness community.

Through MBA - Sports Management, our aim is to develop world-class professionals with a scientific background who will contribute & participate in the development of contemporary sports associations and organizations. Sports activities and organizations are constantly evolving while being an important part of everybody's lives. The sector itself is continually expanding, from health to recreation, from amateur to professional. While this provides young people with a wide variety of professional opportunities, there is also a great deal of competition and a need for well-educated managers with a wide range of technical and professional skills.

The MBA - Sports Management curriculum is carefully designed to exhaustively cover current and future areas of opportunities across the spectrum of sports management. It is built around a platform for experiential learning for the students while also providing practical exposure on development of recent sports infrastructure projects like the Somaiya Cricket ground (a first class Cricket ground with floodlights) and the upcoming Eklavya Sports Complex. The students will also get exposure to sustainable models for maintenance with proper monetization strategy and optimum occupancy of various sports infrastructure at Somaiya Vidyavihar and Ayurvihar campuses.

The practical setting at Somaiya Sports Academy is created across the organized and unorganized grassroots sports programmes. We have Football teams that play in the sub-junior and junior Hero i-League and the students will be given exposure to the high-performance approach in grassroots sport is a critical component of the programme. The implications of training the coach who is coaching high-performance athletes will be a case study amongst several other real world case studies for the programme cohort. Somaiya Sports Academy has 104 sports teams across 12 sports competing in various tournaments. Solid exposure to the planning and resource allocation while coaching the athletes training at an amateur as well a professional level is built into the programme. Since the Somaiya Sports Academy hosts home matches of Hero i-league at the Football ground in the University campus, practical knowledge on conducting sports events at various levels will supplement the theoretical understanding of the nuances to manage a mega sports event.

Somaiya Vidyavihar with over 60 years in education and ethos built around the motto of "Knowledge Alone Liberates", is poised to transform the landscape of Sports management education across the country. The students of the MBA - Sports Management programme will be the new-age leaders with cutting edge skills and unmatched levels of integrity that will drive the Indian Sports Ecosystem to new heights

K J Somaiya Institute of Management

K J Somaiya Institute of Management, established in 1981, located in the heart of Mumbai, a beautifully landscaped campus and a part of Somaiya Vidyavihar University, is a leading business school in India, capable of providing the best inputs to young budding managers. A fully residential campus with world-class sports facilities offers holistic learning opportunities. Our 12,000+ alumni base and 300+ recruiters on campus are proof of our goodwill and great reputation among all our stakeholders in India and abroad. The institute is also a member of AACSB and actively completing its accreditation to put the 'hallmark of global excellence on its students' education and future.

Somaiya Sports Academy

The Somaiya Sports Academy is a premier sporting institution armed with state-of-the-art sports facilities and a dedicated team of certified coaches and administration staff. It caters to individuals, who aspire to compete at a high level and provide world-class coaching. Sports are an essential part of the education in Somaiya institutes for the holistic development of the students. Somaiya Sports Academy conducts credit and non-credit courses for the students to impart sports-specific skills. Somaiya Sports Academy coaches also train the college, school and academy players & teams who are taking part in various District, State, National and International tournaments.



Programme in focus:

MBA Sports Management

To develop industry-ready professional managers in the area of sports and sports-related sectors at National and International levels.

Why MBA Sports Management?

The fast growing sports sector consisting of Athlete / Talent (also Rights & Licensing) Management, Sports Marketing / Sponsorship, Sports, Tourism, Sports Digital Solutions, e-Sports, Sports Venue Operations and Management, Sports Analytics, is very diversified today and holds great potential for career opportunities. K J Somaiya Institute of Management and Somaiya Sports Academy readies students to become industry professionals in the multi-billion dollar global sports and sports-related industries that are propelled by enormous consumer demand.

With K J Somaiya Institute of Management's legacy in management education and Somaiya Sports Academy's expertise in action learning, this specialized programme in the area of sports and sports-related management will make the students future-ready managers in sports and allied sectors. The programme envisages the use of managerial skills and techniques to succeed in the area of sports-related management in companies, clubs, in the areas of large formatted games, for example IPL, FIFA World Cup, Super League managing club teams such as Mumbai Indians, etc.



Programme Coordination Team



Prof. Isaac Jacob

Programme Coordinator - MBA Sports Management

K J Somaiya Institute of Management

Prof. Isaac Jacob, a marketing veteran, is a Professor and Area Chairperson for Marketing and International Business at K J Somaiya Institute of Management. In an industry career spanning over 30 years, he has worked across all marketing hierarchy from a salesman to a CEO across leadership responsibilities in sales management, brand management, marketing, and general management. He has worked on brands like Puma, Fevicol, Mercedes-Benz, TATA Motors, Crompton Greaves, Cadburys, Tata Mutual Fund, Yes Bank, Barbie, He-Man, Hotwheels, etc. Before getting into full-time academics, along with his corporate career, he was a visiting faculty at JBIMS for about 20 years. He has taken up teaching full time for the past 13 years. In the academic space, he has 17,000+ citations and has co-authored 5 books.

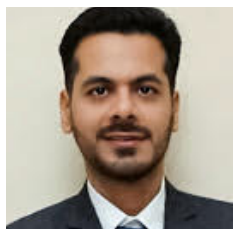


Dr. Anjali Chopra

Programme Co-Coordinator - MBA Sports Management

K J Somaiya Institute of Management

Dr. Anjali Chopra, a consumer insights expert, is a faculty with K J Somaiya Institute of Management. She has over 20 years of experience in the areas of marketing research, marketing analytics and consumer behaviour. Her research interests include studying the perspectives of millennials in various contexts and higher education branding to name a few. She is passionate about predictive analytics and text mining and is currently conducting marketing analytics workshops for students and industry practitioners. She has engaged with large world class clients to ensure timely delivery of ongoing and ad-hoc research analysis and management consulting to support the client's customer experience management initiatives. She has worked with companies like Star TV, Coca Cola, P&G, HDFC Bank, HDFC Life, Vodafone Business Services, Johnson and Johnson Consumer Products, Nerolac etc, in areas of Brand Consulting, Marketing research and Marketing Analytics.



Prof. Harnesh Makhija

Programme Co-Coordinator - MBA Sports Management

K J Somaiya Institute of Management

Prof. Harnesh Makhija has close to a decade of teaching experience in the area of corporate finance, project finance and financial modeling with a keen understanding of capital markets and financial management. His current role as Assistant Professor at K J Somaiya Institute of Management includes teaching, research and training assignments in the area of corporate finance, project risk analysis and financial modeling along with research and active participation in various committees. Prior to joining the institute, he has worked with Arun Manharlal Shah Institute of Management Studies & Research and YTIET in teaching and committee member roles. He is a MBA Finance from Mumbai University, holds a NET certification from UGC and has enrolled for Ph.D from Mumbai University.

Differentiators

Overarching Sports Management Programme

The programme covers current and future areas of opportunity to the students to deliver courses that will make the students future-ready managers in sports and allied sectors.

Make Your Passion Your Profession

Professional achievement orientation can get a jumpstart when you infuse your innate passion into your career-building. If your passion is your workplace, you will never work a single day in your life!

Kick-start the Manager in You

MBA-Sports Management accords excellent classroom learning with practical and seat-of-the-pants orientation through action learning. Thus, building sports managers with an active inclination towards hands-on operational application.

Spectacular Opportunities await You

MBA-Sports Management is crafted on the basis of the future orientation of sports and entertainment industries. The programme imbibes into budding sports management professionals, the movement of sports and sportstainment expected to evolve in the future such as e-sports, sports analytics and focused & specialized technology as related to specific areas of sports.

Grab a piece of the Global Opportunities Today

Globally, sports is a multi-billion dollar industry growing significantly, the largest being the USA and Europe, while Asia-Pacific shows great potential in growth of sports and sportstainment. Thus giving opportunities to the qualified and skilled sports managers to grab a part of this ever growing global pie.

Action Learning



Sports Facilities Planning and Management



Grassroots Sports Development



Mega Sports Events Management



Coaching and Training in Sports Management



Board of Studies

- Dr. Monica Khanna, Director, K J Somaiya Institute of Management
- Aazaz Khan, Director, Somaiya Sports Academy
- Prof. Isaac Jacob, Area Chairperson – Mktg & IB, K J Somaiya Institute of Management
- Vishal Gondal, Founder & CEO, GoQii Inc
- Satish Menon, CEO, Kings XI Punjab
- Chester King, CEO, British eSports Association
- Mehul Kapadia, COO, Motorsports Network (London)
- Medha Shitut, VP – Insights, BARC India | Former VP – Insights, STAR Sports
- Prof. Sim Sitkin, Professor, Duke University
- Vishal Jhunjunwala, 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
- Tarun Singh Chauhan, Founder, TSC Consulting | Former Managing Partner, JWT India
- Dr. Pramod Prabhakaran, Sports Medicine & Sports Resilience Expert, Imperial College of Business (London)
- Swapnil Salvi, General Manager, Inox
- Rishikesh Kumar, Founder, Xtraliving

Subjects Offered

Business Management

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

Marketing, Branding and Media Management

Advanced Sports Marketing	Managing Sports Media and Broadcasting
Applied Sports Marketing Research	Marketing Management
Celebrity Marketing and Reputation Management	Media Management in Sports
Digital and Social Media Marketing	Public Relations and Sports Journalism
Integrated Marketing Communications in Sports Management	Sports Merchandize Manufacturing and Marketing

Technology and Analytics

Design and Management of Information Systems in Sports	Sports Analytics Management	Technology and Sports Equipment Management
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Strategy and Leadership

Leadership in Sports Management	Strategic Management
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Special Areas in Sports Management

Coaching and Training in Sports	Psychology and Sports Behaviour
Government Policy Framework to understand Sports Management	Public Private Partnership Model for upkeep of Sports Facilities
Grassroots Sports Development	Sociology in Sports
Licencing of Sports Property	Sponsorship and Mega Sports Events Management
Multicultural Management in Sports	Sports Medicine
Negotiations in Sports Management	Sports Physiotherapy
Sports Tourism Management	



Campus / Sports Infrastructure

The Somaiya Vidyavihar and Somaiya Ayurvihar campus have international standard infrastructure for sports like Athletics (all disciplines), Lawn Tennis, Basketball, Badminton, Squash, Football, Volleyball, Roller Skating, Cricket and a fully equipped gymnasium. Students of the campus have access to all the facilities and also have exposure to coaching in various sports.

Pedagogy

MBA Sports Management 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 programme imbibes the latest cutting-edge courses relevant to sports management such as technology in sports, sports analytics, design and management of information systems in sports, etc. The programme is offered by K J Somaiya Institute of Management and Somaiya Sports Academy to ensure the classroom learnings will get translated into practical application on-ground and in the marketplace. The off-campus immersion programmes such as involvement of the students in one or more innovative and sports areas such as extreme sports, including action-learning in large-formatted sports platforms will be an added feature. Masterclasses will be facilitated by doyens and experts from the sports management industry.



Dedicated to students' progress



Experienced
Faculty



Latest
Pedagogy



Rich Alumni
Base



Strong Industry
Connect



Excellent
Placements



Advanced sports
facilities



Experiential
Learning



Certified coaches
and specialist staff



Credit and non-credit
courses



Mentoring for National /
International sports

Spectacular Opportunities Await You

Job opportunities available after MBA Sports Management are as follows:

Managing Sports Brands and Properties

Sports Products Retailing

Managing Health and Fitness Chains
like Gold's Gym, Anytime Fitness

Health and Fitness Apps like HealthifyMe

Sports Medicine and Nutrition

Digital Marketing

Analytics

Retail Sales

Business Development

Event Management Companies

Sports Leagues like IPL, PKL, ISL

Sports and leisure clubs - Golf

Sports Media Management

Sports Journalism

Event Management

Sports Specialists

Media Sponsorship

Licencing Sports Property



Admission Details



Eligibility Criteria

Minimum of 2 years of work experience after graduation in any discipline from a recognized Graduates in any discipline with aggregate 50% marks from any UGC approved college & recognized University. Fresh graduates may also apply.

Appeared for CAT 2019 / XAT 2020 / CMAT 2020 / GMAT (Valid scores of last three years are accepted for GMAT 01/08/2017 to 16/08/2020)

A strong involvement in sports at the activity level and/or a passion to pursue a career in sports management is a mandatory requirement. A Statement of Purpose specifying the aspirant's reason why(s) of doing this course is a MUST for being considered for the course.

Once admitted into MBA - Sports Management, a student CANNOT move to any other MBA programme at K J Somaiya Institute of Management.



Admission Process

1. Online Application
2. Document verification
3. Statement of Purpose
4. Personal Interview – (Campus walk-in/Video Conferencing)
5. Selected candidates will get an invitation for admission
6. Candidates will accept the admission and pay fees

Fee Details

Total Fee Including Tuition Fee (Excluding Hostel Fee)		
Application form Fee	₹ 2850/-	Students can pay full amount of first year fees or else can opt for installment scheme (4 installments)
Academic Year 2020-21	₹ 7,17,050/-	
Academic Year 2020-22	₹ 7,76,285/-	
1st installment	₹ 50,000/-	
2st installment	₹ 2,00,000/-	
3st installment	₹ 2,67,050/-	
4st installment	₹ 2,00,000/-	

Hostel Fees (Triple Sharing)	
Rent for 10 Months*	₹ 1,37,500/-
Security Deposit**	₹ 20,000/-
Registration Fee***	₹ 1,000/-
Mess Deposit**	₹ 5,000/-
Total	₹ 1,63,500/-
* Per bed	
** Refundable Amount - One time payment of accommodation in the first year	
*** One time payment non refundable in the first year	

Important Dates: Scan the QR code to know more ----->





Padmabhushan Shri K. J. Somaiya

Founder, Somaiya Vidyavihar (Estd: 1959)

1 Visionary and 60+ years of legacy



8 Campuses
34 Institutions



1,500+ Faculty
2,500+ Staff



40,000 Students
100+ Student Clubs



230+ Courses
20+ Libraries



6 Hostels
1,500+ Student
Accommodation



15+ Dining
Options



Girls : Boys
Ratio - **1:1**



20+ Sports
Offerings



100+ Start-ups
20+ Project Patents

Contact Us

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Find us on Google Maps

Distance From:

Lokmanya Tilak Terminus - 0.5 Km

Dadar Station- 10.2 Km

Chhatrapati Shivaji Terminus- 20 Km

Domestic Airport- 10 Km

International Airport- 12.8 Km



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