



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



## K J Somaiya Institute of Management & Somaiya Sports Academy Launch MBA Sports Management

# Make Your Passion Your Profession!



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

**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.



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**Somaiya Sports Academy**

Somaiya Sports Academy was envisioned as a futuristic Sports Academy that would be recognised as the gold standard in scientific Sports Training, and in preparing world-class Sports professionals who can cater to the training and high-performance needs of athletes competing at the highest levels. Along with administering the latest and the most scientific Sports training, the Academy, with its state-of-the-art R&D facilities, will be constantly breaking new ground in training methodologies, dietetics, bio-mechanics, sport psychology, strength conditioning, etc., keeping the Academy at the cutting edge of scientific Sports Training.

# 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.

## Programme Goal

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

## 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	

## Admission Process



## Fees

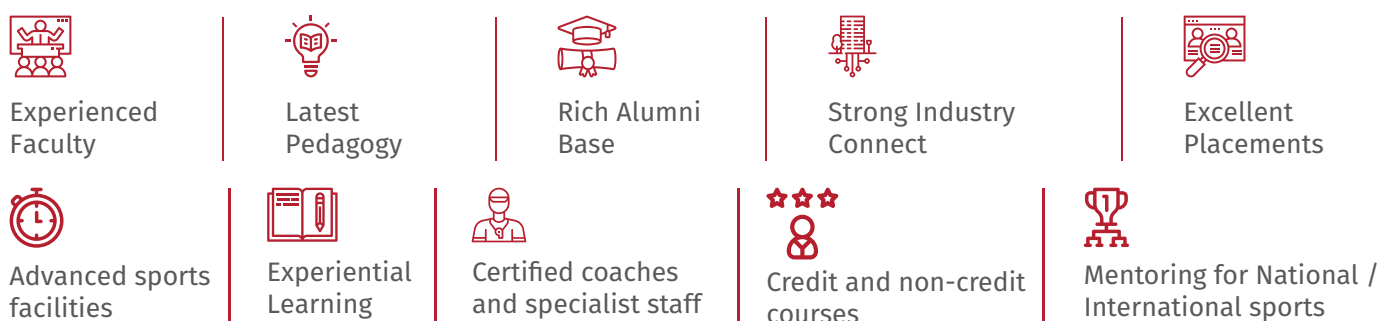
Students can pay full amount of first year fees or else can opt for installment scheme (4 installments). Further information will be communicated via offer letter.

Total Fee including Tuition Fee (Excluding Hostel Fee)	Amount
Application form fee	₹ 2850
Academic Year 2020-21	₹ 7,17,050
Academic Year 2021-22	₹ 7,76,285

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



## Dedicated to students' progress



# Spectacular Opportunities Await You

Job opportunities available after MBA Sports Management are as follows:

Managing Sports Brands and Properties	Event Management Companies
Sports Products Retailing	Sports Leagues like IPL, PKL, ISL
Managing Health and Fitness Chains like Gold's Gym, Anytime Fitness	Sports and leisure clubs- Golf
Health and Fitness Apps like HealthifyMe	Sports Media Management
Sports Medicine and Nutrition	Sports Journalism
Digital Marketing	Event Management
Analytics	Sports Specialists
Retail Sales	Media Sponsorship
Business Development	Licencing Sports Property

## Somaiya Vidyavihar University

With over six decades of experience in building and managing educational institutes of great repute, Somaiya Vidyavihar has become a Private University. We are delighted to have given Mumbai its first new-age university of global stature. As part of this accomplishment, we are now offering our students, programmes with the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.

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 such as full-sized football ground, an athletic track, volleyball and tennis courts, gymnasiums, squash courts, a yoga room, a medical centre and an open-air Amphitheatre.

The curriculum, designed by distinguished names from academia and industry, ensures that every graduate from Somaiya Vidyavihar University is a future-ready and multi-faceted professional with much to offer to the world. We have a dream to build and support a world-class institution, one that is proudly Indian, and excels in Education, Research and Service.

## Contact Us

### Admissions Team

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To know more about this  
unmatched educational  
experience



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