

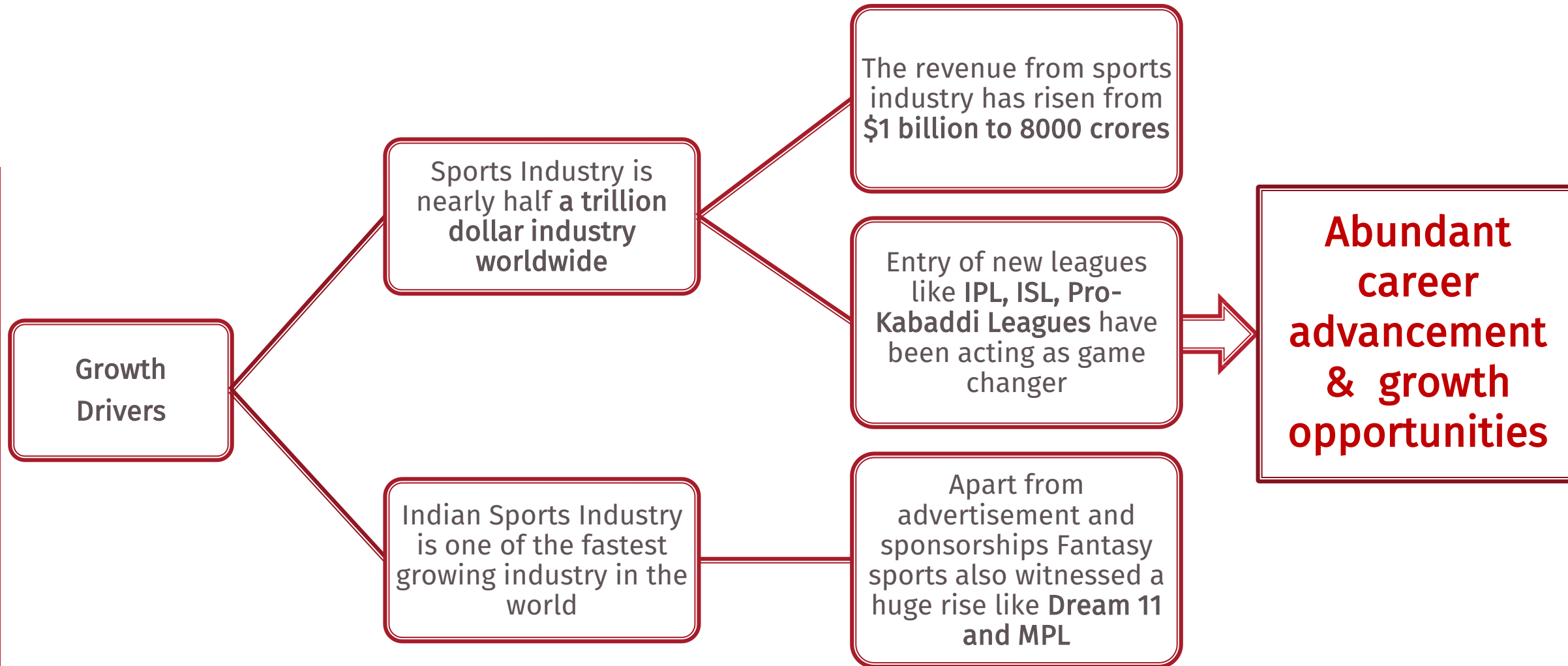
Two Year Full-time MBA Programme | Batch 2021-23

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: [Innovatemy.com](https://www.innovatemy.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

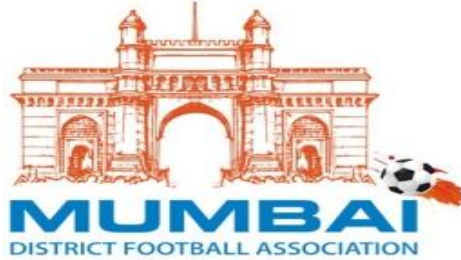
1456
Students trained
for competitions

6059
Sports Events
Participation

ACCREDITATION



2 Star Academy



1st- Div, 2nd -Div, Women's Div



Junior and Sub-Junior Team

Action Learning

Sports Facilities Planning and Management



Grassroots Sports Development



Coaching and Training in Sports Management



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**, Head - Research & Strategy, Zee Group
- **Chester King**, CEO, British eSports Association (London)
- **Tarun Singh Chauhan**, Founder, TSC Consulting | Former Managing Partner, JWT India
- **Dr. Pramod Prabhakaran**, Sports Medicine & Sports Resilience Expert, Imperial College of Business (London)
- **Dr. Sim Sitkin**, Professor of Leadership, Fuqua School of Business, Duke University (USA)
- **Dr. Monica Khanna**, Director, K J Somaiya Institute of Management
- **Prof. Isaac Jacob**, Professor, K J Somaiya Institute of Management
- **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
- **Rishikesh Kumar**, Founder, Xtraliving
- **Aazaz Khan**, Director, Somaiya Sports Academy

Strategic Learning Goals

Common Goals

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

Programme Goal

To develop professionally trained and industry-ready managers for sports and sports related sectors



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

Sports Infrastructure

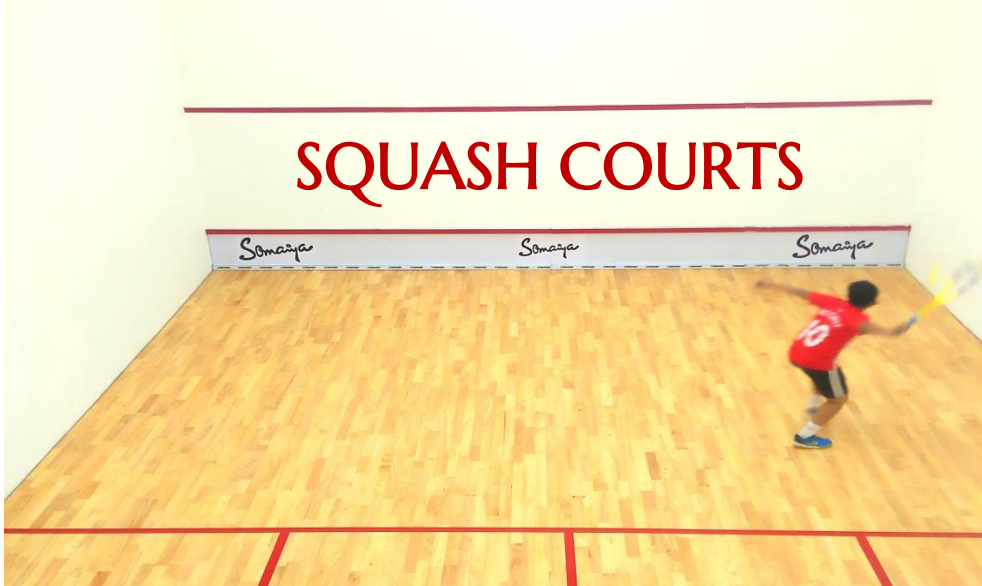
SKATING TRACK



CRICKET GROUND



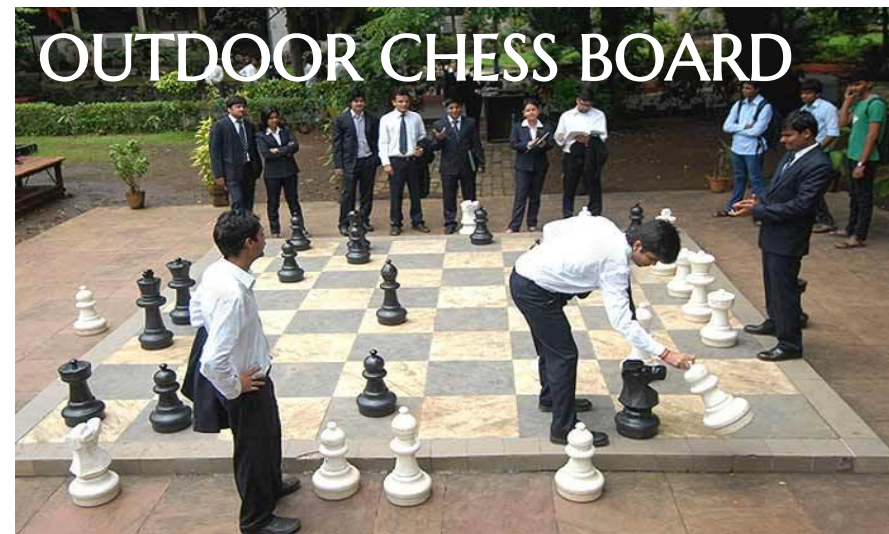
SQUASH COURTS



TENNIS COURT



Sports Infrastructure



Sports Infrastructure



OUTDOOR TABLE TENNIS



TAEKWONDO HALL



VOLLEYBALL COURT



YOGA HALL

Key Employers

- Sports Broadcasting networks
- Athletic Apparel and sports equipments organisations
- Marketing and Public Relations firms
- Sales and Advertising companies
- Media agencies
- Sports & Recreation clubs
- Fitness companies
- Event Management companies
- Celebrity Management firms
- Digital Marketing organisations
- Major League clubs



Image source: [WorkChron](#)

Expected Job Profiles

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



Image source: [Legalreader](#)

Programme Coordination Team



Prof. Isaac Jacob

Programme Coordinator
K J Somaiya
Institute of Management



Mr. Aazaz Khan

Director
Somaiya Sports
Academy



Prof. (Dr.) Anjali Chopra

Programme Co-Coordinator
K J Somaiya
Institute of Management



Prof. Harnesh Makhija

Programme Co-Coordinator
K J Somaiya
Institute of Management

Thank You

simsr.somaiya.edu

