



SOMAIYA
VIDYAVIHAR UNIVERSITY



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

Catch The New Wave!



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



SOMAIYA
VIDYAVIHAR UNIVERSITY

Somaiya Sports Academy

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 a proof of our goodwill and 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 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 in 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	Financial Management in Sports
Business Research I	Human Resources Management in Sports
Business Research II	International Business
Entrepreneurship Management	International Sports Management
Ethics and Law in Sports Management	Introduction to Sports Industry
IT in Management	Macro Economics related to Sports
Management Accounting in Sports	Management of Sports Leagues and Teams
Operations & Supply Chain Management in Sports	Sports and Organisational Behaviour
Sports Economics	Sports Facilities, Security Planning and Management
Sports Project Management	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
IMC in Sports Management	Sports Merchandize Manufacturing and Marketing

Technology and Analytics

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

Strategy and Leadership

Leadership in Sports Management	Strategic Management
---------------------------------	----------------------

Special Areas in Sports Management

Coaching and Training in Sports

Government Policy Framework to understand SM

Grassroots Sports Development

Licencing of Sports Property

Multicultural Management in Sports

Negotiations in Sports Management

Psychology and Sports Behaviour

Public Private Partnership Model

Sociology in Sports

Sponsorship and Mega Sports Events Management

Sports Medicine & Sports Physiotherapy

Sports Tourism Management

Spectacular Opportunities Await You

Managing Sports Brands and Properties

Sports Products Retailing

Managing Health and Fitness Chains

Health and Fitness Apps

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



Dedicated to Student's Progress



Experienced
Faculty



Latest
Pedagogy



Rich Alumni
Base



Strong Industry
Connect



Excellent
Placements



Advanced Sports
Facilities



Experiential
Learning



Certified Coaches &
Specialist Staff



Credit & Non-credit
Courses



Mentoring for
National/
International Sports

Admission Process (Profile Based)



Online
Application



Profile Based
Shortlisting



Documents
Verification



SOP & GD-PI
Process



Result
Declaration



Final
Admission

Important Dates

Scan the QR code to know more ----->



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 a 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

K J Somaiya Institute of Management,
Somaiya Vidyavihar University,
Vidyavihar (E), Mumbai-400077, India.

Admissions Office Email: admission.simsr@somaiya.edu

Admissions Student Committee Email: adcom@somaiya.edu

Website: simsr.somaiya.edu



@kjsimadmissions



@adcomkjsomaiya



Admissions Committee | K J Somaiya
Institute of Management