



MASTER'S IN SPORTS MANAGEMENT

In Association With International Institute of Sports Management



DURATION: TWO YEARS FULL TIME (4 SEMESTERS)

ELIGIBILITY:

Graduate in any faculty from any recognized University

ADMISSION PROCEDURE:

- 1) SMAT - Sports Management Admission Test/ MAH CET MMS/MBA-Online
- 2) Group Discussion
- 3) Personal Interview

Minimum required percentage at the HSC and graduation level (Bachelor's degree) is 50% for applicants belonging to the General category
 Minimum required percentage at the HSC and graduation level (Bachelor's degree) is 45% for applicants belonging to the reserved category

OBJECTIVE:

To equip the students with various methods, practices and techniques of Sports management, and make them attain necessary knowledge & skills to be a successful sports management professional.

JOB OPPORTUNITIES: Sports Management degree program trains students on necessary knowledge base & skill sets required to pursue successful careers in sports industry. Knowledge on sports finance, Sports law, Sports Analytics and so on are essentials that industry demands and institutes like IISM trains students in these areas for efficient careers in sports management. The students get job opportunities: Team and League Management ,Sports Sponsorships, Sports Facility Management, Sports hospitality, Sports Sales and Marketing, Sports Communication and PR, Sports talent management, Sports media and production, Sports logistics, Sports HR, Lawyer, Psychologist, coaching.



The First & Only of It's Kind
Sports Management Program



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COURSE CONTENTS:

SEMESTER 1

- Perspective Management
- Financial Accounting
- Business Statistics
- Operations Management
- Managerial Economics
- Marketing Management
- Business Communication
- Organizational Behavior

SEMESTER 2

- Financial Management
- Legal Aspects of Business & Taxation
- Business Research Methods
- Economic Environment of Business
- Marketing Applications & Practices
- Sports Management
- Sports Human Resource Management
- Sports Organization & Administration

SEMESTER 3

- International Business
- Strategic Management
- Product & Brand Management
- Sports Marketing
- Sports Analytics Management
- Sports Financial Management
- Sports Sponsorships
- Sports Law
- Summer Internship

SEMESTER 4

- Entrepreneurship Management
- Digital Marketing in Sports
- Media Marketing in Sports
- Public Relations in Sports
- Sports Facility & Event management
- Business Negotiations Skills
- Project Work

