

SPORTS MANAGEMENT



SUMMARY



Students who pursue sports management learn how business principles are related to the sports industry. The business and promotional concerns of athletes or athletic organizations are seen by sports management professionals. Job duties of sports management professionals may include monitoring the finances, negotiating contracts of athletes and teams. As there is increasing demand of these professionals due to rise in league competitions such as ISL, IPL, PBL, Pro-Kabaddi League etc., this profession has got a lot more opportunities and employment.



CAREER OPPORTUNITIES IN SPORTS MANAGEMENT

- Sports Agents
- Sports Managers
- Sports Medicine Professional
- Sports Information Director
- Sports Marketing Specialist
- Event or facility managers
- Sports Journalist / Commentator
- Sports Federations
- Sports Celebrity Manager



HOW TO PURSUE A CAREER IN SPORTS MANAGEMENT

	Stream	Graduation	After Graduation	After Post Graduation
Path 1	Clear Class XII in any Stream (Keen involvement in sports is recommended)	Pursue BA in sports management or BBA (Sports Mgt) for 3 years	Pursue MBA (Sports Mgt) for 2 years/Job	-

	Stream	Graduation	After Graduation	After Post Graduation
Path 2	Clear Class XII in any Stream (Keen involvement in sports is recommended)	Pursue BA in sports management or BBA (Sports Mgt) for 3 years	Pursue PGDSM for 1-2 years/Job	-
Path 3	Clear Class XII in any Stream (Keen involvement in sports is recommended)	Pursue BA with any stream	Pursue PGDSM for 1-2 years/Job	-



IMPORTANT FACTS

- Some colleges prefer sports players.
- No mandatory subjects in class XII.
- The minimum age requirement is 17 years for this course.



LEADING INSTITUTES

TOP SPORTS MANAGEMENT INSTITUTES IN INDIA

College	Location
National Academy of Sports Management - NASM	Mumbai
George College	Kolkata, West Bengal
Maulana Abul Kalam Azad University of Technology	West Bengal
Indian Institute of Social Welfare and Business Management	Kolkata
International Institute of Sports Management (IISM)	Mumbai

College	Location
Institute of Sports Management, ISST	Maharashtra
Tamil Nadu Physical Education & Sports University, Chennai	Chennai
Lakhmi Bai National University of Physical Education	Gwalior

TOP SPORTS MANAGEMENT INSTITUTES IN THE WORLD

Institution	Location
Temple University	Philadelphia, US
University of Texas	Austin, US
University of Minnesota	Minnesota
University of Michigan	US
University of Florida	Florida

POSTGRADUATE

Institution	Tentative Date	Important Elements
National Academy of Sports Management - NASM	Feb	(Only for MBA/ PG students) Telephonic or Personal Interview after filling forms . Interview done to evaluate personality traits, academics, goals and self-awareness level of the candidate

Institution	Tentative Date	Important Elements
Indian Institute of Social Welfare and Business Management	Test- 13th June	Written exam, GD, Interview
Lakhmi Bai National University of Physical Education,	June	Written test- General Awareness, Sports awareness, Sport General knowledge, Physical fitness test
International Institute of Sports Management (IISM)	July - Exam	[PGSM] Sports Management admission test (SMAT) -Quantitative Ability - Data Interpretation and Logical Reasoning - Verbal Ability and Verbal Reasoning - Visual Reasoning - Sports Awareness



WORK DESCRIPTION

- Manage budgets and coordinate with players/clients and owners/marketers on commercial matters.
- Get advertisement deals and contracts which get the maximum coverage for clients.
- Apply concepts of management and business to the world of sports.
- Liaison with multiple stakeholders on behalf of clients.
- Manage and coordinate media interactions for the clients.
- Plan and manage marketing and branding campaigns for clients.
- Maintain training schedules to ensure overall fitness and well-being of clients.
- Negotiate or approve of contracts and agreements.



PROS & CONS OF A CAREER IN SPORTS MANAGEMENT

PROS

- With an ever-increasing enthusiasm in sports, sports management as a field is growing heights.
- Sports management is a diverse field and not just limited to professional leagues, but one can work in schools, colleges, non-profit organisations etc.
- It allows you independent thinking and creativity.

- Allows you to work with big company brands.

CONS

- It is not a 9 to 5pm job. One must work even on holidays.
- You will be the first person to reach the venue and set up things and last person to leave.
- With so many people wanting to make a career in sports, there is a lot of competition and one of the toughest job markets currently.