

CERTIFICATE IN SPORTS MANAGEMENT

Become industry-ready in 6 months. Learn from working professionals, build real-world projects, and graduate with a guaranteed internship placement.

 **PHYSICAL CLASSROOM · FRI, SAT & SUN · JAIPUR, RAJASTHAN**

APPLY BY MARCH 31, 2026

ABOUT ATLANTURE SPORTS

RAJASTHAN'S PREMIER SPORTS MANAGEMENT COMPANY

Atlanture Sports is a Jaipur-based sports management and event production company with a strong track record of producing large-scale sporting leagues and activations across India. From grassroots tournaments to nationally broadcast leagues, Atlanture has built deep expertise across the full spectrum of the sports industry.

Our clients include Red Bull, BMW, Jio, Zee Studio, Dainik Bhaskar, Fortis Healthcare, Nivia, Beardo, and Times of India – making us one of the most well-connected sports companies in Rajasthan.

EVENTS WE ORGANISE

REAL KABADDI LEAGUE
Professional League

**KHELO CREATORS
LEAGUE**
Creator Sports League

KHEL KARATE LEAGUE
Martial Arts League

**DOCTORS PREMIER
LEAGUE**
Community Cricket

JAIPUR MAHAKHEL
Multi-Sport Festival

**RAJEEV GANDHI RURAL
OLYMPICS**
Rural Sports Initiative



100% INTERNSHIP OPPORTUNITY – GUARANTEED

Every student who completes the program is placed with an industry partner through Atlanture's network.

**OUR
PROMISE.**

6-MONTH CURRICULUM

INDUSTRY-DESIGNED · PRACTICAL-FIRST

MONTH 1

SPORTS INDUSTRY FUNDAMENTALS

01

- Global & Indian Sports Industry Overview
- Revenue Models – Broadcasting, Sponsorship, Ticketing
- Sports Agencies, Leagues & Federations
- Case Studies: IPL, ISL, Olympics & Emerging Leagues

MONTH 2

EVENT MANAGEMENT & OPERATIONS

02

- Event Planning & Execution Framework
- Venue Management & Vendor Coordination
- Logistics, Accreditation & Match-Day Ops
- Budgeting & Risk Management Protocols

MONTH 3

SPORTS MARKETING & SPONSORSHIP

03

- Sports Branding & Positioning
- Sponsorship Strategy & Activation Planning
- Digital & Social Media Marketing in Sports
- Influencer & Athlete Marketing

MONTH 4

ANALYTICS & PERFORMANCE MANAGEMENT

04

- Introduction to Sports Data Analytics
- Performance Metrics & KPIs
- AI, Wearables & Tracking Technology
- Data-Driven Decision Making

MONTH 5

LEGAL & REGULATORY FRAMEWORK

05

- Introduction to Sports Law
- Player Contracts & Negotiations
- Intellectual Property & Media Rights
- Ethics, Anti-Doping & Dispute Resolution

MONTH 6

CAPSTONE PROJECT + PLACEMENT PREP

06

- Live Industry Project with Real Company
- Portfolio & LinkedIn Optimisation
- Resume Building Workshop
- Mock Interviews & Placement Process

CAREER PATHWAYS AFTER COMPLETION

SPORTS EVENT EXECUTIVE

SPONSORSHIP MANAGER

MARKETING COORDINATOR

SPORTS ANALYST

TEAM OPS MANAGER

PLAYER MANAGEMENT

LEAGUE OPERATIONS

SPORTS CONSULTANT

WHO SHOULD APPLY?

Students, fresh graduates, young professionals, athletes, and sports enthusiasts who want to build a career in the sports industry. No prior experience required.

PROGRAM FEE

₹30,000

+ 18% GST applicable · Total: ₹35,400

Full 6-month program · Curriculum + Faculty + Projects

CONTACT & REGISTER

 atlanturesports.com

 Jaipur, Rajasthan

 Batch starts April 7, 2026

 Applications close March 31, 2026