



# **Certificate Course in Sports Management**

Program Duration: 6 Months | Mode: Hybrid/Online | Industry Integrated

## **Program Overview**

The Certificate Course in Sports Management is designed to provide students with comprehensive industry exposure across sports business, event management, marketing, analytics, legal frameworks, and placement readiness. The curriculum combines theoretical foundations with practical application, ensuring graduates are industry-ready upon completion.

## **Month 1: Sports Industry Fundamentals**

- Overview of Global & Indian Sports Industry
- Sports Ecosystem & Key Stakeholders
- Revenue Models in Sports (Broadcasting, Sponsorship, Merchandising, Ticketing)
- Introduction to Sports Agencies, Leagues & Federations
- Case Studies of IPL, ISL, Olympics & Emerging Leagues

## **Month 2: Event Management & Operations**

- Sports Event Planning & Execution Framework
- Venue Management & Vendor Coordination
- Logistics, Accreditation & Match-Day Operations
- Budgeting & Financial Planning for Events
- Risk Management & Safety Protocols

## **Month 3: Sports Marketing & Sponsorship**

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

## **Month 4: Analytics & Performance Management**

- Introduction to Sports Data Analytics
- Performance Metrics & KPIs
- Technology in Sports (Wearables, AI, VAR, Tracking Systems)
- Data Visualisation & Reporting
- Data-Driven Decision Making in Teams & Organizations

## **Month 5: Legal & Regulatory Framework**

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

## **Month 6: Capstone Project + Placement Preparation**

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

## **Career Pathways**

Graduates of this program can pursue roles such as Sports Event Executive, Sponsorship Executive, Sports Marketing Coordinator, Team Operations Manager, Sports Analyst, Player Management Associate, League Operations Executive, and Sports Business Consultant.

## **Eligibility & Enrollment**

Eligible applicants include undergraduate students, graduate students, sports enthusiasts, athletes, working professionals seeking a career transition into sports, and entrepreneurs interested in sports business ventures.

Important: Students interested in downloading the detailed curriculum and applying for the program must complete the official registration form provided by the admissions team.