



# BACHELOR OF SPORTS MANAGEMENT

In Association With International Institute of Sports Management



**DURATION:** THREE YEAR FULL TIME (6 SEMESTERS)



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

**ELIGIBILITY:** HSC IN ANY STREAM. Minimum required percentage at the HSC is 50% for applicants belonging to the General category.  
Minimum required percentage at the HSC is 45% for applicants belonging to the reserved category

## ADMISSION PROCEDURE:

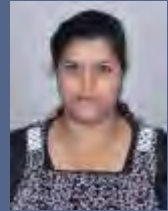
- 1) SMAT - Sports Management Admission Test- Online
- 2) Group Discussion
- 3) Personal Interview

## 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.



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## COURSE CONTENTS:

### SEMESTER 1

- Financial Accounting
- Business Law
- Business Communication-I
- Foundation Course in Physical Education I
- Foundation of Human Skills
- Business Environment
- Business Economics-I

### SEMESTER 2

- Principles of Marketing
- Ethics & Governance
- IT in Business Management
- Foundation Course in Physical Education II
- Business Statistics
- Strategic Management
- Principles of Management

### SEMESTER 3

- Integrated Marketing Communication
- Sports Management
- Product Innovations Management
- Environment Management
- Production & Total Quality Management
- Logistics & Supply Chain Management
- Business Research Methods

### SEMESTER 4

- Corporate Communication & Public Relations
- Introduction to sports Coaching
- Conflict & Negotiation
- Indian Ethos in Management
- Business Planning & Entrepreneurial Management
- International Business
- Operation Management

### SEMESTER 5

- Elective Courses  
Sports Management  
OR  
Sports Coaching & Nutrition
- Summer Internship

### SEMESTER 6

- Elective Courses  
Sports Management  
OR  
Sports Coaching & Nutrition
- Summer Internship