MASTER THE NEW

Jio Institute
LEARNING FOR LIFE

PGP in Sports Management

Fundamental concepts with domain led learning. Data driven academics, projects & practice

Course at a glance



The emerging domain of Sports Management

The one-year full time residential PGP in Sports Management at the Jio Institute creates the knowledge, skills and exposure needed to build a career in the sports industry. From learning the fundamental concepts of Management, Marketing and Strategy, to gaining exposure to domain areas like Governance & Regulatory frameworks, Data & Technology in Sport, to Athlete development, to Fan Engagement, to building a new Sport IP, Events and Operations, the domain courses are taught using theory, cases, projects and industry immersions by some of the leading sports academicians and practitioners in India and the world. The course demands focus, discipline and an ability to multi-task.

Who should join?

Graduates from Engineering / Science / Commerce / Law / Management / Humanities aspiring to get into the business management side of sports

Learn more about Course
Scan the QR code

The new age Curriculum

The curriculum is designed to equip students with a strong foundation in sport business principles, shaping them for success in the grassroots, regional, national, and international sports industry

Foundation Courses

- Strategic Management for Sports Organisation
- Indian and International Sports Ecosystem
- Business Statistics for Decision Making
- Sports Marketing
- Sports Finance & Economics
- NextGen Sports Research: Methodologies and Applications
- Grassroots Sports Ecosystem
- Sports Organisational Behaviour, Leadership & Ethics
- Personal Development for Employability in Sports Industry
- Communication, PR & Sports Writing
- Introduction to Consulting

Advanced Courses

AI & Analytics
- Sports Consulting

Sports Marketing
- Sports Media & Broadcasting
- Sports Sponsorship & Partnerships

Emerging Areas in Sports
- eSports & Gaming
- Sports Technology & Innovation
- Starting New Ventures in Sports

Core Courses

AI & Analytics
- Digital Storytelling in Sports
- Sports Data Analytics
- AI & Gen AI for Sports Business

Sports Marketing
- Digital Marketing in Sport
- Sports Promotion, Sales & Monetization
- Fan Engagement & Community Building

Sports Operations
- Sports Event & Operations
- Building & Managing a Club or Franchise

Athlete Development
- Athlete Development & Management

Electives

- Sports Science
- Sports Governance, Law and Policy
- Sports Geopolitics
- Olympic Studies
- Sustainability for Sports

Experiential Learning

We lay strong emphasis on providing you a well-rounded higher education, rooted in practical exposure through:

- Internships that provide hands-on experience, help develop industry-specific skills, and enhance understanding of workplace dynamics.
- Projects where Real business challenges are tackled under the guidance of industry leaders and mentors.
- A two-week international immersion module offers academic, industrial, and cultural experiences at a partner university abroad.
- Regular interactions with industry leaders and experts offer guidance, industry insights, and practical advice.

Our Faculty

Our faculty includes a diverse mix of distinguished academics from top international and Indian universities, along with experienced industry practitioners, providing students with both theoretical knowledge and practical insights. Some of our faculty members include:

Dr. Denish Shah
Professor of Marketing,
Georgia State University, USA

Mr. Anirudh Kalia
Associate Professor of Practice,
Sports Management, Jio Institute, India

Dr. Partha Krishnamurthy
Larry J. Sachnowitz Professor of Marketing,
Director of the Institute for Health Care Marketing, University of Houston, USA

Ms. Deepa Mallesh
Independent Consultant,
Sports Investments, India

Dr. Ashish Karnavat
Founder,
Novexa Consulting

Dr. Kiran Pedada
Assistant Professor of Marketing,
University of Manitoba, Canada

Mr. Ashish Shah
Strategic Advisor &
Consultant

Mr. Yatin Shriwardhankar
Co-Founder & Business Head,
Spocademy, India

Mr. Jay Shah
Co-Founder and Jt MD,
The Sports Gurukul

Mr. Sidhhant Agarwal
Founder & CEO,
SportVot

Dr. Keshav Gupta
Assistant Professor, Department of Sport and Entertainment Management, University of South Carolina, USA

Mr. Ekansh Gupta
CEO,
Ultimate Table Tennis

Mr. Malay Desai
Director Content,
Sportz Interactive

Mr. Suhail Chandhok
CEO,
U Sports India

Dr. Babji Srinivasan
Professor,
IIT Madras

Mr. Arvind Sivdas
Co-Founder,
Elev8 India Sportz

Potential Roles

Our programme prepares students for numerous roles in this dynamic field, catering to diverse interests and enabling students to find their niche.



Sport Media, Sales & Sponsorships



Sports Marketing & Fan Engagement



Sport Consulting & Administration



Sports Operations with Events & League/Clubs



Grassroots, Athlete and Talent Management

Eligibility

- ✓ An undergraduate degree in any discipline with minimum 50 percent or equivalent CGPA
- ✓ A valid GRE/GMAT/CAT score or appear for Jio Institute Entrance Test (JET)
- ✓ Preference shall be given to candidates with relevant work experience.

Connect with us:

Contact: 1800-889-1100 | WhatsApp: +91 91370 83449
Email: admissions@jioinstitute.edu.in
Campus: Jio Institute, Sector 4, Ulwe, Navi Mumbai, India

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Learn more about how to apply

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