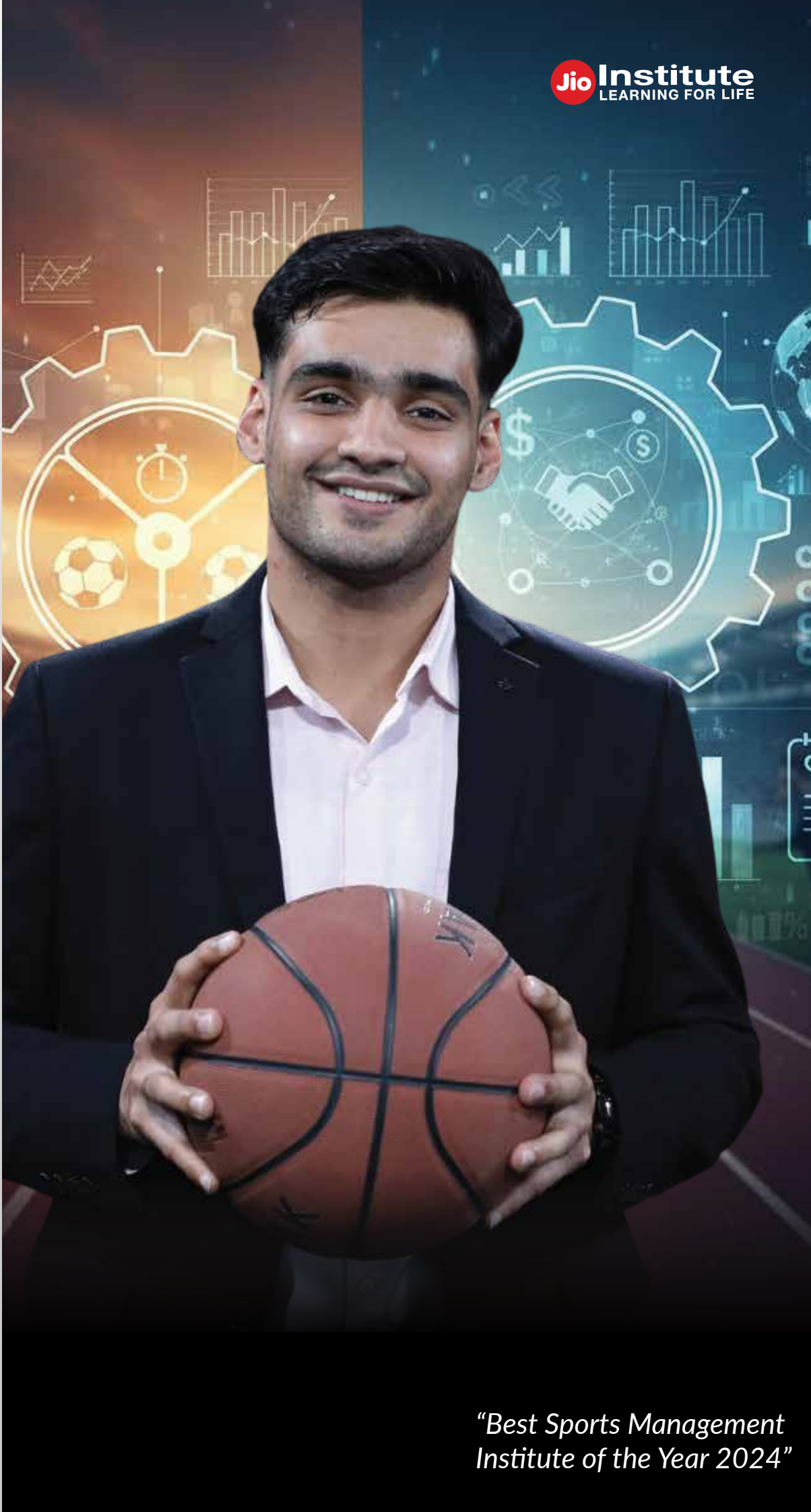
PGP in Sports Management

One Year, Full-Time, Residential

Jio Institute
LEARNING FOR LIFE



"Best Sports Management Institute of the Year 2024"

"Education is all about igniting young minds and enabling them to attain their fullest potential."

Smt. Nita Ambani
Founder Chairperson, Reliance Foundation Institution of Education and Research



About Jio Institute

Jio Institute is a multidisciplinary higher education institute set up as a philanthropic initiative by the Reliance Group. The Institute is dedicated to the pursuit of excellence by bringing together global scholars and thought leaders to transform the educational landscape in the country and providing an enriching student experience through world-class education. Our founders **Smt. Nita Ambani** and **Shri Mukesh Ambani** firmly believe in the power of youth to transform India. It is this belief that was instrumental in setting up Jio Institute. The Institute's 52-acre residential campus in Ulwe, Navi Mumbai boasts of cutting-edge infrastructure designed to provide an enriching academic experience and a vibrant campus life.

Our Vision

- Be an exemplary Indian academic institution of international repute
- Build a vibrant ecosystem for research, innovation, and entrepreneurship
- Be India's test bed for frontier research and invention of future technologies
- Prepare the next generation of leaders and entrepreneurs through holistic development
- Significantly contribute to the advancement of society
- Solve India's problems and solve them fast
- Provide a lifelong learning experience

Jio Institute Advantage



Futuristic, industry-aligned curriculum

AI-integrated learning

Distinguished global and industry faculty

Study abroad module at globally renowned institutes

Internships & live projects

Project-based learning

Career readiness and placement assistance

Advanced laboratories

State-of-the-art campus

International standard sports facilities

About Programme

This programme is designed to equip students with the knowledge, skills, and exposure required to build a successful career in the sports industry. The programme covers core concepts in Management, Marketing, and Strategy, while also offering in-depth exposure to key domain areas such as Governance and Regulatory Frameworks, Data and Technology in Sport, Athlete Development, Fan Engagement, and the creation and monetisation of new Sports IPs and Events. These subjects are taught through a blend of classroom sessions, case studies, projects, and immersive industry experiences. These courses are delivered by leading sports academicians and practitioners from India and around the world.

Why Join Jio Institute's Sports Management Programme

India's Premier Sports Management Programme
Crafted for the evolving sports landscape to cultivate versatile industry professionals

Industry-Integrated Learning
Provides real-world experience through projects, internships, and mentorships with premier sports organisations and franchises

Globally Benchmarked Curriculum
Benchmarked against leading international programmes to ensure global relevance

Multi-Domain Sports Expertise
Cultivates a holistic understanding by integrating strategy, marketing, operations, law, and analytics

Experiential Industry Exposure
Practical learning through direct involvement in live sports events, leagues, and athlete development initiatives

Integrated Sports Analytics
Enables application of data analytics in sports to improve performance, refine strategy, and inform decision-making

Insights from international faculty and the study abroad module have given me a comprehensive view of the global sports ecosystem. During my time in Qatar, I explored world-class facilities, experienced its vibrant sporting culture, and gained a deeper understanding of the importance of innovation in the sports industry.

Trimann Saluja
PGP in Sports Management, Class of 2025
KPMG



Curriculum

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

Elective Courses

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

Potential Job Roles



Sales & Sponsorship



Events & Operations



Sports Marketing



Business Development



Sports Consultant

Faculty

Dr. Keshav Gupta

Assistant Professor, Department of Sports and Entertainment Management, University of South Carolina, USA

Course : Sports Marketing Management

Dr. Kiran Pedada

Assistant Professor , University of Manitoba, Canada

Course : Sports Data Analytics

Mr. Anirudh Kalia

Associate Professor of Practise, Sports Management, Jio Institute

Course : Indian & International Sports Ecosystem (IISE), Sports Media & Broadcasting

Mr. Malay Desai

Director - Content, Sportz Interactive, India

Course : Fan Engagement & Community Building through Technology

Dr. Ashish Karnavat

Sports Economist & Researcher

Course : Sports Economics & Finance

Mr. Ashish Shah

Independent Consultant - Sports Business

Course : Sport Event Development & Operations

Mr. Yatin Shriwardhankar

Founder, Spocademy, India

Course : Athlete Development & Management

Mr. Siddarth Padhye

Vice President - Sports Programming / Creative Director, Sony Pictures Networks India Pvt Ltd

Course : Sports Media & Broadcasting

Ms. Deepa Mallesh

CEO, FanZown Entertainment, India

Course : Promotion & Sales in Sports Business

Mr. Sanand Mitra

Co-Founder and MD, SporTech Innovation Lab Pvt. Ltd., India

Course : Sports Technology & Innovation

Prof. Dominic D'Souza

Independent Director, Phonographic Performance Ltd India (PPL)

Course : Sports Law

Mr. Jitendra Joshi

Co-Founder & Director, CORCOM Media Ventures, India

Course : Sports Sponsorship & Partnerships

Study Abroad

Experiential learning is a cornerstone of Jio Institute's academic approach. Through a combination of project-based learning (capstone and live projects), global exposure, industry engagement, and internships, students develop critical thinking, problem-solving, and professional skills, while also inculcating a global and industry-ready mindset. By embedding experiential components across the curriculum, Jio Institute ensures that students are industry-ready.



Study Abroad Module

The Study Abroad Module ensures that every student can study at one of the partner universities. The module integrates academic learning, industry immersion, and cultural enrichment into a comprehensive experience. This experience offers tangible advantages like enhanced cross-cultural communication, and a broadened perspective, which are highly valued in both personal and professional spheres.

The class of 2025 visited the **Hamad Bin Khalifa University (HBKU), Qatar** for their international immersion

- **Academic Modules:** Completed courses on **Olympic Studies and Ecosystem, Mega Event Operations, Sports Media and Broadcast , Crisis Management in Sports**
- **Industry Visits:** Toured **Supreme Committee for Delivery & Legacy (SC) & Qatar Olympic Committee (QOC), Aspire Academy, Lusail Stadium** and the **Formula 1 Qatar GP**
- **Cultural Immersion:** Visited Qatar's contemporary landmarks including **Souq Waqif market, Katara Cultural Village, Education City Mosque,** and **Qatar National Museum**

Our Partner Universities:

MANCHESTER 1824 The University of Manchester

NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE

UC San Diego HALICIOĞLU DATA SCIENCE INSTITUTE

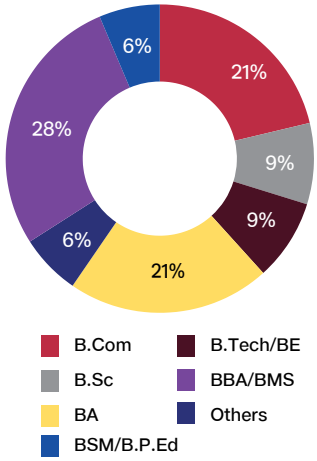
UNIVERSITY OF TORONTO

Class Profile 2024-2026

70% 30%

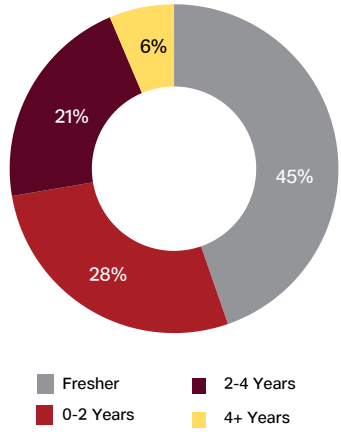
Average Age 23.8

Educational Background*



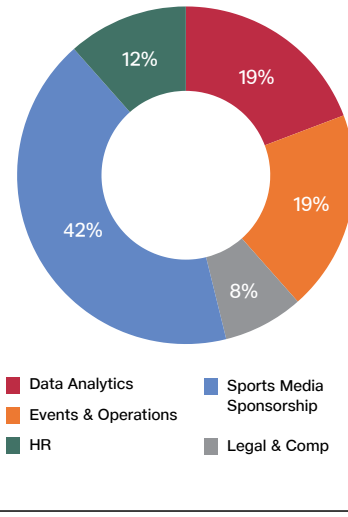
*All students

Work Experience*



*All students

Functional Background#



#Students with work experience

Our Recruiters

Scan the QR code to
Download Placement Report

Eligibility Criteria

- An undergraduate degree in any discipline with minimum 50% marks 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

Scholarship

Jio Institute believes that all deserving candidates should have an opportunity to fulfil their higher education aspirations irrespective of financial constraints. As part of Jio Institute's commitment to access and diversity, the Institute offers scholarships based on merit and need, supporting students from various disciplines and backgrounds. These scholarships are extended to exceptional and deserving students from a wide range of disciplines and backgrounds.



Scan the QR code to watch
campus walkthrough

Admission Process

1

Application Submission

Aspirants must complete the online application form available on the Jio Institute website and provide supporting documents, including academic transcripts and a resume

2

Standardised Test

Aspirants can submit scores from GRE, GMAT, CAT, or appear for the Jio Institute Entrance Test (JET)

3

Interview

Shortlisted candidates will be invited for a Group Discussion / Personal Interview

4

Admission Decision

Selected candidates will receive notifications regarding their admission status

5

Enrollment

Accepted students must fulfil the enrollment procedures to secure their seat

Jio Institute
LEARNING FOR LIFE

1800-889-1100

admissions@jioinstitute.edu.in

Get to Know us Better

2027-28