

# PGP SPORTS MANAGEMENT

- One-year
- Full-time
- Residential programme

**Master**  
THE **New**



# Programme Details

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The PGP in Sports Management equips students with the skills to navigate the fast-growing sports industry. Students master sports marketing, event management, finance, analytics, and legal aspects, preparing them for careers in sports media, sales, marketing & sponsorships; sports analytics & consulting; sports events, operations, performance management and eSports. Through case studies, guest lectures, and real-world projects, students emerge career-ready with a deep understanding of the business of sports.

## Highlights

- Futuristic, industry-aligned curriculum
- Application-based capstone projects
- Internships & study abroad module
- Renowned global & industry faculty
- International-standard sport facilities



# Programme Curriculum

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## Foundation Courses

1. Fundamentals of Management & Strategy
2. Personal & Business Communication
3. Financial Reporting & Analysis
4. Data Analytics: Fundamentals & Tools
5. Leadership & Values
6. Business Ethics
7. Structured Business Communication
8. Legal Issues in Sport
9. Entrepreneurship in Sports Management

## Domain-Specific Courses

1. Sports Marketing
2. Digital Marketing in Sports
3. Sports Sponsorship
4. Athlete Management
5. Sports Consulting
6. Promotion & Sales in Sports Business
7. Facilities & Venue Management
8. Sports Media & Broadcasting
9. Experiential Sports Marketing
10. Sports Event Development
11. Understanding Sports Science
12. Sport Finance
13. Data Analytics in Sport Business
14. Gaming & eSport

## Ecosystem Studies

1. Olympic Studies and Olympic Ecosystem
2. Trends & Issues in Sports Management
3. Business of Sports Leagues
4. Social Production & Consumption of Sports
5. Sustainability in Sports

# Tools & Platforms

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1. Wix Studio
2. Gen AI Stack
3. Advanced Excel
4. Tableau
5. StepOut (Football Analytics)



## BREAK OUT SMALL GROUP DISCUSSION

15 MINUTES WILL BE ALLOCATED TO THIS TASK.

APPOINT A CHAIR PERSON AND SOMEONE WHO WILL REPORT BACK TO THE CLASS.

Discussion Point to group writing:

Task: To identify the role, function and meaning of Olympics / the Olympic Games

- EXTENDED THE BEST AND THE WORST OF SPORT
- WRITE DOWN EXAMPLES OF EACH
- WHAT EVIDENCE DO YOU HAVE TO REACH YOUR CONCLUSION?
- LINK, THEORY AND RESEARCH DATA.

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**Prof. Dr. Joseph Maguire**  
Emeritus Professor,  
Loughborough University, UK

# Detailed Curriculum

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## Introduction

This postgraduate programme in Sports Management harnesses the expertise of globally renowned faculty and industry experts to equip students with the knowledge and skills required to excel in various aspects of the sport industry. It aims to be future-oriented, covering core subjects of governance, law, marketing, sponsorships, finance, event management, analytics, grassroots development to insights on emerging areas in technology, e-Sports, AI, etc. Global experiences, internships, and live industry projects will form an integral part of the curriculum, allowing students to apply their learning to real-world scenarios.

A total of 46 credits with 460 contact hours with faculty and practitioners of sport business management in a classroom environment and 1320 working hours beyond the classroom environment w.r.t labs & projects, fieldtrips, and volunteering.

The following types of courses will cover practical, creative, and applied aspects of sports management:

- **Core & Foundation courses:** These courses will help students gain a solid foundation in the principles of marketing communication, digital media, and consumer understanding.
- **Internship:** Work experience and participation in management decision-making in a sport business environment. Positions will be assigned on an individual basis with emphasis on oral and written communication skills, planning, and problem solving.

# Detailed Curriculum

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## Foundation Courses

### Fundamentals of Management & Strategy

- This course introduces the fundamental principles of management and strategy, focusing on the purpose of organizations, their operations, and the major functions of management. It covers concepts and tools for designing and implementing effective strategies in a global business environment.
- **Relevance:** Management basics to grasp how sports organizations function and how strategic decisions are made. This foundation is necessary for more specialized topics in sports management.
- **Activities:** Case studies, group discussions, strategy simulations.
- **Skills/Competencies:** Strategic thinking, decision-making, management principles.

### Personal & Business Communication

- Covers essential communication skills for business, with a focus on persuasive writing. This non-credit course is designed to enhance problem-solving, business research, and effective communication skills needed in early careers.
- **Relevance:** Clear communication in any role, especially in sports management, where conveying ideas and strategies effectively is key to success.
- **Activities:** Writing exercises, presentations, communication workshops.
- **Skills/Competencies:** Persuasive writing, public speaking, communication.

### Financial Reporting & Analysis

- This course delves into the theoretical foundations and practical applications of financial analysis and performance management within organizations. It focuses on advanced topics such as shareholder and customer value creation, cash flow analysis, and strategic business planning.
- **Relevance:** Financial reporting and analysis for making informed managerial decisions, particularly in evaluating the financial health of sports organizations.
- **Activities:** Financial statement analysis, case studies, strategic planning exercises.
- **Skills/Competencies:** Financial analysis, strategic planning, critical thinking.

### Data Analytics: Fundamentals & Tools

- Quantitative methods and analytics tools are important for managerial decision-making in sports. This course provides a foundation in analytical methods, focusing on data collection, analysis, and inference to aid in decision-making within the sports industry.
- **Relevance:** Data-driven decision-making is increasingly important in sports management, providing insights that can lead to better performance and strategic outcomes.
- **Activities:** Data analysis projects, Excel exercises, case studies.
- **Skills/Competencies:** Data analysis, quantitative reasoning, data visualization.

## Foundation Courses

### Entrepreneurship in Sports Management

- This course provides an introduction to entrepreneurship within the sports industry, covering the process of creating and managing sports ventures. It focuses on business planning, innovation, and the challenges of entrepreneurship in sports.
- **Relevance:** Entrepreneurship for those looking to start or manage new ventures in the sports industry, where innovation and business acumen are key.
- **Activities:** Business plan development, innovation workshops, case studies.
- **Skills/Competencies:** Entrepreneurship, business planning, innovation.

### Business Ethics

- Analyzes various ethical aspects as they apply to today's business organizations, primarily through case studies of real-life ethical dilemmas and challenges. The course encourages critical thinking about ethical practices in business.
- **Relevance:** Ethical decision-making is fundamental to maintaining the integrity of sports organizations, which is vital for building trust and reputation.
- **Activities:** Case study analysis, ethical dilemma discussions, role-playing.
- **Skills/Competencies:** Ethical reasoning, critical thinking, decision-making.

### Leadership & Values

- Focuses on self-understanding and personal mastery as a foundation for effective leadership. The course aims to guide students toward becoming inspired and enlightened leaders, capable of making impactful decisions.
- **Relevance:** Self-awareness and personal growth for leading teams effectively, as leaders must first understand themselves to guide others.
- **Activities:** Reflective journaling, leadership workshops, mentoring sessions.
- **Skills/Competencies:** Self-awareness, personal mastery, leadership.

### Structured Business Communication

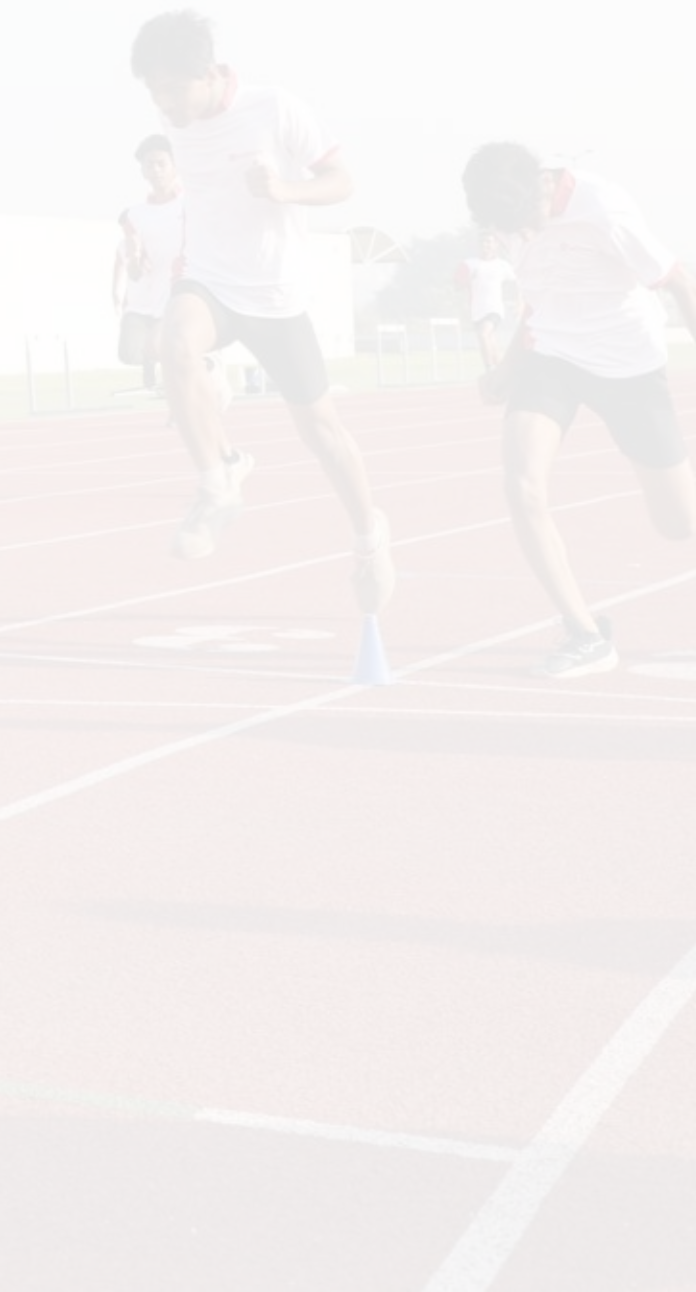
- This course emphasizes the importance of structured communication in business settings, focusing on clear, concise, and effective messaging. It covers various forms of business communication, including reports, presentations, and digital communication.
- **Relevance:** Effective communication for success in any business environment, particularly in sports management where clear and structured communication can drive better decision-making.
- **Activities:** Writing exercises, presentation development, communication strategy workshops.
- **Skills/Competencies:** Structured communication, persuasive writing, presentation skills.



## Foundation Courses

### Legal Issues in Sport

- This course focuses on the legal dimensions of the sport industry, including contracts, negotiations, conflict resolution, and risk management. It provides insights into the regulatory and legal aspects of sport at national and international levels.
- **Relevance:** Legal knowledge is essential for navigating the complexities of sports contracts, governance, and compliance, ensuring that sports organizations operate within the law.
- **Activities:** Legal case analysis, contract drafting, negotiation simulations.
- **Skills/Competencies:** Legal knowledge, contract negotiation, risk management.



## Domain-Specific Courses

### Digital Marketing in Sports

- Combines knowledge of data collection, marketing technology, and sport marketing activation to grow sports organizations. The course is practical, reflecting current industry best practices in digital marketing.
- **Relevance:** With the rise of digital platforms, mastering digital marketing is crucial for reaching and engaging with sports audiences effectively.
- **Activities:** Digital marketing campaigns, social media strategy development, industry case studies.
- **Skills/Competencies:** Digital marketing, social media management, marketing technology.

### Sports Sponsorship

- This course examines the role of sponsorship in sports, focusing on how sports properties and brands can create and manage successful sponsorship programs. It covers the negotiation, execution, and evaluation of sponsorship deals.
- **Relevance:** Sponsorship is a major revenue stream for sports organizations, making it vital to understand how to attract and manage sponsor relationships.
- **Activities:** Sponsorship proposal development, case studies, negotiation simulations.
- **Skills/Competencies:** Sponsorship management, negotiation, relationship building.

### Sports Marketing

- Familiarizes students with the theoretical and practical aspects of sport marketing and branding. The course includes integrated marketing strategies, communication concepts, and the use of digital platforms in sports.
- **Relevance:** Marketing is at the core of sports business growth, and this course equips students with the necessary tools to build and promote sports brands effectively.
- **Activities:** Marketing campaigns, brand analysis, digital marketing projects.
- **Skills/Competencies:** Marketing strategy, branding, digital marketing.

### Athlete Management

- Focuses on the management of athletes, covering topics such as career development, contract negotiation, and athlete branding. The course provides insights into how to manage and support athletes throughout their careers.
- **Relevance:** Managing athletes effectively for those working in sports agencies, clubs, or as independent managers, where athlete welfare and career growth are priorities.
- **Activities:** Contract simulations, career planning, branding exercises.
- **Skills/Competencies:** Athlete management, contract negotiation, career development.

## Domain-Specific Courses

### Sports Consulting

- An introduction to the sports consulting industry, focusing on problem-solving, business research, and effective communication. The course includes project design and management, integrating problem-solving with design thinking.
- **Relevance:** Consulting skills are versatile and applicable across various roles in sports management, making this course valuable for those looking to solve complex business challenges.
- **Activities:** Consulting simulations, problem-solving exercises, design thinking workshops.
- **Skills/Competencies:** Problem-solving, consulting, project management.

### Facilities & Venue Management

- This course addresses the management of sports facilities and venues, covering topics such as operations, maintenance, and event hosting. It emphasizes the importance of facility management in delivering successful sports events.
- **Relevance:** Effective facility and venue management are key to ensuring that sports events run smoothly and that facilities are well-maintained and profitable.
- **Activities:** Facility management simulations, operations planning, case studies.
- **Skills/Competencies:** Facility management, operations planning, event logistics.

### Promotion & Sales in Sports Business

- This course explores sales and promotion strategies within the sports business, focusing on revenue generation and real-world applications like marketing global sporting events.
- **Relevance:** Understanding sales processes is essential for driving revenue in sports organizations, making this knowledge indispensable for career growth in sports marketing.
- **Activities:** Sales simulations, promotional strategy development, case studies.
- **Skills/Competencies:** Sales strategy, promotional techniques, revenue generation.

### Sport Finance

- This course examines the financial information necessary to manage sport facilities, programs, and organizations, focusing on the duties and responsibilities associated with these entities. It emphasizes practical financial management skills relevant to the sports industry.
- **Relevance:** Financial literacy is key to managing the economic aspects of sports organizations, from budgeting to financial planning, ensuring sustainability and growth.
- **Activities:** Financial modeling exercises, budget analysis, case studies.
- **Skills/Competencies:** Financial literacy, budgeting, financial analysis.

## Domain-Specific Courses

### Data Analytics in Sports Business

- Introduces data analytics as a key component of evidence-based management in sports. The course covers data analysis, visualization, and performance metrics, with a focus on applying these tools to sports data.
- **Relevance:** Data-driven decision-making is increasingly important in sports management, providing insights that can lead to better performance and strategic outcomes.
- **Activities:** Data analysis projects, Excel exercises, case studies.
- **Skills/Competencies:** Data analysis, quantitative reasoning, data visualization.

### Experiential Sports Marketing

- This course focuses on the practical aspects of sport marketing, emphasizing the creation of memorable experiences for fans and consumers. It explores the use of events, promotions, and brand activations in sports marketing.
- **Relevance:** Experiential marketing is essential for creating strong connections between sports brands and their audiences, driving engagement and loyalty.
- **Activities:** Event planning, promotional campaigns, brand activations.
- **Skills/Competencies:** Event marketing, brand activation, consumer engagement.

### Gaming & eSport

- This course explores the rapidly growing world of gaming and eSports, focusing on its impact on the sports industry. It covers the business models, marketing strategies, and event management aspects of eSports.
- **Relevance:** As eSports continues to expand, understanding this sector is crucial for those looking to enter or manage gaming and eSports ventures.
- **Activities:** eSports event planning, market analysis, strategy development.
- **Skills/Competencies:** eSports management, digital marketing, event planning.

### Understanding Sports Science

- This course provides an introduction to the principles of sports science, focusing on the physical, psychological, and physiological factors that influence athletic performance. It covers topics such as biomechanics, exercise physiology, and sports nutrition.
- **Relevance:** A solid understanding of sports science is essential for roles in coaching, athlete management, and performance analysis, where optimizing athlete performance is key.
- **Activities:** Practical labs, performance assessments, case studies.
- **Skills/Competencies:** Sports science knowledge, performance analysis, athlete management.

## Domain-Specific Courses

### Sports Event Development

- Explores the business concepts necessary for developing sports events, with an emphasis on planning, organizing, and monitoring the event development process. The course covers all aspects of event management from inception to execution.
- **Relevance:** Event management is a core component of the sports industry, and this course equips students with the skills to successfully plan and execute sports events.
- **Activities:** Event planning projects, logistics simulations, case studies.
- **Skills/Competencies:** Event planning, organizational skills, project management.

### Sports Media & Broadcasting

- This course covers the fundamental aspects of sport broadcasting and media, focusing on the role of media in the sports industry. It explores the production, distribution, and consumption of sports content across various platforms.
- **Relevance:** Understanding the media landscape is crucial for careers in sports broadcasting, communications, and media relations.
- **Activities:** Broadcast simulations, media production exercises, case studies.
- **Skills/Competencies:** Media literacy, broadcasting techniques, communication.

## Ecosystem Studies

### Olympic Studies and Olympic Ecosystem

- This course examines the historical roots and contemporary context for the production and consumption of the Olympic Games. It explores the cultural, economic, and political dimensions of Olympism and the Olympic movement.
- **Relevance:** Understanding the Olympic ecosystem for roles in international sports management, where the Olympics serve as a major global event.
- **Activities:** Case studies, historical analysis, research projects.
- **Skills/Competencies:** Event analysis, cultural awareness, global sports understanding.

### Business of Sports Leagues

- This course provides an in-depth analysis of the business models behind major sports leagues, focusing on revenue generation, governance, and league operations. It examines how leagues are structured and managed for success.
- **Relevance:** Understanding the business mechanics of sports leagues for roles in league management, sports governance, and business development.
- **Activities:** League analysis, governance simulations, business model evaluations.
- **Skills/Competencies:** Business acumen, league management, governance.

### Trends & Issues in Sports Management

- This course explores the dynamic and evolving landscape of the sports business, focusing on critical trends and pressing issues that impact the industry. It covers topics such as AI integration, sustainability, and athlete career transitions.
- **Relevance:** Staying updated on industry trends for those looking to innovate and lead in sports management.
- **Activities:** Research projects, trend analysis, guest lectures.
- **Skills/Competencies:** Trend analysis, innovation, strategic thinking.

### Sustainability in Sports

- Provides an academic exploration of sustainability within the context of business strategy and communication in sports. The course emphasizes the importance of aligning sports practices with sustainable business strategies.
- **Relevance:** As sustainability becomes increasingly important, this course equips students with the knowledge to integrate sustainable practices into sports management.
- **Activities:** Sustainability assessments, strategy development, case studies.
- **Skills/Competencies:** Sustainability strategy, ethical decision-making, environmental management.

## Ecosystem Studies

### Social Production & Consumption of Sports

- Explores the sociological perspectives that contribute to understanding and managing the cultural significance of sport. The course addresses both the production and consumption of sport, highlighting their impact on societies and individuals.
- **Relevance:** Understanding the social context of sports is important for roles in marketing, communications, and community engagement, where cultural insights drive strategy.
- **Activities:** Group projects, community engagement, research papers.
- **Skills/Competencies:** Sociological analysis, cultural awareness, communication.



**Jio Institute's Class-II Athletics Facility**



# Sports Infrastructure

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## 01 Class-II Athletics Facilities

Jio Institute track-and-field setup is certified as a “Class 2 Athletics Facility” by the World Athletic Federation. The facilities include:

- 400m track with min. 8 oval lanes and 8 straight lanes for 100m and
- 100m Hurdles.
- Water jump for the Steeplechase
- High Jump facility
- Pole Vault facility with provision for landing area at each end
- Discus and Hammer Throw combined facility.
- Javelin Throw facility
- Shot Put facility

## 02 High Performance Gymnasium

Jio Institute has a state-of-the-art 600 m<sup>2</sup> high-performance gymnasium facility for physical conditioning of athletes. Facilities include:

1. For Cardio – Treadmill, Cross Trainer, Free Bike, Recumbent Bike, Jacobs Ladder Machine etc
2. For Strength – Fixed Resistance Machine, Plate Loaded Machine, Dual Adjustable Pulley etc.
3. Free Weight – Dumbbells & Racks, Barbells & Racks & Weight Plates and Bars of all category weight loads etc.
4. 30 m Full PUR EPDM Single Lane Track
5. Ice Bath, Hot Shower Room, Steam Sauna Bath, Physio Room, Yoga Room

## 03 Basketball Court

675 m<sup>2</sup>

## 04 Tennis Court

675 m<sup>2</sup>

## 05 Cricket Training Nets

2 x 75 m<sup>2</sup>

## 06 Multipurpose Ground