

PLACEMENT REPORT 2024-25

Sports Management



OUR FOUNDER

“
**Education is all about
igniting young minds and
enabling them to achieve
their fullest potential**”

Smt. Nita M. Ambani

Founder Chairperson
(Reliance Foundation Institution of
Education & Research)





ABOUT JIO INSTITUTE

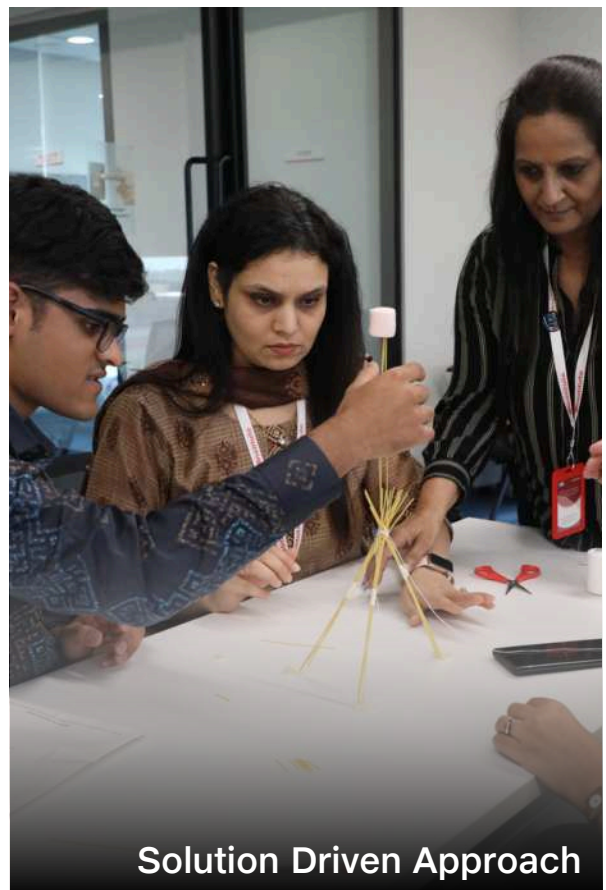
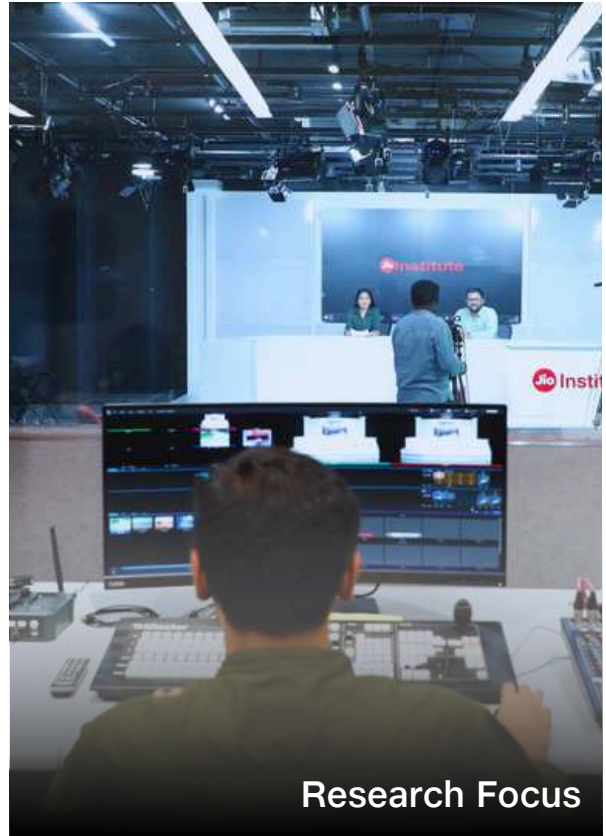
Jio Institute is a multidisciplinary higher education institute set up by the Reliance Group. The Institute is dedicated to the pursuit of excellence by bringing together global scholars and thought leaders and providing an enriching student experience through world-class education, and a culture of research and innovation.

OUR VISION

We envisage being a world-class higher education Institute through our multidisciplinary academic programmes, and a culture of research, innovation, and entrepreneurship. To achieve this, we focus on creating relevant ecosystems for lifelong learning, developing an attitude of problem-solving, and associating with global scholars and thought leaders from around the world. With this solution-driven approach, Jio Institute aims to play a pivotal role in nation-building and nurturing global citizens.



PILLARS OF **JIO INSTITUTE**





PILLARS OF JIO INSTITUTE



PGP

PROGRAMMES

PGP in Artificial Intelligence and Data Science

This programme offers a comprehensive and rigorous curriculum that covers courses from foundation to advanced levels including Machine Learning, Deep Learning, Fundamentals of AI, Natural Language Processing (NLP), Optimization, Bigdata Engineering, Data Visualisation, Responsible AI, Reinforcement Learning and Time Series Analysis. The programme focuses on both theoretical foundations and practical application. Students learn to solve business problems using AI and Data Science across various industries. Through hands-on projects, capstones, industry interactions and internships, students gain practical exposure to real-life AI & DS applications.

PGP in Management (Digital Media & Marketing Communications)

This Management Programme in Digital Media & Marketing Communications offers a robust foundation in core management principles, preparing students to effectively plan, lead, and execute strategic decisions. The programme includes a specialized focus on marketing fundamentals, delving into consumer behaviour and brand strategy. It emphasizes New Age Digital Marketing, equipping students with essential skills such as social media analytics, content marketing across emerging platforms, and leveraging AI-powered marketing tools.



PGP in Sports Management

This Sports Management programme 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.

MESSAGE FROM VICE CHANCELLOR



Dear Industry Partner,

I hope this message finds you well.

At Jio Institute, we are committed to developing career-ready professionals with specialized, new-age skills. We currently offer three one-year, full-time, residential postgraduate programmes in Artificial Intelligence & Data Science (AI&DS), Management (specialisation in Marketing) & Sports Management

These programmes are designed and mentored by expert academicians from renowned international universities, and are taught by a blend of both academics and industry practitioners from India and around the world.

Our approach to education goes beyond traditional academic excellence. We focus on holistic development, combining academic knowledge with practical skills, personal development, and real-world experiences. This approach prepares our students to step confidently into the professional world. A strong emphasis is placed on fostering a research-oriented and innovative mindset, which is essential for both personal growth and driving positive change in society.

As a valued partner, we invite you to visit our beautiful sea-side campus in Ulwe, Navi Mumbai, and meet our students if you have not done so already. We are confident that our upcoming graduating cohort will be well-suited for roles in your organization, and we encourage you to consider recruiting from this talented pool of future leaders.

The entire Jio Institute team is dedicated to collaborating with you, and we look forward to strengthening our partnership to contribute to India's knowledge economy



Dr. Dipak Jain

Former Dean, Kellogg School of Management, USA
Former Dean, INSEAD, France

PGP
IN

Sports Management

PROGRAMME OVERVIEW

SPORTS MANAGEMENT

This Sports Management programme equips students with the skills to navigate the fast-growing sports industry. Students gain knowledge of 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.

Foundation

- Fundamentals of Management & Strategy
- Financial Reporting and Analysis
- Data Analytics: Fundamentals and Tools with practical labs
- Fundamentals of AI & Data Science with practical labs

Ecosystem Studies

- The Global Sport Industry
- Individual sport ecosystems
- Olympic Studies and the Olympic Ecosystem
- eSports & Gaming Ecosystem
- League Sports Ecosystem in India

Domain-Specific Courses

- State of Sport Finance & Economy
- Business of Sport Leagues
- Digital Marketing in Sport
- Sport Media and Broadcasting
- Sports Technology and Innovation
- Global Sports Governance and Policy
- Athlete Development & Management
- Sport Event Development & Operations
- Entrepreneurship in Sport Management
- Sports Consulting Business and Ecosystem

Tools



DISTINGUISHED 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:



Prof. Dr. Joseph Maguire

Emeritus Professor, Loughborough University, UK



Dr. Andy Gillentine

Professor of Sport and Entertainment Management, University of South Carolina, USA



Mr. Anirudh Kalra

Associate Professor of Practice, Sports Management, Jio Institute, India



Mr. Sanand Mitra

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



Mr. Yatin Shriwardhankar

Co-Founder & Business Head, Spocademy, India



Dr. Haylee Mercadio

Associate Professor, Department of Sport and Entertainment Management, University of South Carolina, USA



Mr. Ankush Arora

Chief Operating Officer, Rugby India



Dr. Atanu Ghosh

Former Dean, SME, IIT Jodhpur
Former Professor of SJMSOM, IIT Bombay
Former Visiting Professor and Dean (AER) IIM Ahmedabad



Dr. Bill Gerard

Professor of Business Management, Leeds University Business School, UK



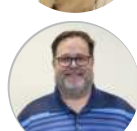
Dr. Brian Crow

Professor, Department of Sport Management at Slippery Rock University, USA



Mr. Dominic D'souza

Advocate, Legal-Strategy-Regulatory
Former Legal Head, Balaji Group, India



Dr. Matthew T. Brown

Department Chair & Associate Professor, Sport and Entertainment Management, University of South Carolina, USA



Prof. Dr. Jennifer Smith Maguire

Associate Dean for Research and Innovation, College of Business, Technology and Engineering, Sheffield Hallam University, UK



Dr. Hans Westerbeek

Professor of International Sport Business, Victoria University, Australia



Mr. Jitendra Joshi

Founder, Sportz Village, India



Dr. Keshav Gupta

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



Mr. Nimish Raut

Head of Global E-Sports Partnerships and Business Development, NODWIN Gaming, India



Mr. Amarnath Sindol

Independent Sport Consultant, Project Management, Mumbai Falcons Racing Limited, India



Mr. Parth Goswami

Member, Disciplinary and Appeals Panel, World Athletics, India



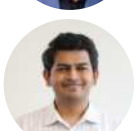
Dr. Prantosh J. Bannerjee

Visiting Faculty, IIM Ahmedabad, India



Mr. Tejas Toro

Core Alignment Coach
Founder, Soul@Work, India



Mr. Tilak Gaurang Shah

Founder & Proprietor, Ace of Pubs, India



Mr. Sukaran Thakur

Founder and Principal Partner, Inspire Creative Express Studios, India

STUDY

ABROAD MODULE

The Study Abroad Module is one of the key elements of Jio Institute's curriculum, reflecting the Institute's commitment to providing students with valuable international exposure. This mandatory module ensures that every student has the opportunity to study at one of the partner universities, integrating academic learning, industry immersion, and cultural enrichment into a comprehensive experience. In the previous years, students have visited Nanyang Technological University (NTU), Singapore, and attended new-age courses like Consumer Neuroscience, Blockchain Technology, Future Consumer Experience and Cyber Security, and industrial visits to pioneers such as Dentsu, Burger King, Decathlon, AWS and many more. This year, the AI & DS students and Management (specialization in Marketing) are going to NTU Singapore while the Sports Management students are going to HBKU university in Qatar for their international immersion.

Our Partner University



EXPERIENTIAL LEARNING

Our pedagogy focuses on experiential learning, which involves immersing students in practical experiences to apply and reinforce theoretical concepts. This method enhances understanding and skill development through direct engagement, reflection, and iterative practice.



Internships

Students undertake an internship with leading organisations, offering them practical experience in a professional setting. This opportunity enables them to apply academic knowledge, build valuable professional networks, and gain hands-on experience across various functions, all under the guidance of industry mentors.



Capstone Project

Industry-driven projects are a crucial element of the curriculum, allowing students to apply classroom knowledge to real-world challenges. Guided by industry mentors, these projects provide students with valuable insights and support, helping them develop solutions within a simulated environment.



Corporate Projects

The students engage in live projects for various organizations, mentored by senior executives. These projects allow students to tackle real business challenges and develop actionable solutions. Running concurrently with their academic programme, these projects provide an opportunity to apply their classroom learnings in a practical, real-time setting.



Industry Collaboration

Throughout the year, students participate in industry visits to leading organizations, gaining invaluable practical exposure and interacting with senior leadership from renowned global companies. These visits offer a comprehensive view of "a day in the life" of their desired profession, including opportunities to tour expansive corporate campuses, observe processes in action, and engage with the leadership teams.

LEARNING & DEVELOPMENT

Learning & Development (L&D) is an important part of academics at Jio Institute. It includes a wide range of activities designed to help students grow both personally and professionally. From classroom learning to hands-on corporate exposure, L&D helps bridge the gap between academics and the real world.

These activities include skill-building workshops, mock interviews, industry talks, group projects, and career guidance sessions. The goal is to make students confident, interview-ready, and well-prepared for the demands of the industry. Some of the activities conducted include :



Placement Preparation

- Critical thinking
- Resume Prep and workshop
- GD Workshop and Mock Interviews
- Role Based Workshop
- Offline and Online Mentorship



General -Soft Skill Sessions

- Communication
- Elevator Pitch
- Presentation Skills
- Tableau



Technical Workshops

- Tableau
- Advanced Excel
 - Finance for Business Application
 - Miscellaneous (Ad Hoc)



Aptitude Test

Mock Test for Aptitude Preparation



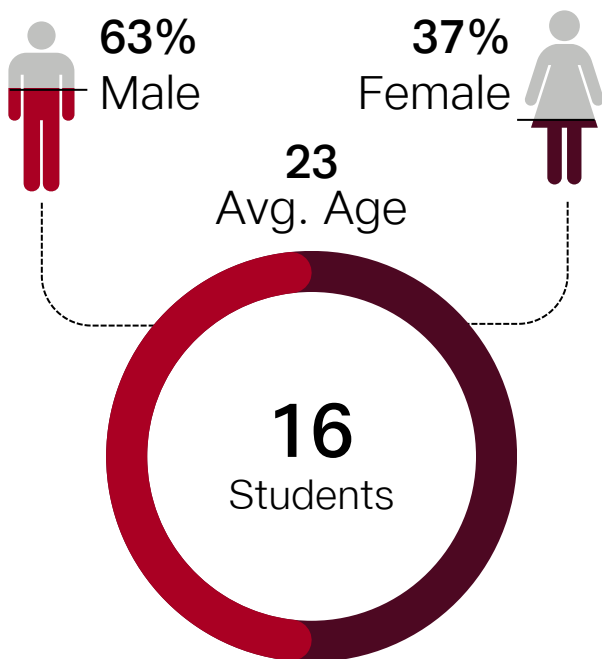
Domain Related

- Google Analytics
- Search Engine Optimisation

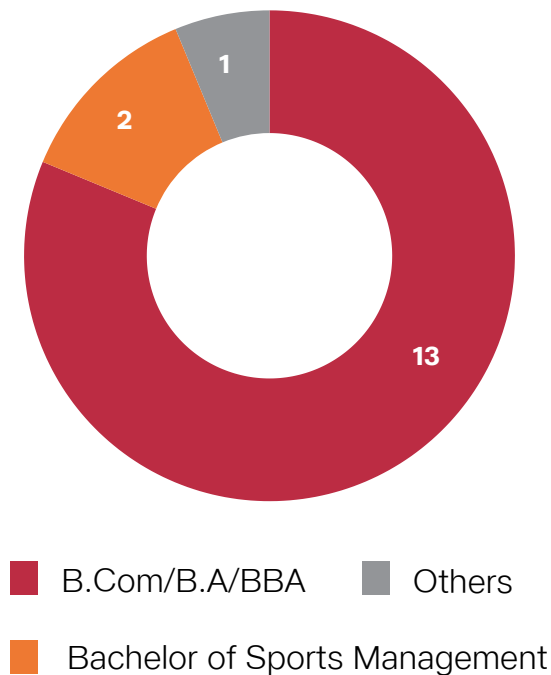
CLASS PROFILE

PGP in Sports Management

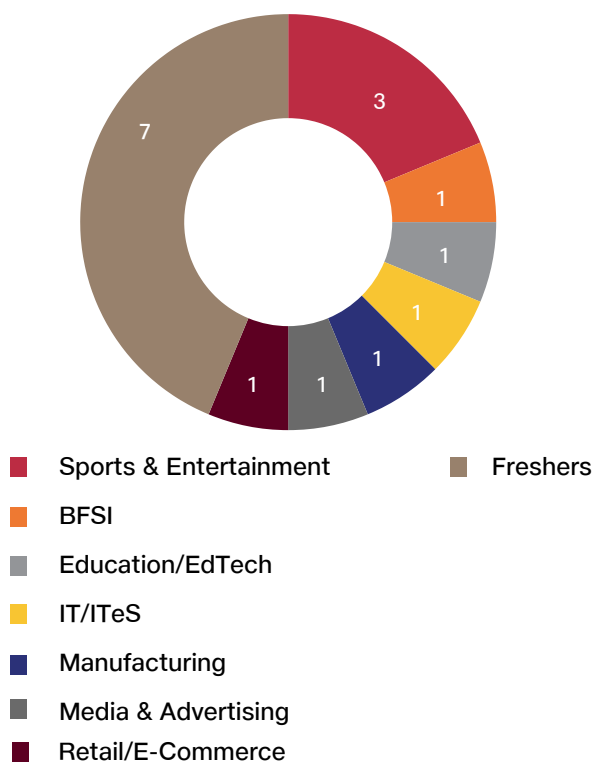
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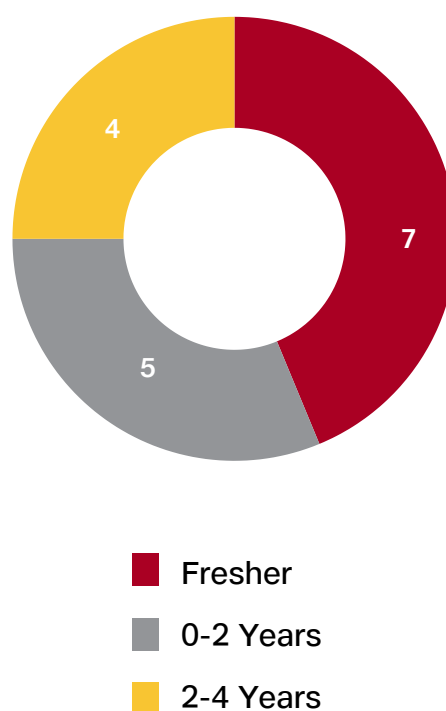
EDUCATIONAL BACKGROUND



PRE PGP WORK EXPERIENCE SECTORAL DIVERSITY



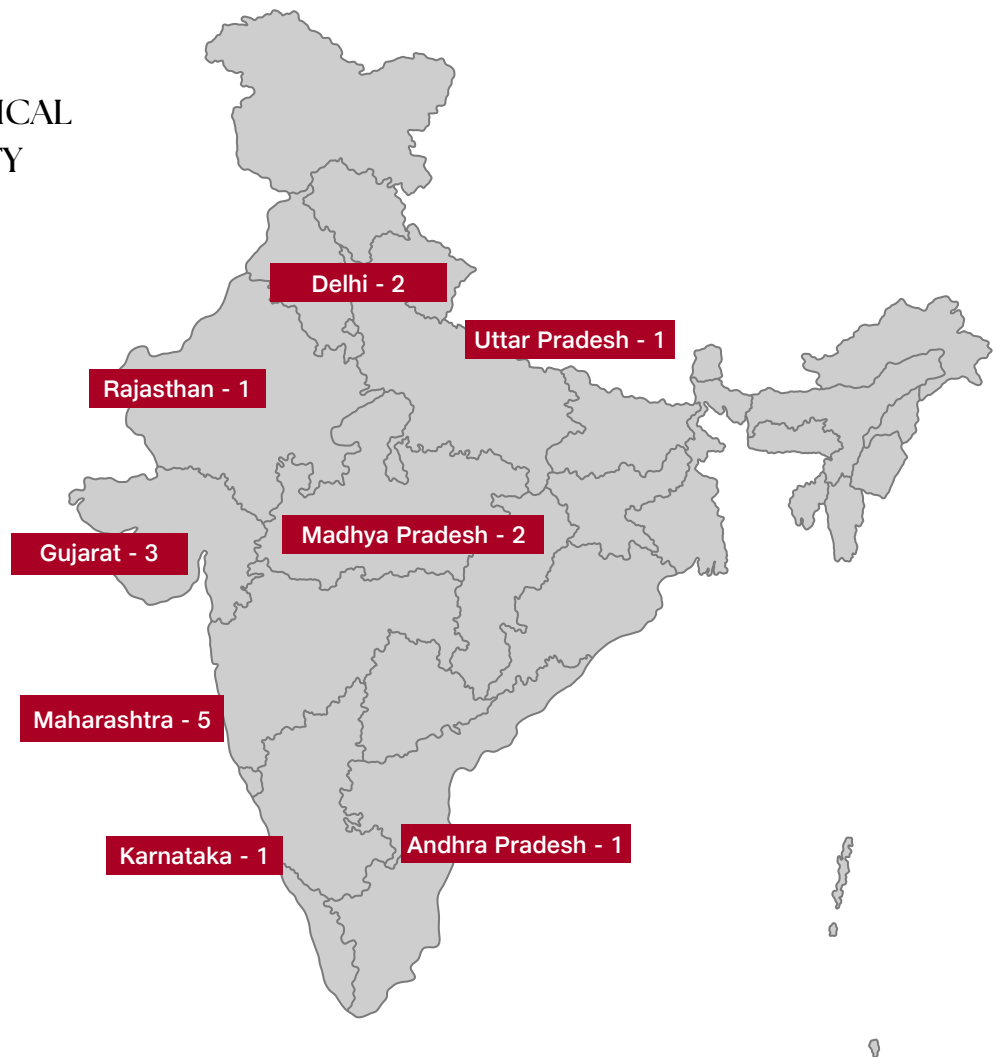
PRE PGP WORK EXPERIENCE



CLASS PROFILE

PGP in Sports Management

GEOGRAPHICAL DIVERSITY



PRE PGP WORK EXPERIENCE COMPANIES

Advantmed LLP
Artkonnnect Event Management Pvt. Ltd
Babolat
Brinks India
Center for Defence Careers
Circadian CA
Ccom Digital
Fantasia House of Fashion
FootballGeek
Goregaon Sports Club

Inspirar Sports
Procam International
Spogonews
Stratek
Teleperformance
TresVista Analytics LLP
T-Ten Grassroots
Vodafone Intelligent Solutions (VoIS)

PLACEMENT DATA **COMPENSATION**

PGP in Sport Management

Highest Salary

14.23 LPA

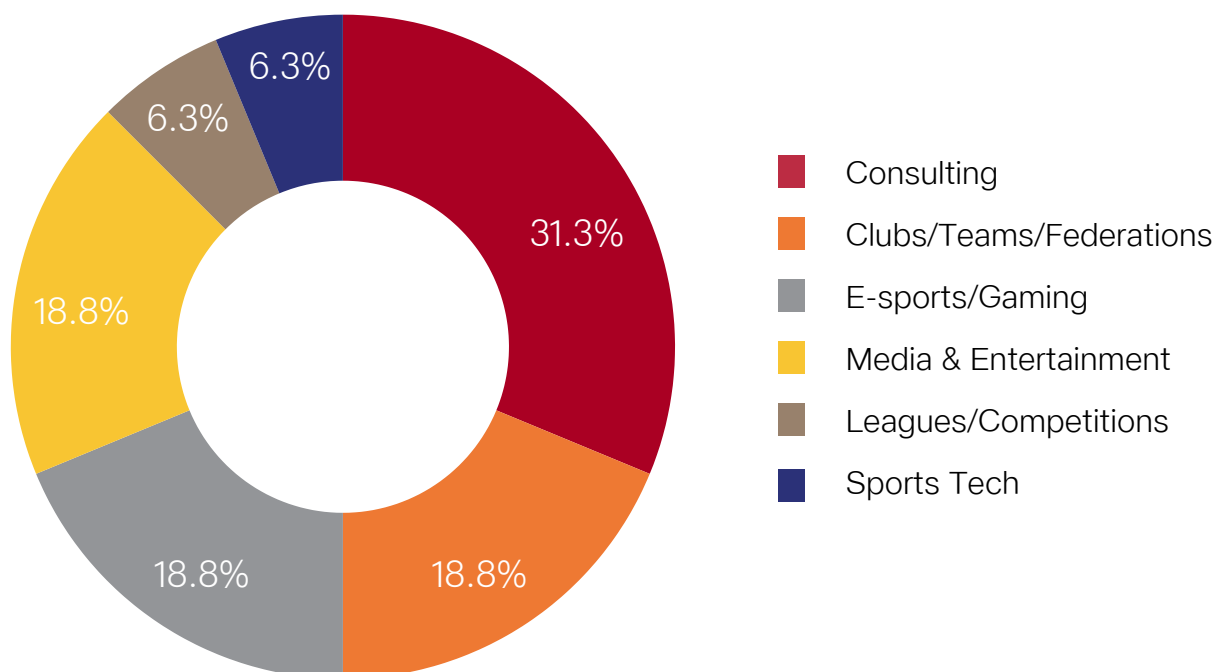
Average Salary

7.85 LPA

Median Salary

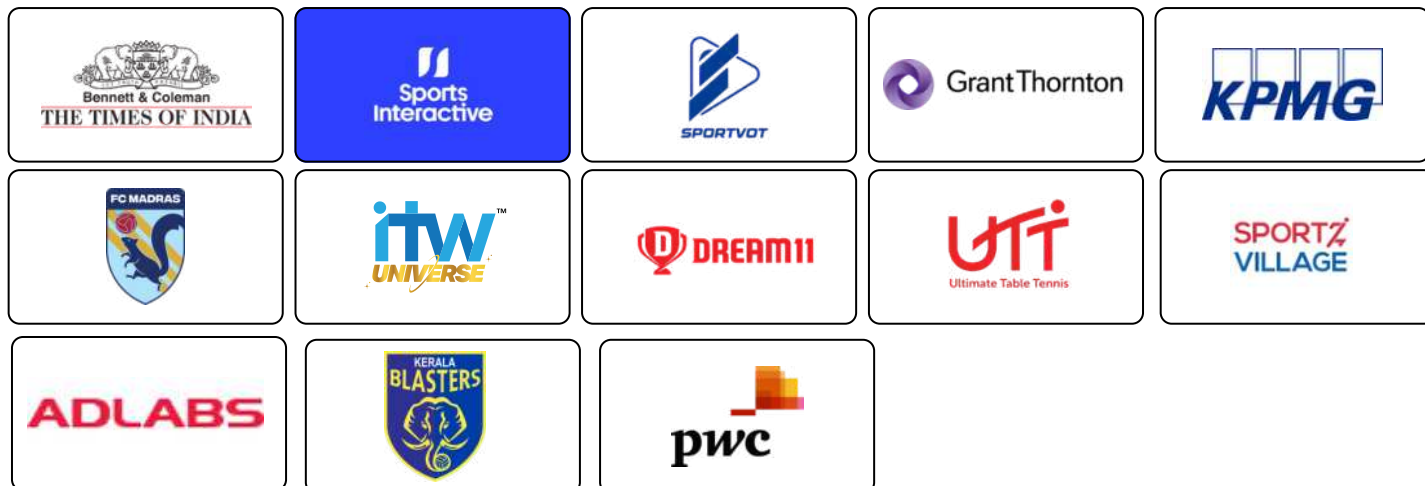
7.5 LPA

PLACEMENT DATA: INDUSTRY WISE BIFURCATION



OUR RECRUITERS

Companies that recruited in the placement drive for Sports Management



ROLES OFFERED

- Sport Media, Sales, Marketing & Sponsorships
- Sport Events, Operations & Performance Management
- Sport Analytics & Consulting

COMPANIES OFFERING INTERNSHIPS 2024-25

INTERNSHIP PROJECTS

- **Performance Analysis** and **Data-Driven** Insights for Football Teams through Match Tagging and Real-Time Analytics
- Analysis of **Sports League Transfer Windows** and Corporate Impact on Indian Sports Ecosystem
- Research and Analysis for **Talent Identification**, Eligibility Criteria, and **Performance Benchmarks** at Vijayi Bharat Sports Academy
- Digital Platform Management and Analytics for Pro Kabaddi League (PKL) Season 11: **Enhancing Online Presence and Fan Engagement**.
- Social Media Analysis, **Athlete Profiling**, Paralympic Athlete Portfolio Creation, and Research on Grooming Brands in India
- Sales, Marketing, and Course Enrolment Support for COLLEARN SPORTS: **Driving Student Engagement** and Program Growth
- Building presence for 'Grassroots Sports' in **Schools across Gujarat** operating under the aegis of Sports Authority of Gujarat (SAG)
- Revenue Generation Model for Sports Academy
- Create a database of promising talent for **5 Olympic sports** to develop a Scouting Strategy for India's newest Olympic Academy targeting 2028 LA Olympics podium finishes
- Secondary research for comparison and subsequent strategic investment / acquisition in a **Cricket franchise club in UK** by a US based Private Equity firm at a Big 4 Consulting
- **Program Management** and Business Development for Grassroot Sports Development at KSR Sportseed Pvt Ltd
- Match Coordination, Research, and **Marketing Strategies** for Madras Super Cup, Grassroot Festival, and **Website Restructuring**
- **Sponsorship Tracking**, Client Reporting, and Research for Pro Kabaddi League, Women's Premier League, and Adani Ahmedabad Marathon

CAPSTONE PROJECT

Athlete Development & Sports Ecosystem

- Optimizing Sports Science for Injury Prevention & Performance Enhancement in Indian Athletes
- Bridging the Gap: A Data-Driven Approach to Athlete Career Transition in India
- Bridging the Gap: Exploring a University-Level Scholarship System to Boost India's Olympic Participation for 2036
- Comparative Analysis of Sports Policies in India and Australia

Grassroots & Institutional Support

- Impact of 2014 CSR Sports Mandate on Grassroots Foundations
- Creating a comprehensive sponsorship framework for under-represented athletes
- Leveraging CSR for Grassroots Football: A corporate engagement model
- Addressing Sponsorship and Media Gaps in Indian Women's Football

Fan Engagement & Digital Innovation

- What gamification techniques can be implemented to create meaningful user interactions that go beyond traditional passive consumption?
- Impact of Fantasy Sports on Fan Engagement
- Enhancing Pro Kabaddi league viewership: A Strategic approach to fan engagement through technology integration.
- How athletes build value and maximize monetization through digital platforms.

Sports Business & Market Development

- Exploring Fan Engagement and Perceptions in the Growth of Business Leagues for E-sports Gaming in India
- Developing the Basketball Ecosystem in India – A Comparative Analysis with NBA & EuroLeague
- Scoping out the opportunities to launch a new sportswear brand in India.
- Analyzing the Impact of AIFF policies on the Growth of Professional Leagues like ISL and I league

CASE COMPETITION

LuxFeud by SDA Bocconi Asia Center, Mumbai

A team consisting of 4 PGP Marketing students won the LuxFeud-Second Edition Business Competition on 10th August 2024. The three-round competition saw spirited participation of more than 600 teams from across India. After a couple of rounds of online quizzes, the students presented their pitch that outlined the strategic roadmap for Fidenza Village, a luxurious open-air shopping destination, followed by Q&A with an expert panel

SproutIT 2024 by Symbiosis Center for Information Technology

A team consisting of 4 PGP Marketing students won an ideation challenge as part of the SproutIT 2024 organized as part of their Prismatic North fest with Information Technology Entrepreneurship and Leadership Forum (iTELF). The two-round competition saw participation from more than 300 teams from leading universities. After the quiz round, 25 teams presented their pitch, amongst which the Jio Institute team secured the first place.

Ideate: Pitch Deck and Marketing Strategy Event, IIT Dharwad

The E-Summit 2024 hosted by IIT Dharwad, saw participants present innovative business ideas along with comprehensive marketing strategies. Out of 400 participating teams, the team consisting of three of our PGP students secured the second place.

The team's project, titled "Waste Not, Feed All: Innovating Food Waste Management in India," focused on addressing two significant issues: India's growing food waste crisis and the demand for sustainable animal nutrition. Their proposal outlined a scalable business model aimed at transforming food waste into high-quality animal feed. The initiative would initially launch in Tier 1 cities, with plans for national expansion.

The business leverages cutting-edge technology, utilizing AI-powered waste segregation systems and low-heat dehydration techniques to preserve the nutritional value of the waste, ensuring it meets the needs of the animal feed market.



CONCLAVES ON CAMPUS

AI Conclave

The AI conclave on '**Embracing AI Disruption – Skill Sets Required in the Changing Workplace**' addressed the latest developments in artificial intelligence, inherent challenges, and explored the ethical, policy, and practical implications of AI's pervasive use in the workplace.

HR Conclave

The '**ViewPoint 2023: AI Reshaping the Future of Workplace**' HR conclave featured two engaging panel discussions on '**Navigating Megatrends: AI in HR**' and '**Emerging Trends in AI and Employment Opportunities**'.

Sports Management Conclave

The students organized the conference on '**Harnessing Data for Transformative Sports Consulting and Sustainable Growth**', with distinguished panelists from Consulting, Investment Banking, Analytics & Product Management backgrounds.

Marketing Conclave

The students organized the second edition of the marketing conclave on '**D2C: A New-Age Marketing Giant**' with the panel deliberating on GTM strategies for true commerce, customer loyalty and stickiness, relevance of offline presence, returns reduction and the impact of AI and technology on new-age brands.

Convergence 2024

The conference in Singapore focused on bridging industry and academia to shape the future workforce amidst rapid technological change. The theme for Convergence this year was '**AI and the Future of Work**'. The conference saw two panel discussions on '**Tech & Transition: Convergence of AI Across Sectors**' and '**Navigating The Future: Breakthroughs & Perspectives From New-age Start-ups**'.

INDUSTRY SPEAKERS ON CAMPUS

Shri Niraj Ambani

Group President, Supply Chain, Reliance Industries Limited

Session Topic: The Essence of Business Strategy: At Macro and Micro Level

Mr. Harit Nagpal

CEO and MD, Tata Play

Session Topic: Harnessing Disruptions to Build Sustainable Brands

Ms. Keerthana Ramakrishnan

Chief Marketing Officer, 82°E, India

Session Topic: Brand Marketing 101

Dr. Rupinder Singh Sodhi

President, Indian Dairy Association; Former MD, Amul, India

Session Topic: From "C2C" to Brand Legacy: Lessons from Amul

Ms. Aakansha Cheema

Senior Account Director, Reliance Retail

Session Topic: D2C: A New Age Marketing Giant

Mr. Praveen Kamath

Head of Growth Marketing, Bummer

Session Topic: D2C: A New Age Marketing Giant

Mr. Akshay Kishore Khairnar

Account Director - Traditional Media, Madison World, India

Session Topic: Media Mix Planning & Strategy

Mr. Ashutosh Sharma

Head - Search Engine Optimization, Madison World, India

Session Topic: Essential SEO Skills: A Beginner's Workshop

Dr. Jens Frederiksen

President, New Havens University

Session Topic: Global Education System, Leadership & Impact of Technology on Decision-Making

Ms. Pragya Priyali

Founder & Creative Director, Unrush; Former Head of Marketing, Myntra

Session Topic: Fashion E-commerce

Ms. Saba Alam

Partner, Leadership Mavericks

Session Topic: How to Make an Effective LinkedIn Profile

Mr. Rajat Jadhav

Co-Founder, Bold Care

Session Topic: D2C: A New Age Marketing Giant

Mr. Rehan Dadachanji

Co-Founder, The Starter Labs

Session Topic: D2C: A New Age Marketing Giant

Ms. Vanita Keswani

Chief Executive Officer, Madison World, India

Session Topic: Media Mix Planning & Strategy

Mr. Saurbh Kalra

Managing Director, McDonald's India (West & South)

Session Topic: Planning Framework/Roadmap: Where to Play

Mr. Atul Gandre

Global Head of Industry Solutions and AI Cloud, TCS

Session Topic: Overview of AI & Generative AI

INDUSTRY SPEAKERS ON CAMPUS

Ms. Nita Khare

Global Lead in Emerging Technologies & AI Cloud, Microsoft Practice, TCS

Session Topic: Overview of AI & Generative AI

Mr. Gaurav Ghelani

Regional Head of Talent Acquisition and Academic Alliances, TCS

Session Topic: Overview of AI & Generative AI

Ms. Sneha Wadekar

Manager, Human Resources, TCS, India

Session Topic: Overview of AI & Generative AI

Mr. Akashdeep Bansal

Founder & CEO, SaralX, India

Session Topic: Digital Accessibility

Mr. CKM Dhananjai

Chief Executive Officer of Data & Innovation, Mumbai Indians

Session Topic: Performance Data & Innovation

Mr. Naveen Ningaiah

Founder & CEO, SportsKPI, India

Session Topic: Sports League Ecosystem: IPL, ISL, PKL

Mr. Mandar Tamhane

Chief Executive Officer, NorthEast United FC, India

Session Topic: PowerTalk Podcast

Mr. Ashish Shah

Founder, Dynamic Sports Pvt. Ltd, India

Session Topic: Sports for Development (S4D)

Mr. Peter Sprenger

Chairman, Techonomy; President, Volleyball Federation Netherlands

Session Topic: The Future of Sports

Mr. Anirbhan Bhar

Investment Banker, AW Capital

Session Topic: Sports Management Conclave

Ms. Nupur Gupta

Product Head, Sportz Village

Session Topic: Sports Management Conclave

Mr. Akbar Akhtar

Manager, PwC India

Session Topic: Sports Management Conclave

Ms. Subhayu Roy

Global Sales Director, CricViz

Session Topic: Sports Management Conclave

Dr. Kamlesh Vyas

Partner, Deloitte India

Session Topic: Consulting Skills: Problem-Solving with Technology

Ms. Karishma Bhalla

Founder & Director, Taramis Labs, India; Former Managing Director & Partner, BCG India

Session Topic: Demystifying Consulting

Mr. Shaktie Prakash Shukla

Founder & CEO, BigHit Sportz, India

Session Topic: Company Interaction

INDUSTRY SPEAKERS ON CAMPUS

Mr. Vinit Kore

Co-Founder & CBO, BigHit Sportz, India

Session Topic: Company Interaction

Mr. Uddhav Welinkar

*Partner, Natekar Sports & Fitness, India;
Business Development Lead, Michezo Sports,
India*

Session Topic: Company Interaction

Mr. Rajeev Sangar

*AVP - Founder's Office, The World Pickleball
League*

Session Topic: Company Interaction

Mr. Debashish Roy

*Director and Head - Transformation, Digital
Innovation and Customer Experience, Pfizer
India*

Session Topic: Overview of the Pharma &
Healthcare Industry

Mr. Manab Bose

*Adjunct Faculty - Organizational Behavior
and Human Resources Management, IIM
Udaipur, India*

Session Topic: General Management and
Multidimensional Approach in Business

Ms. Surbhi Sarkar

Head of Learning & Development, FabIndia

Session Topic: Learning & Development

Mr. Neville Bastawalla

*SVP & Head of Marketing & On-Air
Promotions - Sports Channels, Sony
Pictures Networks India*

Session Topic: Innovation & Ideas-Driven
Approach to Marketing

Ms. Shivali Kapoor

*AVP Marketing, Sony Sports, Sony Pictures
Networks India*

Session Topic: Innovation & Ideas-Driven
Approach to Marketing

Mr. Karthik Lakshminarayan

*Vice President - Media Planning & Strategy,
Vibrant Media, India*

Session Topic: Vibrant Live Project

Ms. Surbhe Sharma

Group Strategy, Jio Financial Services

Session Topic: Live Projects at JFS

Ms. Amrita Mohanti

HRBP, Jio Financial Services

Session Topic: Live Projects at JFS

Dr. Pragya Roy

HR, Jio Financial Services

Session Topic: Live Projects at JFS

Ms. Michelle Mathew

HR, Jio Financial Services

Session Topic: Live Projects at JFS

Mr. Manu Kumar

*Head of Marketing & Corporate
Communication, Hero Electric, India*

Session Topic: Fireside Chat

Mr. Anil B. Singh

*Managing Director, Procam International
Pvt. Ltd.*

Session Topic: Fireside Chat