

PGP in Sports Management

Data Driven One-year, Full-time Residential Programme

Course at a glance



The exciting world of 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.

Who should join?

- Athletes
- Sports Administrators
- Sports Enthusiasts
- Sports Entrepreneurs



Learn more about Course
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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

- 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

Softwares & Tools

- Prompt Engineering & GenAI Stack
- Website Building
- Tableau
- Strategy & Performance Analysis Tools



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:

Prof. Dr. Joseph Maguire

Emeritus Professor,
Loughborough University, UK

Mr. Sanand Mitra

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

Mr. Yatin Shriwardhankar

Co-Founder & Business Head,
Spocademy, India

Dr. Keshav Gupta

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

Dr. Haylee Mercado

Associate Professor, Department of 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

Mr. Anirudh Kalia

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

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,
Marketing & Sponsorships**



**Sport Analytics &
Consulting**



**Sport Events, Operations
& Performance 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

Learn more about how to apply



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