

SPORTS ACADEMY ASSOCIATION OF INDIA

खेलेगा इंडिया खिलेगा इंडिया ©

KHELEGA INDIA.. KHILEGA INDIA SIDDHIVINAYAK INSTITUTE OF SPORTS MANAGEMENT



SIDDHIVINAYAK
GROUP OF INSTITUTIONS
An ISO 9001 : 2015 Certified Company

In association
with



(L- 61115/2015 D-56416-2014-CO/L)

www.spaaindia.in



**Introducing BBA
and MBA with
Certificate in
Sports
Management**

Medinipur, West Bengal | Web. : www.siddhivinayakcollege.in

When watching sports people forget to eat, drink, sleep, or shower. Children wait for the clock to strike 6 pm, and rush to the pitch/court to play their favorite sport. Even those who don't play sports are affected by the glamorous sports industry!

India as a nation is a breeding ground for sports, and now with a growing number of sports leagues coming up for a wide range of sports, such as Indian Premier League, Hockey Premier League, Indian Super league, Pro Kabaddi league, etc. opportunities in this sector abound.

While most people who dream of a career in sports wish to represent their country on the field at national and international tournaments, playing a sport is not the only way to be a part of it. There are others who have the requisite knowledge and understanding of the game but work behind the scene to organize matches, monitor team finances, negotiate contracts of athletes, etc. All in all, sports managers are required to manage all the key aspects related to the business and governance of sports at all levels.

So, if you are passionate about sports and want to handle the business side of the game, then Sports Management could be an exciting career option for you.

Let's uncover the path, colleges, and scope of a career in Sports Management!

How to Pursue a Career in Sports Management in India?

Let's have a look at the steps you need to follow to build a career in the swiftly emerging field of Sports Management.

Step 1: Opt for any Stream after Class 10th

To pursue a career in sports management, you can opt for any stream in your class 12th, however, it is advisable to take up the commerce stream. The commerce stream includes subjects like Business Studies, Economics, Accountancy, etc., which help to set up a foundation for students to understand business practices and acquire a deeper knowledge and understanding of business processes, as well as an awareness of global business issues.

Step 2: Pursue a BBA, or a Bachelor's Degree in Sports Management

To jumpstart your career in Sports Management, the best program to pursue at your undergraduate level is a bachelor's degree in Sports Management. BBA/B.A. in Sports Management is a full-fledged three-year degree course. Being a professional course, it offers students the opportunity to undertake professional projects and focuses on providing industry-specific knowledge related to marketing management, sports planning, sports funding, sports law, ethics, risk management, as well as the principles and practices of business in the sports industry. But fret not, if you don't pursue a specialized course in sports

management during your under graduation, then you can pursue a general BBA course followed by a master's degree in sports management.

Some of the leading colleges that provide BBA/ B.A. in Sports Management are:

Please Note: Candidates who have sports proficiency are given weightage during admissions in the above-mentioned institutes.

Step 3: Pursue an MBA/ Master's Degree in Sports Management

In order to enter the professional workplace a master's degree is required. While some universities offer an MBA in Sports Management, others provide a master's degrees and diplomas in Sports Management. Pursuing post-graduation in the field of Sports Management will give you an edge over others as it will not only help you acquire theoretical knowledge of sports but will also develop managerial skills that can be put to use in different business settings such as Sports Marketing, Sports Media, Sports Apparel, etc.

Some of the leading postgraduate colleges and programs in Sports Management:

MBA in Sports Management
Post Graduate Diploma in Sports Management

Post Graduate Diploma in Sports Management

Masters in Sports Management
Post Graduate Diploma in Sports Management

Masters in Sports Management

MBA in Sports Management

Masters in Physical Education (Sports Management)
Post Graduate Diploma in Sports Management

Scope of Sports Management in India

After completing your education, you can look at the following professional opportunities to make a break into the sports business.

1. Sports Agents

Sports agents look after the athlete's professional career and act as a bridge between the player and the outside world. They handle the athlete's legal contracts, finances, and even endorsement deals. For example: In a case where a company wants to contact a sports person to endorse their product and inspire fans to use that specific product, they contact the agent and discuss the appointment, monetary aspects, and fix the shooting dates accordingly.

Expected Salary: Remuneration of a sports agent depends on the athletes they work with, and the years of experience in the industry. Salary can vary anywhere between 25,000 to 70,000 per month approximately.

2. Sports Information Directors

Sports Informational Directors work closely with a sports team and various media outlets to bolster public relations through positive media coverage. To this end, they organize press conferences to allow the media access, document and publicize their accomplishments in various media channels and write press releases for them.

Expected Salary: An expected salary of a sports information director is INR 40,000 to INR 70,000 per month on average. One moves up to this job role after having over 7 to 9 years of work experience in the same field.

3. Sports Marketing Manager

Marketing is an important part of any business and equally so for the world of sports, as it helps in promoting and sponsoring sports events. Besides this, sports marketing also helps in building brand loyalty, wherein fans positive association with the team help in supporting the specific team and the event. They don't work directly with the athletes rather they are associated with particular sports companies the team is associated with.

Expected Salary: An expected salary of a sports marketing manager varies between INR 50,000 to INR 80,000 per month approximately.

4. Lecturer

With a degree in Sports Management, you can become a lecturer too, and teach at colleges and universities. You can impart your own knowledge to students about the principles and practices of sports management, it's ethics and legal aspects, besides many other things.

Expected Salary: The monthly pay scale of a lecturer is INR 15,600-39,000 on average.

5. Sports Event Manager

A degree in Sports Management also allows you to be a part of the event planning team. The responsibilities of sports event managers include identifying the target audience and the brands to associate with. They also plan the event venue and overlook its proper maintenance, staff, logistics, and technical details to ensure smooth conduct of the match or event.

Expected Salary: The average salary of a Sports Event Manager is INR 36,000 per month on average. The average package increases with experience in the field.

Pros and Cons of a Career in Sports Management

Pros

With an ever-increasing enthusiasm for sports, sports management as a field is reaching new heights. It is a diverse field that allows you to work not only with big brands such as ESPN, ZEE – Ten Sports, JSW sports, Edu sports, Libero Sports, IMG, etc.

You can also freelance and work as a special consultant to celebrity athletes as well as work as a coach in school and colleges.

It allows you to think creatively and put your leadership and organizational skills to use, especially where you have to organize functions/events that draw the attention of the masses.

Cons

Sports Management involves hectic jobs with longer working hours on average. Taking care of teams and making sure that everything runs smoothly behind the scenes is a daunting task.

Since sports is a flourishing field, there is a lot of competition and is thus one of the toughest job markets to get into.

If you have been ever inspired by movies like Dangal and Mary Kom, aspiring to become a Sports Manager for your own team of Sportsmen, then maybe you should consider this career path for yourself.

Dr Devendra Arora President Sports academy association of India

[Www.spaaindia.in](http://www.spaaindia.in)

National certificate in sports management & science (specialization games)

Approved by Spaa India

Sports academy association of India

(Table tennis, football, shooting, badminton, lawn tennis, cricket, swimming, boxing, kabaddi, athletics)

Class 9th to 12th students are taking training from Spaa approved sports academy can fill a form for appearing in examination for national certificate.

Sports certificate for (9th to 12th class students)

Total 4 subjects (one subject in a year for class 9th onward)

Training at sports academy (4 year for 9th class onward)

Sports certificate (11th class students)

Total 4 subjects (two subjects in a year)

Training at sports academy (2 year for 11th class onward)

Online examination: - two attempt in a year for each subject

Books are available on online:-

Following Subjects are suggested for Teaching :- FROM class 09th to 12th One subject in a year for 9th class onward and 02 subject per year for 11 & 12th class student

DEVsm 001 (Introduction and history of Table Tennis / Badminton / Chess / Athletics / swimming / Football / Lawn Tennis / Cricket / Basket Ball etc

DEVsm 101 Fundamental of sports and Physical Education TOTAL Lecture 40 credit 4

DEVsm 102 :- Play and Learn Technical skill of Sports (chosen games) TOTAL Lecture 40 credit 4

DEV SM 103 :- Sports Rules and regulation and Government Bodies TOTAL Lecture 40 credit 4

DEV sm 104:- Sports Marketing, Sponsorship & media planning TOTAL Lecture 40 credit 4

TOTAL Learning hour 160 total Credit 16

Examination Fee 8000/- per subject.

Paper / online examination at SPAA Approved Sports Academy . (all over in India)

Certificate will issued by SPAA India .