



 **IILM UNIVERSITY**
Gurugram | Greater Noida

SCHOOL OF SPORTS MANAGEMENT

Turn Your Passion for Sports
into a Profession

OUR VISION

Our vision is to be a leading university that inspires students to become responsible global citizens and leaders in their chosen fields and in the world through an innovative, interdisciplinary, and inclusive approach to learning.

OUR MISSION

Our mission is to provide students with an education that is intellectually stimulating and practically relevant. We aim to foster a community of learners who are innovative, interdisciplinary, and socially responsible. We offer a range of programmes that are designed to prepare students for purposeful work and to inspire them to make a positive difference in the world. We are dedicated to empowering students with the knowledge, skills, and experiences they need to achieve their full potential and to become responsible global citizens and leaders.

MESSAGE FROM GUIDE AND MENTOR



Having spent years in the heart of Indian sports – from managing the Indian cricket team to leading an IPL franchise and advising the Ministry of Sports, Government of India – I've seen firsthand the incredible potential and opportunities available within this industry. But potential alone isn't enough. It needs to be nurtured, guided, and powered by the right knowledge and skills.

That's why I'm excited to be a mentor with the School of Sports Management at IILM University. This programme isn't just about learning the fundamentals of business; it's about understanding the unique dynamics of the sports world and preparing you to lead with integrity and innovation. If you're passionate about sports and ready to turn that passion into a profession, I invite you to explore what IILM University's School of Sports Management has to offer. Let's work together to shape the future of sports in India and beyond.

Amrit Mathur
Advisor, Federation of Indian
Fantasy Sports (FIFS)
Former :
Manager, Indian Cricket Team
GM, BCCI
CEO, Delhi Daredevils (IPL)
Secretary, Sports Authority of India

INTRODUCTION

The School of Sports Management is a pioneering hub for aspiring sports professionals seeking to make an impact in one of the world's fastest-growing industries. Our industry-focused approach integrates business acumen with sporting expertise, equipping students with the skills to navigate the dynamic landscape of global sports.

Through state-of-the-art sports infrastructure, cutting-edge technology, and a curriculum designed for real-world application, students gain expertise in sports marketing, event management, athlete representation, analytics, and digital media. They also benefit from hands-on learning opportunities, including mentorship from top-tier athletes, coaches, and sports business leaders.

BBA IN SPORTS MANAGEMENT

This is a multidisciplinary programme that blends core business principles with specialised sports management training. Designed to cater to the evolving needs of India's ₹109540 crores sports industry, this programme prepares students for diverse career opportunities in sports marketing, event management, player representation, data analytics, and digital media.

ELIGIBILITY

Candidates must have secured a minimum of 50% marks in 12th standard (Secondary School Certificate) from State Boards, CBSE, or CISCE (Council for the Indian School Certificate Examinations).

COURSE STRUCTURE

A 4-year undergraduate programme that blends sports business, technology, and management, equipping students with the skills needed for success in the thriving global sports industry.

Year 1: Foundation in Management, Analytics & Sports Ecosystem

Year 2: Specialisation in Sports Marketing, Governance & Event Management

Year 3: Advanced Research, Sports Finance & Technology

Year 4: Capstone Projects, Industry Consulting & Specialised Electives

INTERNSHIPS & INDUSTRY EXPOSURE

- Hands-on experience with sports leagues, clubs, and media houses
- Real-world projects in sports analytics, event management, and sponsorships



WHY CHOOSE SPORTS MANAGEMENT AT IILM UNIVERSITY?

● INDUSTRY-DRIVEN CURRICULUM

A dynamic mix of sports fundamentals, business strategies, and emerging technologies, covering sports marketing, digital media, analytics, and event management.

● LEARN FROM INDUSTRY EXPERTS

Guest lectures, workshops, and mentorship from top athletes, coaches, and sports business leaders.

● HANDS-ON LEARNING & INTERNSHIPS

Real-world exposure through live sporting events, digital content creation, sports analytics, and internships with premier leagues, clubs, and brands.

● CUTTING-EDGE SPORTS FACILITIES

Train with the best – modern classrooms, high-tech sports labs, and dedicated sports infrastructure for immersive learning.

● STRONG INDUSTRY & ALUMNI NETWORK

Direct access to recruiters, networking opportunities, and career placements in the sports industry.

● DIVERSE CAREER OPPORTUNITIES

Prepare for exciting roles in sports marketing, event management, athlete representation, e-sports, sponsorships, and sports media in one of the world's fastest-growing industries.



READY TO TAKE THE LEAP?

Visit our campus, meet our community, and see for yourself why IILM University is the right choice for your future. We can't wait to welcome you!



Explore IILM Today




Admissions | Scholarships | Campus

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-  Postgraduate Programme: +91-6366975199

IILM Socials



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