

Proposed Curriculum Framework

Bachelor of Business Administration (BBA) in Sports Management

University of Engineering & Management (UEM), Jaipur

Duration: 4 Years (8 Semesters) – NEP 2020 Compliant

Credits: 160 (20 Credits per Semester)

Eligibility: 10+2 (Any Stream)

Exit Options:

- * After 1 Year – Certificate in Sports Administration
- * After 2 Years – Diploma in Sports Business
- * After 3 Years – BBA in Sports Management
- * After 4 Years – BBA (Honours/Research) in Sports Management

The curriculum below has been designed by benchmarking NEP-based BBA structures and incorporating current global trends in sports business, analytics, governance, technology, event management, athlete management, sports law, and digital transformation. It also aligns with the increasing demand for professionals in sports leagues, sports startups, esports, analytics, sports marketing, and event management.

Programme Educational Objectives (PEOs)

Graduates will be able to:

- * Manage professional sports organizations.
- * Plan and execute national and international sporting events.
- * Develop sports marketing and sponsorship strategies.
- * Apply analytics and AI in sports decision-making.
- * Promote entrepreneurship in sports business.
- * Manage athlete careers and sports organizations ethically.

* Pursue higher education (MBA Sports Management, MBA, PGDM, MSc Sports Analytics).

Semester I (20 Credits)

Course Credits

Principles of Management	4
Business Communication	3
Fundamentals of Sports Management	4
Microeconomics	3
Digital Skills & MS Office	2
Sports Fitness Practical	2
Value Added Course	2

Course Highlights

- * Evolution of Sports Industry
 - * Olympic Movement
 - * Sports Ecosystem in India
 - * Sports Organizations
 - * Sports Governance
 - * Sports Careers
 - * Professional Sports Leagues
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Semester II (20 Credits)

Course Credits

Financial Accounting	4
Organizational Behaviour	3
Sports Psychology	4

Marketing Management 3

Business Statistics 2

Yoga & Sports Wellness 2

Community Engagement 2

Major Topics

- * Athlete Motivation
 - * Team Building
 - * Leadership
 - * Mental Conditioning
 - * Fan Behaviour
 - * Sports Consumer Psychology
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Semester III (20 Credits)

Course Credits

Human Resource Management 4

Sports Marketing 4

Sports Event Management 4

Sports Communication & Media 3

Excel & Data Visualization 2

Internship-I 3

Topics

- * Branding
- * Sponsorship
- * Ticketing
- * Fan Engagement

- * Broadcasting
- * Media Rights
- * Event Logistics
- * Budgeting



Semester IV (20 Credits)

Course Credits

Sports Economics	4
Legal Aspects of Sports	4
Sports Facility Management	4
Sports Finance	3
Research Methodology	2
Minor Project	3

Topics

- * Sports Law
- * Contracts
- * Arbitration
- * Anti-Doping
- * Sports Infrastructure
- * Stadium Management
- * Revenue Models



Semester V (20 Credits)

Course Credits

International Sports Management	4
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Athlete Management 4

Sports Analytics 4

Sports Tourism 3

Elective-I 2

Internship-II 3

Sports Analytics

* Performance Analytics

* AI in Sports

* Wearables

* GPS Tracking

* Data Analytics

* Tableau

* Power BI

* Decision Making

Semester VI (20 Credits)

Course Credits

Sports Sponsorship & CSR 4

Digital Marketing in Sports 4

Sports Entrepreneurship 4

Sports Broadcasting 3

Elective-II 2

Live Industry Project 3

Topics

- * IPL Business Model
 - * Franchise Management
 - * Influencer Marketing
 - * OTT Platforms
 - * Fantasy Sports
 - * Startup Development
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Semester VII (20 Credits)

Course Credits

Strategic Sports Management	4
International Sports Law	4
AI Applications in Sports	4
Elective-III	2
Research Project Phase-I	3
Industry Internship	3

Semester VIII (20 Credits)

Course Credits

Sports Leadership & Governance	4
Sports Innovation & Technology	4
Research Dissertation / Startup Project	8
Viva Voce	2
Comprehensive Seminar	2

Suggested Electives

Sports Analytics

- * Machine Learning in Sports
- * Predictive Analytics
- * Match Analytics

Sports Marketing

- * Sponsorship Analytics
- * Brand Management
- * Consumer Behaviour

Sports Media

- * Commentary
- * Sports Journalism
- * Sports Photography

Esports

- * Esports Business
- * Gaming Industry
- * Tournament Management

Health & Fitness

- * Nutrition
- * Performance Science
- * Rehabilitation

Outdoor Sports

- * Adventure Tourism
 - * Mountaineering
 - * Sports Ecology
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Practical Components

- * Sports League Organization
 - * IPL Case Study
 - * ISL Operations
 - * PKL Management
 - * Marathon Planning
 - * Cricket Tournament Management
 - * Sponsorship Proposal Writing
 - * Athlete Branding
 - * Sports Media Production
 - * Sports Analytics Dashboard
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Software Training

Students will receive hands-on exposure to:

- * Microsoft Excel
- * Power BI
- * Tableau
- * SPSS
- * Python (Basics for Analytics)
- * R (Sports Analytics)
- * Canva
- * Adobe Premiere Pro

- * Google Analytics
 - * AI Tools (ChatGPT, Gemini, Copilot) for Sports Business Applications
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Internship Structure

- * Semester III: NGO/School Sports (4 Weeks)
- * Semester V: Sports Organization (6 Weeks)
- * Semester VII: Professional Sports Industry (8–10 Weeks)

Potential partners include:

- * IPL/IPL Franchise Academies
 - * Rajasthan Royals
 - * Pro Kabaddi League
 - * Sports Authority of India (SAI)
 - * Khelo India Centres
 - * Decathlon
 - * Sports For All (SFA)
 - * JSW Sports
 - * Reliance Foundation Sports
 - * Sports startups and event management companies
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Skill Enhancement Certifications

Students should earn industry-recognized certifications in:

- * Sports Event Management
- * Sports First Aid
- * Fitness Trainer

- * Sports Analytics
 - * Digital Marketing
 - * AI for Sports Business
 - * Sports Nutrition
 - * Sports Photography
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Assessment Pattern

- * Continuous Internal Evaluation: 40%
- * End Semester Examination: 60%

Components include:

- * Case studies
 - * Live projects
 - * Presentations
 - * Event organization
 - * Industry assignments
 - * Simulation exercises
 - * Internship reports
 - * Research projects
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Career Opportunities

Graduates can pursue roles such as:

- * Sports Manager
- * League Operations Executive
- * Sports Marketing Manager
- * Athlete Manager
- * Sponsorship Manager
- * Sports Analyst

- * Sports Data Analyst
- * Stadium Operations Manager
- * Event Director
- * Sports Entrepreneur
- * Digital Sports Content Manager
- * Sports Consultant
- * Esports Manager
- * Sports Business Development Manager

Distinctive Features for UEM Jaipur

To differentiate the programme nationally, UEM Jaipur can incorporate:

- * AI-driven Sports Analytics Lab.
- * Annual UEM Sports Business Conclave with industry leaders.
- * Mandatory internship every academic year.
- * Student-managed inter-university sports league.
- * Collaboration with national sports federations, professional franchises, and sports-tech startups.
- * Entrepreneurship incubation support for sports startups.
- * International immersion through collaborations with overseas universities and sports organizations.
- * Research focus on sports business, governance, technology, and sustainability.

This curriculum is designed as a contemporary, industry-oriented programme that blends business management with emerging technologies, experiential learning, and entrepreneurship, making graduates well-prepared for careers in India's rapidly expanding sports industry as well as global sports organizations.