

Proposed Curriculum Framework

Bachelor of Science (B.Sc.) in Sports Management

University of Engineering & Management (UEM), Jaipur

(NEP 2020 Aligned | Industry-Oriented | Sports Business, Analytics & Technology Integrated | Effective from Academic Session 2026–27)

Programme Duration: 4 Years (8 Semesters)

Total Credits: 160 Credits (20 Credits/Semester)

Eligibility: 10+2 in any stream from a recognized board

Multiple Exit Options (NEP 2020)

- * After 1 Year: Certificate in Sports Management
- * After 2 Years: Diploma in Sports Administration
- * After 3 Years: B.Sc. Sports Management
- * After 4 Years: B.Sc. Sports Management (Honours/Research)



Programme Overview

The B.Sc. Sports Management programme is designed to develop professionals capable of managing sports organizations, leagues, events, sports facilities, athlete development programmes, sports technology, and digital sports businesses. The curriculum integrates management, sports sciences, data analytics, sports marketing, event management, sports law, media, entrepreneurship, AI, and emerging technologies, preparing graduates for careers in India's rapidly growing sports industry.



Programme Educational Objectives (PEOs)

Graduates will be able to:

- * Understand the structure and governance of national and international sports organizations.
- * Plan and manage sports events, leagues, tournaments, and mega sporting events.
- * Apply sports analytics, AI, and digital technologies in sports management.
- * Manage sports facilities, sponsorships, branding, broadcasting, and fan engagement.
- * Promote entrepreneurship and innovation in sports business.
- * Pursue higher education, research, and careers in sports organizations, corporate sports management, and government agencies.



Programme Outcomes (POs)

Graduates will be able to:

- * Apply management principles to sports organizations.
- * Plan and execute sports events professionally.
- * Use analytics for athlete and team performance evaluation.
- * Develop marketing and sponsorship strategies for sports organizations.
- * Apply legal, ethical, and governance principles in sports.
- * Demonstrate leadership, teamwork, entrepreneurship, and innovation.



Semester I (20 Credits)

Course	Credits
Introduction to Sports Management	4
Fundamentals of Physical Education & Sports Sciences	4
Business Communication & Professional Skills	3
Computer Applications & Digital Literacy	3
Sports Practical-I	4
Environmental Science / Value Added Course	2

Course Highlights

- * Evolution of Sports Industry
- * Olympic Movement
- * Indian Sports Ecosystem
- * Sports Organizations
- * Fitness Fundamentals
- * Human Anatomy
- * Office Applications
- * Digital Collaboration Tools



Semester II (20 Credits)

Course	Credits
Principles of Management	4
Sports Psychology	4
Sports Nutrition & Wellness	4
Statistics for Sports Analytics	3
Sports Practical-II	3
Community Engagement / Ability Enhancement Course	2

Topics

- * Planning
- * Leadership
- * Motivation
- * Personality
- * Mental Conditioning
- * Sports Nutrition
- * Sports Performance Statistics
- * Data Visualization



Semester III (20 Credits)

Course	Credits
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Sports Marketing & Sponsorship	4
Sports Event Management	4
Sports Biomechanics	4
Sports Analytics using Python	2
Sports Practical-III	3
Internship-I	3

Topics

- * Sponsorship Acquisition
- * Branding
- * Media Rights
- * Event Planning
- * Venue Management
- * Athlete Performance Analysis
- * Motion Analysis
- * Python for Sports Data



Semester IV (20 Credits)

Course	Credits
Sports Facility & Infrastructure Management	4
Sports Economics & Finance	4
Sports Law & Governance	4
Research Methodology	2
Sports Practical-IV	3
Minor Project	3

Topics

- * Stadium Management
- * Budgeting
- * Sports Policies
- * Intellectual Property Rights
- * Anti-Doping Regulations

* Governance Models



Semester V (20 Credits)

Course	Credits
Digital Sports Media & Broadcasting	4
Sports Technology & Innovation	4
Athlete Management & Talent Development	4
Laboratory / Analytics Lab	2
Elective-I	3
Internship-II	3

Topics

- * Sports Journalism
- * Live Broadcasting
- * Wearable Technologies
- * GPS Tracking
- * Athlete Branding
- * Career Management



Semester VI (20 Credits)

Course	Credits
E-Sports Management	4
Sports Entrepreneurship & Startup Management	4
Sports Tourism & Hospitality	4
Laboratory / Industry Project	2
Elective-II	3
Industry Project	3

Topics

- * Gaming Industry
- * League Operations
- * Startup Development
- * Sports Tourism
- * Hospitality Management
- * Sports Business Models



Semester VII (20 Credits)

Course	Credits
Artificial Intelligence in Sports	4
International Sports Business	4
Sports Data Science & Performance Analytics	4
Elective-III	2
Research Project-I	3
Industrial Internship	3

Topics

- * AI in Athlete Performance
- * Predictive Analytics
- * International Federations
- * Global Sports Economy
- * Wearable AI
- * Performance Dashboards



Semester VIII (20 Credits)

Course	Credits
Emerging Trends in Sports Industry	4
Strategic Sports Management	4
Dissertation / Research Thesis / Startup Project	8
Seminar	2

Viva Voce 2



Suggested Electives

Sports Analytics

- * Advanced Performance Analytics
- * AI & Machine Learning in Sports
- * Wearable Technology Analytics

Sports Business

- * Franchise Management
- * League Operations
- * Sports Consultancy

Sports Media

- * Sports Journalism
- * Digital Broadcasting
- * Content Creation

Health & Fitness

- * Strength & Conditioning
- * Exercise Prescription
- * High-Performance Coaching

Sports Technology

- * Smart Stadiums
- * Sports Engineering
- * Virtual & Augmented Reality in Sports

Entrepreneurship

- * Sports Startup Incubation
- * Innovation Management
- * Venture Creation



Practical & Laboratory Components

Students will receive practical exposure in:

- * Sports Event Planning
- * Stadium Operations
- * Athlete Assessment
- * Sports Analytics
- * GPS & Wearable Devices
- * Video Performance Analysis
- * Sports Broadcasting
- * Sports Management Software
- * Fan Engagement Platforms
- * Sponsorship Proposal Development
- * Tournament Management Systems



Software & Industry Tools

Students will receive hands-on training in:

- * Microsoft Excel (Advanced)
- * Python
- * Power BI
- * Tableau
- * SPSS
- * Dartfish
- * Hudl
- * Catapult Sports (Exposure)

- * Kinovea
- * Canva
- * Adobe Premiere Pro (Basics)
- * OBS Studio
- * Google Analytics
- * CRM Software
- * Project Management Tools
- * AI Tools for Sports Analytics



Internship Structure

Semester III

4 Weeks: Sports Event Management Internship

Semester V

6 Weeks: Sports Organization / Sports Marketing Internship

Semester VII

8–10 Weeks: Professional Industry Internship / Research Project



Suggested Industry Collaborations

- * Sports Authority of India (SAI)
- * Rajasthan State Sports Council
- * Indian Olympic Association
- * Board of Control for Cricket in India (BCCI)
- * Pro Kabaddi League
- * Indian Super League (ISL)
- * Indian Premier League (IPL) franchises
- * Sports Broadcasting Companies

- * Decathlon
- * Adidas
- * Puma
- * Fit India Mission
- * Khelo India
- * Sports Academies
- * Sports Technology Startups



Skill Enhancement Certifications

Students should complete certifications in:

- * Sports Event Management
- * Sports Analytics
- * Sports Marketing
- * Digital Marketing
- * Project Management
- * AI for Sports
- * Data Visualization
- * Sports Nutrition
- * Fitness Assessment
- * First Aid & CPR
- * Sports Officiating
- * Entrepreneurship



Assessment Pattern

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

Assessment methods include:

- * Case studies

- * Event management projects
- * Practical evaluations
- * Internship reports
- * Industry presentations
- * Sports analytics assignments
- * Research papers
- * Business plan competitions
- * Capstone project
- * Viva voce



Career Opportunities

Graduates can pursue careers as:

- * Sports Manager
- * Sports Event Manager
- * League Operations Executive
- * Sports Marketing Executive
- * Athlete Relations Manager
- * Sports Analyst
- * Performance Analyst
- * Sports Facility Manager
- * Sponsorship Manager
- * Sports Media Executive
- * Sports Tourism Manager
- * Sports Business Consultant
- * Sports Entrepreneur
- * Fitness & Wellness Manager
- * Corporate Sports Coordinator
- * Research Associate
- * Sports Development Officer

Graduates will also be well prepared for M.Sc. Sports Management, MBA (Sports Management), M.P.Ed., Master's in Sports Analytics, Integrated Ph.D., and Ph.D.,

as well as opportunities with government agencies, professional sports organizations, leagues, and international sports federations.



Distinctive Features for UEM Jaipur

To position UEM Jaipur as a leading institution in sports education, the programme should include:

- * UEM Centre for Sports Business, Analytics & Technology integrating sports science with management and digital innovation.
- * Sports Analytics & Performance Laboratory equipped with wearable technology, motion analysis systems, video analytics, and AI-based performance assessment tools.
- * Annual UEM Sports Business Conclave featuring sports administrators, league officials, athletes, broadcasters, and industry experts.
- * Mandatory credit-based internships every academic year with sports organizations, leagues, academies, fitness companies, and event management firms.
- * Integration of AI, sports analytics, digital marketing, e-sports, fan engagement technologies, sports entrepreneurship, and sustainability throughout the curriculum.
- * Strong collaborations with Sports Authority of India (SAI), Khelo India, Rajasthan State Sports Council, national sports federations, professional leagues, sports technology companies, and leading fitness organizations for internships, certifications, live projects, and placements.
- * Establishment of a Sports Innovation & Startup Incubation Centre to encourage entrepreneurship in sports technology, event management, fitness, and sports services.

This curriculum combines the scientific understanding of sports with modern management practices, digital technologies, analytics, entrepreneurship, and industry engagement. It is designed to create professionals capable of leading the rapidly expanding sports ecosystem in India and internationally while aligning with the objectives of the National Education Policy (NEP) 2020.