

Proposed Curriculum Framework

Master of Business Administration (MBA) in Sports Management

University of Engineering & Management (UEM), Jaipur

(NEP 2020 Aligned | Industry-Integrated | AI & Sports Analytics Enabled | Effective from Academic Session 2026–27)

Programme Duration: 2 Years (4 Semesters)

Total Credits: 100 Credits (25 Credits per Semester)

Eligibility: Bachelor's Degree in any discipline with minimum 50% marks (45% for reserved categories as per norms). Candidates with backgrounds in sports, physical education, management, engineering, commerce, or allied disciplines are encouraged to apply.



Programme Vision

To develop globally competent sports business leaders, administrators, entrepreneurs, and analysts capable of managing professional sports organizations, leagues, sports technology enterprises, events, media, athlete management, and sports infrastructure through innovation, analytics, artificial intelligence, and sustainable business practices.



Programme Educational Objectives (PEOs)

Graduates will be able to:

- * Lead sports organizations using modern management principles.
- * Design and execute national and international sporting events.
- * Apply AI, analytics, and digital technologies to sports management.
- * Manage sports marketing, sponsorship, broadcasting, and fan engagement.

- * Promote entrepreneurship and innovation in the sports industry.
- * Contribute to policy development, governance, and sustainable sports ecosystems.



Programme Outcomes (POs)

On successful completion of the programme, graduates will be able to:

- * Analyze sports business environments using managerial and analytical tools.
- * Develop strategies for sports organizations and leagues.
- * Apply financial, legal, marketing, and HR principles to sports enterprises.
- * Leverage digital technologies and AI for sports performance and business analytics.
- * Demonstrate ethical leadership, innovation, and global business competence.



Semester I (25 Credits)

Course	Credits
Principles of Management & Organizational Behaviour	4
Sports Industry Ecosystem & Governance	4
Managerial Economics	3
Accounting & Financial Management	3
Business Statistics & Analytics	3
Communication, Leadership & Negotiation Skills	2
Sports Industry Orientation & Field Visit	2
Summer Project Planning	4

Course Highlights

- * Global Sports Industry
- * Olympic Movement
- * Sports Federations
- * Governance Structures

- * Financial Decision-Making
- * Leadership Development
- * Quantitative Analysis
- * Communication Strategies



Semester II (25 Credits)

Course	Credits
Sports Marketing & Brand Management	4
Sports Event & Facility Management	4
Sports Law, Ethics & Governance	3
Human Resource Management in Sports	3
Sports Economics & Finance	3
Digital Marketing & Fan Engagement	3
Sports Analytics Laboratory	2
Minor Consultancy Project	3

Topics

- * Sponsorship
- * Ticketing
- * Licensing
- * Merchandising
- * Stadium Operations
- * Athlete Contracts
- * Media Rights
- * Fantasy Sports
- * CRM
- * Sports Branding



Summer Internship (6–8 Weeks)

Students will undergo mandatory internships with:

- * Professional Sports Franchises
- * Sports Federations
- * Sports Technology Companies
- * Event Management Organizations
- * Fitness Industry
- * Sports Broadcasters
- * Sports Marketing Agencies

Credits: Included in Semester III



Semester III (25 Credits)

Course	Credits
Strategic Sports Management	4
Athlete & Talent Management	4
Artificial Intelligence & Sports Analytics	4
Sports Entrepreneurship & Innovation	3
International Sports Business	3
Elective-I	2
Summer Internship Report & Viva	2
Research Methodology	3

Topics

- * AI in Performance Analysis
- * Wearable Technologies
- * Predictive Analytics
- * Global Sports Markets
- * Startup Ecosystems
- * Venture Capital
- * Sports Incubation



Semester IV (25 Credits)

Course	Credits
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Emerging Technologies in Sports	4
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Sports Media, Broadcasting & Content Business	4
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Sports Policy & Sustainable Development	3
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Elective-II	2
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Capstone Project / Dissertation	8
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Seminar & Viva Voce	4
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Elective Basket

Sports Analytics

- * Advanced Performance Analytics
- * AI & Machine Learning in Sports
- * Predictive Analytics
- * Data Visualization



Sports Marketing

- * Sponsorship Management
- * Digital Fan Engagement
- * Influencer Marketing
- * Sports Consumer Behaviour



Sports Technology

- * Smart Stadium Technologies
- * IoT in Sports
- * Wearable Technologies

- * Virtual & Augmented Reality



Sports Business

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



Entrepreneurship

- * Startup Management
- * Innovation & Incubation
- * Venture Financing
- * Family Business in Sports



Practical Components

Students will receive hands-on exposure in:

- * Sports Event Planning
- * Stadium Operations
- * Sports Analytics
- * Business Simulations
- * Sponsorship Proposal Development
- * Athlete Contract Negotiation
- * Digital Marketing Campaigns
- * Sports Broadcasting
- * CRM Platforms
- * AI Applications in Sports



Software & Industry Tools

Students will be trained on:

- * Microsoft Excel (Advanced)
- * Power BI
- * Tableau
- * Python for Analytics
- * SPSS
- * Google Analytics
- * Meta Ads Manager
- * CRM Software
- * Project Management Tools
- * Dartfish
- * Hudl
- * Catapult Sports (Exposure)
- * Canva
- * Adobe Premiere Pro (Basics)
- * AI Tools for Sports Business
- * Microsoft Copilot and Generative AI productivity tools



Industry Certifications

Students should complete certifications in:

- * Sports Marketing
- * Event Management
- * Digital Marketing
- * Project Management
- * Sports Analytics
- * AI for Business
- * Data Visualization
- * Sponsorship Management

- * Leadership
- * Entrepreneurship
- * ESG & Sustainability



Suggested Industry Collaborations

The programme should actively collaborate with:

- * Sports Authority of India (SAI)
- * Rajasthan State Sports Council
- * Board of Control for Cricket in India (BCCI)
- * Indian Olympic Association
- * Pro Kabaddi League
- * Indian Super League (ISL)
- * Indian Premier League (IPL) franchises
- * Decathlon
- * Adidas
- * Puma
- * JSW Sports
- * Reliance Foundation Youth Sports
- * Khelo India
- * Sports Broadcasters
- * Sports Technology Startups
- * Event Management Companies



Assessment Pattern

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

Assessment methods include:

- * Case studies

- * Live consulting projects
- * Industry presentations
- * Event management assignments
- * Sports analytics projects
- * Business simulations
- * Internship evaluation
- * Research papers
- * Dissertation
- * Viva voce



Career Opportunities

Graduates can pursue leadership roles such as:

- * Sports Business Manager
- * Sports Marketing Manager
- * Franchise Operations Manager
- * League Operations Manager
- * Sports Event Director
- * Sponsorship & Partnership Manager
- * Athlete Relations Manager
- * Sports Facility Director
- * Sports Analytics Manager
- * Fan Engagement Manager
- * Sports Media & Broadcasting Executive
- * Sports Tourism Manager
- * Corporate Wellness Manager
- * Sports Consultant
- * Sports Entrepreneur
- * Business Development Manager (Sports)
- * Policy & Governance Consultant
- * Research Analyst

The programme also prepares graduates for doctoral studies (Ph.D.), executive leadership programmes, and international careers in professional sports

organizations, governing bodies, sports technology firms, consulting, and academia.



Distinctive Features for UEM Jaipur

To position UEM Jaipur as a premier destination for sports business education, the MBA should include:

1. Centre for Sports Business & Analytics

A dedicated centre focusing on sports management, analytics, policy, innovation, and entrepreneurship.

2. AI-Enabled Sports Analytics Laboratory

Hands-on training in athlete performance analytics, fan engagement analytics, wearable technologies, business intelligence, and predictive modelling.

3. Professional Sports Event Incubator

Students will plan and manage university, state, and national sporting events as part of their coursework.

4. Mandatory Live Industry Projects

Each semester includes consultancy assignments with sports federations, clubs, academies, leagues, fitness chains, or sports technology startups.

5. Annual UEM Global Sports Business Summit

An international conclave featuring sports administrators, league executives, athletes, broadcasters, investors, and sports entrepreneurs.

6. International Exposure

Opportunities for study tours, international sports conferences, collaborative research, and exchange programmes with universities and sports organizations abroad.

7. Innovation & Startup Support

Integration with the UEM incubation ecosystem to encourage startups in sports technology, analytics, fitness, event management, and digital sports platforms.

8. Placement & Industry Integration

Strong partnerships with professional leagues, sports marketing agencies, broadcasters, equipment manufacturers, fitness companies, analytics firms, and corporate CSR sports initiatives.



Suggested Fee Structure

Particular	Amount
Tuition Fee	₹65,000 per semester
Registration Fee (One-time)	₹5,000
Examination Fee	₹2,000 per semester
Training & Placement Fee	₹5,000 per year
Industry Certification Fee	Included in tuition
Total Academic Fee (2 Years)	₹2,81,000

This fee level positions the programme competitively among private universities while covering specialized laboratories, industry certifications, sports analytics software, live projects, internships, and international-standard learning resources.

Key Differentiators

The proposed MBA in Sports Management is designed to stand apart from conventional management programmes by integrating sports business strategy, AI-driven analytics, digital marketing, sports technology, entrepreneurship, sustainability, and global sports governance. With strong industry partnerships,

practical exposure, research opportunities, and a startup-oriented ecosystem, the programme will prepare graduates for leadership roles across India's rapidly expanding sports economy and the international sports industry.