



Sports Management

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Sports and games are important for the holistic development of the individual. Today, sports of several kinds are played across nations and with the passage of time huge amounts of money, name, fame, glamour and media attention have become an integral part of any sport. The sports market is a multibillion dollar industry, experiencing rapid expansion in regions like China, Russia, South America and the Middle East, opening many doors to those with a specialized skill set. This is an interdisciplinary program designed to teach management within areas such as; sports marketing and management, sports advertising and media relations. The industry offers diverse and dynamic opportunities to program graduates, ranging from professional sports and club management to managing events and corporate sponsorships.

Sports Management is a relatively new concept in India taught in very few institutes across the country. Sports Management, as the name suggests, mainly revolves around the business aspects behind smooth running of a sports organization. Sports management is the study of planning, supervising and organizing various sporting activities like international and domestic tournaments for cricket, football, hockey, golf, and several other games.

From college tournaments to A-Star professional teams, a lot many things need to go well behind the scenes for the “match”

to go on. The purview of the typical roles and responsibilities of a sports manager is fairly wide. While the most publicized role in the industry usually revolves around talent scouting and team management, there is a multitude of people running the show behind the scenes. Playground curators, facility managers, nutritionists/trainers, PR executives etc. are a vital part of the industry. A typical job description might include things like negotiating contracts, handling media relations, organizing promotional events, hiring staff, drafting players, managing budget etc.

In many cases, a sports management degree is offered in combination with another degree program with a focus on finance, marketing, health, law, business or some other related field. The initial classes typically revolve around principles of management, accounting, economics, general psychology, statistics etc. The advanced classes touch on topics such as ethics in sports, the role of sports in a society, sports facility design, sports legalities, sports marketing etc. The degree is geared towards inculcating critical-thinking skills in candidates that would help in solving real-life problems. The studies involve a blend of sports and business education, and one can pursue a specialization in certain areas such as sports media/marketing, sports analytics, facility management, or sports tourism.

Sport has definitely become a discipline that has expanded beyond its previously-defined

boundaries, thus increasing the need for specialized professionals in the various areas associated with sport and sports organizations. The major in **sports management** offered at a European University, for example, is intended for those who want to play a leadership role within the ever-growing world of sport, without necessarily being an athlete. All the aforementioned topics are covered during the course, preparing students for careers in all areas of the sports industry, including intramural, intercollegiate, and professional athletics, public and private sports clubs, the sporting goods industry, hotels, resorts and travel businesses, as well as non-profit agencies.

Why is Sports Management in demand?

Today, professional sports management companies are mushrooming all across the country especially in cities like Delhi, Mumbai, Bangalore, Kolkata and Hyderabad and the need for trained professionals in such companies has also grown manifold. The Board of Control for Cricket in India (BCCI), the richest cricketing body in the world has taken the first step towards appointing a full time CEO in the organization. The All India Football Federation (AIFF) is also making it compulsory for all the National Football League Playing clubs to appoint a full time paid CEO to look after the Management of these clubs.

According to a report published by Plunkett Research, the total revenue driven by the sports industry in the US is estimated to be somewhere around \$450 billion per year. To put that in perspective, the entire automobile industry has a figure less than \$250 billion.

Super Bowl advertisements have a reputation of being the costliest, and for a good reason. The electrifying atmosphere is the result of people invested emotionally in their teams, which ensures 'engaged eyeballs'. The majority bump in revenues is

attributed to media deals, specifically sports media rights.

Sports management MBAs is an increasingly attractive proposition. With the sports industry often growing faster than a country's national GDP, the need to run clubs and associations as organized businesses – and with the ensuing levels of management seen in more traditional MBA sectors – has become paramount.

As such, there are now widespread opportunities in **sports management** roles, for instance those relating to marketing and sponsorship, sports media (traditional and social media) as well as in hospitality and events management.

In all these areas, there is also a growing demand for senior managers who can combine their knowledge and passion for a particular sport with the necessary toolkit to drive a club or organization towards enduring success, both on the field and in the boardroom.

This point has not been lost on business schools, and there has been a notable rise in sports management MBA and master's courses, particularly in the US and Europe – where competition can be rife at executive-level.

Once seen as the preserve of former professional athletes, the business of sport has developed to the extent that the realm of sports management has necessarily opened up. This means that lacking a prestigious playing career need no longer be a disadvantage when it comes to careers in the sports industry. Sports business requires specific skills. It is only recently that the global market for sports business has been seen as a specific branch of business for which a manager will need specific skills. This is why plenty of sports managers coming from a general business background have failed (see E. Kasimati, 'Economic Aspects and the Summer Olympics: A Review of Related Research' in the International Journal of Tourism Research for example). The field of sports

management needs to be taken very seriously because of the special characteristics of the field to which it relates.

- Sport is based on fundamental social, educational and cultural values. It makes for integration, involvement in society, tolerance, acceptance of differences and compliance with rules. Quoting the Helsinki Report on Sport of the Commission of the European Communities of 1999: “Sport is one of the areas of activity that most concerns and brings together the citizens of the European Union, irrespective of age and social origin.” And this statement also applies to every single piece of territory in the world.
- The sports business market and the playing field present unique characteristics that are not evident in any other field of business; starting with the product itself, which is ephemeral. Once it has happened, a sports event is gone for good.
- Other elements of the sports business market include sports federations, which ensure the necessary solidarity between the various levels of sports practice. Then there is the role of sports organizations in organizing and promoting their particular sport with due regard for national and international legislations, the behaviour of sports fans, and the level of intervention of governments in sport.
- Subjects such as sponsorship, gate revenues, broadcasting rights and merchandising require special treatment due to the ongoing globalization of the sports market, combined with changes in distribution platforms and evolving commercial and economic factors.
- Last but not least, in the sports market, the aim of the game is not to eliminate the weaker competitors. There is

interdependence between competing adversaries, a need to maintain a degree of equality, and a balance between them to preserve uncertainty in terms of results, and thus maintain spectators’ interest.

Sport is no longer just a game. Sports Management is a good subject if you are a lover of sports and want to mix business with it. So, if you want to participate in the exciting world of sports from a business standpoint, a degree in sports management may well be your best shot.

Sports Management Course Curriculum

Different universities and colleges have their own standard and means of teaching and imparting the vocational education among the students.

An MBA in sports management is geared towards those that enjoy the business of sports and therefore fandom is not a prerequisite, although many students are bound to have their particular passions for certain sports and teams, and indeed, that will be what motivates many to apply.

In terms of teaching, the MBA will invariably seek to engender a well-rounded set of business skills in its participants, laced with the kind of specialist knowledge that will prepare graduates for sports management jobs. Hard skills encompass the usual range of financial, marketing and operations skills –looking at industry specifics as well as general application – while on the soft skills side, expect programs to work on developing students’ interpersonal, innovation and leadership capabilities.

A course in sports management focuses on the following areas:

- The students gain a comprehensive understanding of the multi-dimensional importance and the value of sport. The candidates would also acquire business skills relating to public relations, marketing and entrepreneurship, which would assist



them in the administration of institutions engaged in various sporting activities.

- The students are exposed to the tools and techniques of sports administration including those of event management as well as acquaint them with contemporary trends and issues in sport. The sports

science section would cover sports medicine, sports psychology, sports physiology, sports therapy and health promotion.

- Helps students develop administrative skills necessary for managing the media, sports celebrities and officials.

Subjects or syllabus however, can be the same. Following are the few of these subjects:

Subjects for MBA in Sports Management			
Organization and management in sports	Foundations of amateur and professional sports	Psychology of sports	Contemporary issues in sports
Public speaking	Ethics in sports	Sports training and conditioning	Leadership principles in sports
Sponsorship and broadcasting	Managing sports events	Advertising and public relations in sports	Sports marketing
Sports medicine and nutrition	Funding in sports	Sports law and risk management	Sports media and event management

Career Scope & Job Prospects in Sports Management

Sports management professionals handle aspects related to marketing, finance, leadership, and budgeting of events. The future of sports analytics is particularly bright, with most sports enterprises moving towards data-driven decision making. Baseball was the first arena where sports analytics was applied successfully, and increasingly teams are leveraging data to understand team and player patterns.

Professional sports are no longer just for athletes; an **MBA in sports management** can lead to a long and rewarding career in this domain. The **NBA**, the **NFL**, **MLB**, the **EPL**, the **NHL**, and the **PGA** – to name just a few sports leagues that are recognizable from their acronyms alone – all represent big business and expansive opportunities,

with no signs of this slowing down anytime soon.

Many schools offer degrees that relate to the sports industry, but an MBA in sports management is a versatile option in that it can set you up for a huge variety of careers both in and outside of sport. Whether you are working for an individual team or for a company with a wider remit, **top business schools** all work on preparing their graduates for real-world experiences and the type of sports management jobs and roles that are out there.

The commercialization of what were once cherished national pastimes has been underway for over a generation now; these days, sport is big business. Many sporting outfits and franchises (the existence of sporting franchises in itself is notable) are now an indelible part of the global business, as well as cultural, landscape.

The numbers relating the **sports industry** are startling; it is now estimated to be worth somewhere in the region of US\$500-600 billion worldwide.

In terms of annual revenue, a report released by PwC, predicts that the global sports industry could reach US\$145 billion by 2015. 41% of this total will come from North America, which remains the world's largest sports market. But, the **business of sport** is making up ground in emerging economies. For example, Latin America, where Brazil will play host to 2014's football (soccer) World Cup, is earmarked as the fastest-growing market in the report, which also encompasses the London 2012 Olympics and the recently-completed Sochi 2014 Winter Olympics (estimated to become the most expensive Olympics of all time) in its analysis.

Much of the money attached to the business of sport comes through a combination of gate revenues and media rights (broadcasting). The Sports Business Group at Deloitte recently predicted that premium sports broadcasting rights across the world would be worth more than US\$24 billion in 2014, a 14% rise on 2013.

However, it is the commercial aspects of the industry – sponsorship, partnerships and merchandizing – that are increasingly coming to the fore. In Deloitte's 2014 football (soccer) rich list, a key trend among the top 20 highest earning clubs (worth a total of €5.4 billion or US\$7.4 billion) now sees the vast majority of them bring in more revenue from commercial sources than from broadcasting and gate revenues attained.

Sponsorship revenue is of particular value to growing markets in Asia, representing 40% of its total sports revenue. 90% of the US\$72 million income of tennis' top earner, Roger Federer, came through sponsorship deals.

By year 2025, at least 23 lakh people are expected to become a part of the Indian sports industry. For every 1,100 people on the field, India would need at least 55

coaches, 15 track & field experts, 25 sports medicine experts, 50 trainers, 22 sports nutrition experts, 11 sports psychologists, 106 strength trainers as well as competition managers, bio-mechanical engineers, sports photographers, sports journalists, sports management personnel, sports law experts and event managers, according to a FICCI 2014 report.

Graduates can avail job opportunities across a variety of fields:

- 52 approved **national sports federations** in India: These governing bodies which aim to promote the respective sport as an industry in India need professional sports managers always.
- **Sports branding/ marketing:** Indian cricketer M S Dhoni earned Rs.153 crore through advertisements/endorsements as per a Forbes 2014 report. Marketing/ branding therefore has got immense scope in the field of sports. Sports marketing managers & sponsorship managers will be in demand soon.
- **Sports goods:** Sports professionals who understand the details of sporting merchandise are in demand in India as international brands like Nike, Reebok, Adidas are increasing their presence in the country.
- **Sporting event management:** Event management companies are hiring sports managers by the dozen to accommodate the rising need to focus only on sports related events. The sports calendar in India is now chock-a-block with a variety of matches and events. It started with just the IPL - Indian Premier League (cricket) in 2008 and by now we have Hockey India League (started in 2013), Pro Kabaddi League (started in 2014), ISL - Indian Super League (for football, started in 2013), Indian Badminton League (started in 2013) and so on. There is going to be a great demand for sports directors, operation managers, communications & PR



personnel, venue management professionals, implementation managers, sports administrators, media professionals & so on.

primarily 3 masters degree options to choose from: an MBA with a specialization in Sports Management, an MS in Sports Management, and an MS in Sports Medicine.

Top Colleges/Institutes for Sports Management

The following are the list of Top Business Schools in India offering specialization in MBA in Sports Management

Sports Management is a fairly new field, though it is growing fairly fast. There are

No.	College/Institute
1.	Alagappa University - Tamil Nadu
2.	Indira Gandhi Institute of Physical Education and Sports Science - New Delhi.
3.	Institute of Social Welfare and Business Management - Kolkata
4.	University of Technology and Management - Meghalaya
5.	International Institute of Sports Management - Mumbai
6.	National Academy of Sports Management - Mumbai
7.	Centurion University of Technology and Management - Orissa
8.	Tamil Nadu Physical Education & Sports University, Chennai
9.	Institute of Sports Management, Pune
10.	Institute of Management and Technical Studies, Noida
11.	Lakshmi Bai National University of Physical Education, Gwalior
12.	University of Technology and Management, Shillong

Eligibility Criteria for MBA in Sports Management

T, followed by personal interviews and group discussions

This specialized field is concerned with imparting education and vocation pertaining to the business aspect of sports. And a professional job in the field of sports management can be acquired with the intellect developed through the professional studies taught at MBA in sports management. And for that, you need to enrol in the program with following eligibility requirements:

Skills required

As with any other MBA program, an MBA in sports management requires participants to be business and analytically-minded individuals, who also have a creative side and are adept at problem solving. Being able to display technical ability in hard skill areas, such as finance, as well as high potential in matters of leadership, communication and other soft skills, will also stand you in good stead when pursuing an MBA. This very much continues to apply if you have your sights set on a more specialized role, such as a financial manager at an individual club or team.

1. Minimum 50% of marks in 10th and 12th standard
2. A bachelor's degree in the relevant field with a minimum of 50% aggregate marks
3. Clearance of entrance examinations such as CAT/MAT/GMAT/IIFT/SNAP/JME

MBA in Sports Management: Career Option

As mentioned before, MBA in sports management not only offers promising careers in the field of sports itself, but also opens up the doors in multivariate fields such as marketing, retailing, manufacturing, customer social responsibility etc. One can go in the field of teaching in schools and higher institutes, which is one the most reputed jobs in the gamut of opportunities. The young graduates can also go for a job in: Sports clubs, Sporting agencies, NGOs, National sporting associations, Fitness clubs, Recreation facilities, Government and private sports authorities. Various Job Profiles offered in this sectors are: Sports manager, Management trainee, Sales manager- sports/media/advertising, Sports agent, Sports instructor, Sports physiologist, Sports nutritionist, Architect and project manager, Manager in merchandising, Athletic director.

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. 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 Rs. 25,000 to Rs.75,000 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. An expected salary of a sports information director is Rs. 50,000 to Rs. 1,00,000 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. An expected salary of a sports marketing manager varies between Rs. 50,000 to Rs. 75,000 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. The monthly pay scale of a lecturer is Rs. 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.

The average salary of a Sports Event Manager is Rs. 40,000 per month on average. The average package increases with experience in the field.

The remuneration offered in the jobs persisting in Sport Management area are dependent on personal attributes, which are catalysed by the post-graduation in MBA

Work Experience	Average Salary (tentative)
Less than 1 year	Rs. 2,00,000
1-4 years	Rs. 4,00,000
5-9 years	Rs. 8,00,000
More than 10 years	Rs. 12,00,000

Top recruiters for MBA in Sports Management

The following is the list of top companies that readily recruit the graduates of MBA in Sports Management:

GroupM	IMG
ESPN Cricinfo	JSW Sports
SPT Sports	Libero Sports
Rhiti Sports	Edusports
Decathlon Sports India Pvt. Ltd.	ITW Consulting Pvt. Ltd.
KOOH Sports	Sun Sports
Star Sports	Umbro
IOS Sports and Entertainment	

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

Sports Management. The starting salary ranges from Rs. 15,000 to Rs. 25,000, which extends with industrial experience.

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.

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