

MBA

SPORTS MANAGEMENT



MBA ESG

Leading French Business School MBA ESG is ranked among the top 20 in Europe and among the top 4 in Paris. Thanks to its incredible lineage, that spans over 30 years, MBA ESG has produced some of the most talented business professionals in the world.

The primary aim of MBA ESG is to transform students into job-ready professionals who are able to adapt to the ever-changing environment of the business world. Through its many professional contacts, projects, theses, and conferences, MBA ESG connects students to corporates during their time at the school.

Why MBA in Sports Management?

Sports is an expanding billion-dollar global industry. India is emerging as the sports capital of the world for traditional and non-traditional sports, demanding high-caliber leaders to break new ground in taking them forward. There are many levels and streams of management in organized sports, resulting in the need for professionals with excellent skills in finance, marketing, management, etc.

The MBA in Sports Management program equips you with management skills in key areas of sports and interrelated fields. It prepares students for a variety of employment options in this exciting and fast-growing sector.

Why MBA ESG for Sports Management?

- The MBA Sports Management program ranks among the top 20 in Eduniversal's 'Best Masters Ranking' under the global sports management category.
- Program endorsed by DNA Networks, India's leading sports management organization.
- Courseware vetted by the French sport industry and delivered by a mix of French and Indian industry professionals.
- Curriculum includes sports marketing, merchandising, sports management, and diplomacy and sport financing, along with regular core management subjects.
- Two-week study trip to Paris including classes with MBA ESG students and a packed itinerary to experience French sporting culture and administration of sports.*
- Certificate from MBA ESG, Paris, and MBA degree from Jain [Deemed-to-be University], Bangalore.
- Employment opportunities with global sports companies in India, including projects and internships with DNA Networks.



**Dive deeper with
the Practical MBA**



What will you learn?

Modernized and professionalized, the world of sport is increasingly being managed by experts and pros with operational capability. They are designing and imagining both the present and future of sport. The 1st year of MBA in Sports Management is open to graduates from any field. Poised to grow, the field of sports will need a new generation of sports managers.

As a young sports manager, you will,

- Be endowed with a strong sports culture, good knowledge of new information technologies, seeking to invest professionally in sport.
- Develop the "know-how" and contribute to the emergence of the "skills".
- Contribute to the development of professional sports networks.

Curriculum Overview

- Sports Merchandising
- Sport Financing
- Sports Management
- Sports Diplomacy
- E-Commerce for Sports
- Retail Management for Sports
- Brand Management for Sports
- Sports Marketing
- Sports Analytics
- Indian Sports Management Activities

Job Prospects:

- Sports Development Manager
- Professional Sports Agent
- Team Manager
- Sports Marketing Manager
- Sports Event Planner
- Sports Analyst
- Sports Technology Associate
- Social Media Manager

Campus Location:
MBA ESG India

Ajeenkya DY Patil University
DY Patil Knowledge City Road Via Lohgaon,
Airport Rd, Charholi Budruk, Pune,
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Potential Recruiters:

