

1. ABOUT THE PROGRAMME

The Masters of Sports Management programme offered by the Department of Commerce at Manipal Academy of Higher Education, Manipal is meticulously designed to prepare graduates for prominent roles in the dynamic field of sports. This robust program equips students with a comprehensive understanding of sports management, encompassing essential areas such as sports marketing, finance, event management, and organizational behavior. Students gain in-depth knowledge of the legal, ethical, and regulatory frameworks of sports at various levels, ensuring they are well-prepared to handle the complex challenges and opportunities in the sports industry.

Career prospects for graduates are promising, as the industry offers diverse roles in sports agencies, team management, sports event planning, marketing, and facilities management. Opportunities also extend to roles in sports analytics, where graduates use modern technologies and data analytics tools to drive decisions and strategies. With the global nature of sports, graduates can also pursue careers internationally, understanding and implementing sports management practices and standards across different cultural contexts.

This program not only promises a transformative educational experience but also prepares students for leadership roles, ensuring they can contribute significantly to the sports industry and community engagement.

2. PROGRAM EDUCATIONAL OBJECTIVES

01-Industry Leadership: Graduates will demonstrate leadership and management skills in sports and related industries. They will be prepared to take on strategic roles that contribute to the advancement and promotion of sports at various levels, from local to international.

02-Innovation and Development: Graduates will exhibit the ability to innovate and implement effective management practices that enhance organizational performance and sustainability in the sports sector. This includes adapting to changes in sports technology, regulations, and consumer preferences.

03-Ethical Standards and Social Responsibility: Graduates will adhere to high ethical standards and promote social responsibility in their practices. They will contribute positively to the community and environment through responsible sports management and advocacy for fairness, inclusivity, and diversity in sports.

04-Professional Skills: Graduates will possess advanced professional competencies including effective communication, teamwork, and problem-solving skills, essential for successful careers in sports management. They will be adept at using modern tools and technologies relevant to the field.

05-Lifelong Learning and Personal Development: Graduates will engage in lifelong learning to continuously improve their professional skills and personal development. They will stay updated with the latest trends and developments in sports management and actively pursue further education and professional certifications.

3. GRADUATE ATTRIBUTES

01-Strategic Thinking and Decision-Making: Graduates will demonstrate the ability to apply critical and strategic thinking skills to solve complex problems and make informed decisions in various contexts of sports management.

02-Industry Knowledge: Graduates will possess a comprehensive understanding of the sports industry, including its economic, social, and environmental aspects. They will be knowledgeable about global sports operations, governance, policy development, and the legal and ethical considerations specific to sports management.

03-Leadership and Teamwork: Graduates will exhibit strong leadership skills and the ability to effectively manage and collaborate with diverse teams. They will be capable of inspiring, motivating, and guiding others to achieve organizational goals within a sports context.

04-Communication Proficiency: Graduates will be skilled in communicating effectively with various stakeholders in the sports industry, including teams, sponsors, regulatory bodies, and the community. This includes proficiency in digital communication, public speaking, and the preparation of professional documents and presentations.

05-Operational Competence: Graduates will demonstrate proficiency in managing sports events, facilities, and operations. They will be adept at planning, organizing, and executing sports events while ensuring compliance with relevant regulations and standards.

06-Ethical Judgment and Integrity: Graduates will conduct themselves ethically and with integrity in all aspects of their professional practice. They will be champions of fair play, inclusivity, and diversity, promoting ethical behavior in sports and business practices.

07-Adaptability and Innovation: Graduates will be adaptable and innovative, capable of responding effectively to challenges and changes in the sports industry. They will embrace and drive technological advancements and innovative practices to enhance the appeal and accessibility of sports.

08-Commitment to Lifelong Learning: Graduates will be committed to ongoing personal and professional development. They will engage in continuous learning and self-improvement, keeping abreast of new research, trends, and best practices in sports management.

09-Global and Cultural Awareness: Graduates will understand and appreciate the global nature of sports, demonstrating cultural sensitivity and the ability to manage sports operations across different cultural contexts.

10-Sustainability and Community Engagement: Graduates will be aware of the environmental impacts of sports and committed to sustainable practices. They will actively engage with communities and contribute to social development through sports.

4. QUALIFICATION DESCRIPTORS

01-Knowledge and Understanding:

- Graduates will have a thorough understanding of the principles and practices of sports management, including sports marketing, finance, event management, and organizational behavior.
- They will possess deep insights into the legal, ethical, and regulatory frameworks governing sports at various levels, both domestically and internationally.
- Graduates will understand the socio-cultural, economic, and environmental impacts of sports and how they integrate into broader societal goals.

02-Cognitive, Technical, and Practical Skills:

- Graduates will be able to apply analytical and strategic thinking skills to address challenges and opportunities in the sports industry.
- They will demonstrate competence in utilizing modern technologies and data analytics tools relevant to sports management.
- Graduates will have the practical skills necessary for the planning, development, and management of sports events and facilities.

03-Application of Knowledge and Skills:

- Graduates will be adept at applying their knowledge and skills to solve real-world sports management issues, capable of conducting robust evaluations of sports operations and making data-driven decisions.
- They will be capable of initiating and managing innovative projects that enhance organizational performance, fan engagement, and community involvement in sports.
- Graduates will effectively integrate their skills in leadership, communication, and teamwork to manage and grow sports organizations while upholding ethical standards and promoting inclusivity.

04-Autonomy, Accountability, and Working with Others:

- Graduates will be self-directed and capable of independent learning and professional development. They will demonstrate autonomy in diagnosing problems and crafting strategic solutions in complex and unpredictable environments.
- They will be accountable for their professional decisions and actions, understanding the implications of their decisions on their team, organization, the community, and the environment.
- Graduates will excel in collaborative environments, showing a high level of interpersonal understanding and the ability to work effectively as part of a multidisciplinary team.

05-Judgment, Complexity, and Problem-Solving:

- Graduates will possess advanced problem-solving skills, capable of critically analyzing and interpreting information from a variety of sources to make informed judgments.
- They will handle complex ethical and professional issues prudently and with consideration for social, cultural, economic, and environmental contexts.
- Graduates will be prepared to tackle challenges creatively and innovatively, contributing to advancements in the field of sports management.

5. PROGRAM OUTCOMES

After successful completion of Masters of Sports Management (M.S.M.) programme, students will be able to:

01-Strategic Management Acumen: Graduates will demonstrate the ability to develop and implement strategic management plans that align with organizational goals and respond effectively to the dynamic sports environment.

02-Leadership and Organizational Skills: Graduates will exhibit leadership skills and effectively manage human resources, finance, and operations within sports organizations.

03-Critical Thinking and Problem Solving: Graduates will utilize critical thinking and systematic problem-solving methodologies to resolve challenges and capitalize on opportunities in the sports industry.

04-Marketing and Promotional Expertise: Graduates will be skilled in sports marketing strategies and techniques, including digital marketing and fan engagement, to maximize revenue and brand value.

05-Legal and Ethical Competence: Graduates will understand and apply the legal frameworks and ethical considerations relevant to sports management, ensuring compliance and promoting integrity.

06-Global Perspective: Graduates will apply international sports management practices and standards, recognizing global trends and cultural differences in sports.

07-Communication Skills: Graduates will communicate effectively in a variety of professional contexts, preparing and presenting information clearly and persuasively to stakeholders within and outside the sports industry.

08-Technological Proficiency: Graduates will be proficient in the use of contemporary technologies and data analytics tools to enhance decision-making and operational efficiency in sports management.

09-Research and Analytical Skills: Graduates will demonstrate the ability to conduct research using various methodologies and analyze data to inform management decisions.

10-Event and Facility Management: Graduates will be capable of planning, organizing, and managing sports events and facilities, ensuring safety, efficiency, and sustainability.

11-Networking and Relationship Management: Graduates will develop and maintain professional relationships and networks within the sports industry to enhance personal and organizational growth.

12-Professionalism and Ethical Integrity: Graduates will uphold the highest standards of professionalism and ethical integrity, demonstrating responsibility in their professional practices and towards society.

6. PROGRAMME STRUCTURE

Year 1					
Semester 1					
Course Code	Course Title	L	T	P	C
MSM5101	Finance and Accounting for Sports	4	0	0	4
MSM5102	Sports Statistics and Research	4	0	0	4
MSM5103	Sports Economics and Marketing	4	0	0	4
MSM5104	Sports Administration and Polices	4	0	0	4
	Elective 1 (Choose One)				
MSME5101	Sports Diet and Nutrition	4	0	0	4
MSME5102	Exercise and Sports Psychology	4	0	0	4
MSME5103	Fitness Management	2	1	2	4
	Total	20/18	0/1	0/2	20
Semester 2					
Course Code	Course Title	L	T	P	C
MSM5201	Sports Operations and Logistics	4	0	0	4
MSM5202	Sports Entrepreneurship	4	0	0	4
MSM5203	Sports Tourism and Hospitality	2	1	2	4
MSM5204	Sports Consumer Behaviour	4	0	0	4
MSM5205	Technology in Sports and Emerging Trends	4	0	0	4
MSM5206	Athlete Management and Representation	1	2	2	4
	Total	19	3	4	24
Year 2					
Semester 3					
Course Code	Course Title	L	T	P	C
MSM6301	Sports Analytics	1	1	4	4
MSM6302	Managing High Performance Sports	2	1	2	4
	Elective 2 - Programme Elective (Choose ONE Group)				
	Group 1 – General				
MSMG6301	Legal Aspects of Sports	4	0	0	4
MSMG6302	Sports Media and Fan Engagement	3	0	2	4
MSMG6303	Sports League and Franchise Management	2	1	2	4
MSMG6304	Sports Facility Management	1	1	4	4
	Group 2 – Cricket Management				
MSMC6301	Legal Aspects of Cricket	4	0	0	4

MSMC6302	Cricket Media and Fan Engagement	3	0	2	4
MSMC6303	Cricket League and Franchise Management	2	1	2	4
MSMC6304	Cricket Facility Management	1	1	4	4
	Group 3 – Basketball Management				
MSMB6301	Legal Aspects of Basketball	4	0	0	4
MSMB6302	Basketball Media and Fan Engagement	3	0	2	4
MSMB6303	Basketball League and Franchise Management	2	1	2	4
MSMB6304	Basketball Facility Management	1	1	4	4
	Total	13	4	14	24
Semester 4					
Course Code	Course Title	L	T	P	C
	Elective 2 (Choose One)				
MSME6401	Internship	-	-	-	12
MSME6402	Study Abroad	-	-	-	12
	Total	-	-	-	12