

DR. HOMI BHABHA STATE UNIVERSITY

Along with

IRONWOOD SPORTS MANAGEMENT GLOBAL ACADEMY

introducing

BACHELORS IN SPORTS MANAGEMENT

(Duration:- 3 Years Full time)

at

SYDENHAM COLLEGE OF COMMERCE & ECONOMICS

SPORTS INDUSTRY

The market size of the sports industry across India was over 91 billion Indian rupees in 2019.



Sport is regarded as one of the largest industries globally in terms of employment and revenue.

At 15%, the Indian sports industry is one of the fastest-growing industries in the world, according to DataPOWA.



IPL was the first Big Event executed successfully post COVID 19.

In just a few short decades, the world of online gaming has exploded in popularity. Estimated to reach \$196 billion in revenue by 2022, it is now considered to be one of the fastest growing industries on the planet.



WHY IRONWOOD SPORTS MANAGEMENT

- Established by the pioneer in offering Sports Management education in India since 2009.
- Ironwood Sports Management Global Academy is India's ONLY Global Sports Management Academy with own campus in Dubai.
- The global program at Ironwood Sports Management Global Academy offers internship and volunteering opportunities to students in Dubai and not just a student tour.
- In a short period of 2 Months students get International exposure and network with global industries and professionals which is a life enriching experience.
- Interaction and learning experience with students of different nationalities at Dubai Campus.
- Alumni successfully worked with Global Companies like IMG , Promoseven, KOOH Sports, ONSIDE Sports, MMC Sports etc.
- Volunteering experience with popular events like Formula1, ICC World T20 ,IPL, Rugby World Cup, NBA, Mubadala Tennis Championship, ToughMudder, ColourRun and many more.
- Interactive guest sessions with Global faculties on Sports Celebrity Management, Sports Event Management, Sports Broadcasting, Sports Analytics, Marketing in Sports - Traditional and Digital, Business of Sports Leagues and many more



BACHELORS IN SPORTS MANAGEMENT

- Established by the pioneer in offering Sports Management education in India since 2009.
- **Ironwood Sports Management Global Academy** is India's ONLY Global Sports Management Academy with own campus in Dubai.
- Selected students may avail international exposure, internship and volunteering opportunities in Dubai and network with global industries, professionals which is a life-enriching experience.
- Internship engagement and volunteering experience with events like **IPL, T20 World Cup, Road safety world series, Tennis Premier League, National Rifle Shooting Championship, Tough Mudder, BWF Super Series Premier** and many noticeably more events.

SPORTS INDUSTRY

India has witnessed a boom in the sports industry, since the number of young achievers in a variety of sports has grown, with an increase in the number of medals being won at the Olympics, Asian Games and the Commonwealth Games with an increasing corporate interest in sports investments, both in terms of sports promotion as well as sponsorships.

The emergence of sports leagues in Kabaddi, Tennis, Football etc. has accelerated the growth in the sports management industry. The digital medium where all information and a boatload is available at the tap of the button has opened newer avenues for marketing. Sponsors have now opened their wallets to women's sports brand endorsements.

As the market continues to grow at 10 percent per annum, the future of the sports industry in India looks incredibly brighter. There could not have been a better time for sports enthusiasts to pursue a career in sports now, more than ever.

The Indian sports goods industry is estimated to touch over \$ 6 Billion mark by 2025



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At 15%, the Indian sports industry is one of the fastest-growing industries in the world, according to DataPOWA



IPL was the first Big Event executed successfully post COVID 19 giving way to over 15000 employment opportunities



In just a few short decades, the world of online gaming has exploded in popularity. Estimated to reach \$196 billion in revenue by 2022, it is now considered to be one of the fastest growing industries on the planet



PROGRAM DETAILS

Eligibility: 12th Grade

Duration: 3 Years, Full-Time

Our 3-year full-time Bachelors in Sports Management is a perfect fit for undergraduates having a passion for sports & who want to make an exciting career in Sports Management early on. Our students are mentored and guided by professionals of the sports industry through their own real-life experiences and case studies. The combination of classroom training coupled with hands-on experience and volunteering opportunities is what makes this course stand out from the pool of programs available today. The degree is awarded by Dr. Homi Bhabha State University

Our students have worked with top brands and mega events of the industry like Adidas, Decathlon, Nike, IPL, NBA, Mumbai Marathon and Pro kabaddi, to name a few. Exceptional exposure, faculty of industry experts, sports-oriented curriculum and strong inclination towards practical knowledge prepare our students with industry relevant skills that today's sports companies look for in a potential candidate.

CAREER OPPORTUNITIES IN SPORTS INDUSTRY

- Sports Event Management
- Sports Venue Management
- League Management
- Sponsorship Management
- E-Sports & Gaming
- Sports Analytics
- Sports Administration
- Sports Event Planning
- Sports Marketing & Branding
- Sports Merchandising
- Sports Federations
- Operations & Logistics Management
- Sports Celebrity Management
- and many more...



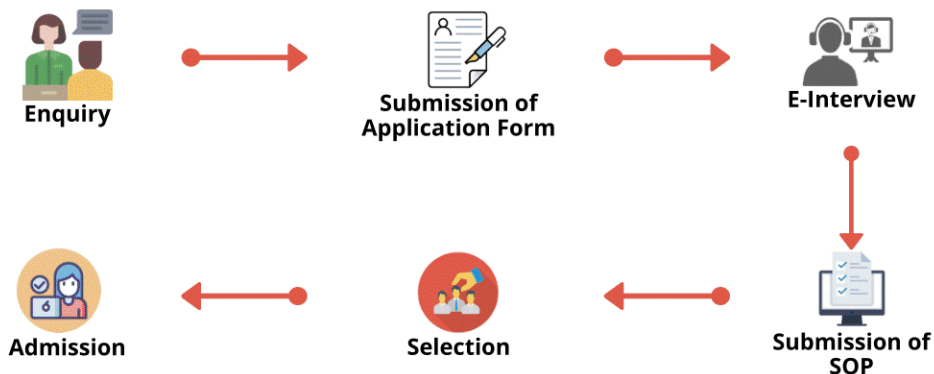
Also Offering

**Post Graduate Program in Global Sports Management (PGPGSM)
& Post Graduate Program in Sports Management (PGPSM)**

Eligibility: Graduation in any field, Sports enthusiasts wishing to turn their passion into profession and Entrepreneurs looking to start their own business in sports.

Duration: 11 months, Full-time

ADMISSION PROCESS



INDUSTRY SPEAKS

Once you graduate from an institute like Ironwood Sports, you also consider yourself as a "Professional". It helps you develop a change in mindset.

-Vivek Singh, Founder & Joint Managing Director, Procam International

There is a growing need for a degree course in Sports Management which has been rightly fulfilled by Ironwood Sports by launching a Bachelors course in Sports Management. This would be a perfect training ground for youngsters to have a holistic learning along with the opportunity to work in the Sports Industry.

-Jitendra Joshi, Founder, Sportz Village XP

At JSW Sports, we have welcomed students from Ironwood Sports Management in different functional roles at the organisation. They bring a sound understanding of the sports industry in India and are mentored by the team in skills required to contribute meaningfully as sports management professionals. As we expand into newer verticals within the industry, we look forward to engaging with the institute and its students in the months to come.

-Mustafa Ghouse, CEO, JSW Sports

At PMG for some time now students from Ironwood Sports Management have worked with us on many assignments. The students have the necessary skills and attributes required for Professionals in the Sports Management industry. We look forward to meaningful engagement with Ironwood Sports Management.

-Ambarish Adhikari, General Manager, PMG



OUR RECRUITERS



STUDENT TESTIMONIALS

Ironwood has provided me with a launchpad to start off my career in the sports industry. The institute has helped me understand better as to how the sporting industry works. At Ironwood, I got to learn lots of various things and also got a lot of hands-on practical experience. Working in Dubai was by far one of the best experiences. Thank you Ironwood!

-Anjan Vacchani, Batch 2017, Assistant Athlete Manager, JSW Sports

Studying at Ironwood was not like any other academics I've studied for before. The faculty at Ironwood were people from the Sports Industry and our assignments resembled real industry work. Also, got an opportunity to gain further practical experience through 2 months of internship which was the part of the course's structure at Ironwood.

-Sukanya Phatak, Business Development & Marketing Manager, Sports XL

Campuses

Sydenham College - B Rd, Churchgate, Mumbai, Maharashtra 400020

Ironwood Sports - KHIL House, 1st Floor, 70-C Nehru Road, Vile-Parle (East), Mumbai - 400099

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