



BBA IN SPORTS MANAGEMENT

4 year undergraduate degree course at iLEAD
affiliated to Maulana Abul Kalam Azad University
of Technology (MAKAUT) in association with
Protouch Sports



ilead.net.in

India is home to major sports and games in the world. From football to cricket, chess to kabaddi, India has been highlighted in the global platforms multiple times. The sports industry has witnessed humongous growth over the years and that has brought in tremendous opportunities for sports enthusiasts. If you want to get into an enthralling and exciting career, the sports industry is an ideal and unique choice for you.

The iLEAD School of Business offers a diverse array of professional management courses tailored to nurture young minds and equip them with practical industry knowledge.

Our degree program of BBA in Sports Management will equip you for a lucrative career in the sports sector.

Why Sports Industry?

- Indian sports industry is estimated at Rs 142 billion
- The sports and athleisure retail market in India is estimated to grow to \$402 billion by 2025
- The market size for cricket is expected to reach \$363.5 million by 2026
- The global football market size may reach \$4340.69 million in 2028
- The game of golf is an \$84 billion industry
- The E-Sports market is projected to reach \$3,993.2 million by 2030.
- The above numbers predict that the sports industry will require a great number of skilled professionals within the next few years



Why You Should Study Sports Management at iLEAD?

- Winner of HRD India Awards 2023 in association with The Economic Times for Excellence in Academia.
- iLEAD's association with Protouch, country's largest Golf academy, ensures great exposure into the sports industry for the students.
- 100 hours of exclusive job oriented practical training in the industry for the students will be provided. 50 hours of the program will include Personality Development classes & any one short-term course on either Event Management, Photography, Digital Marketing, Editing, Design and one Foreign Language FREE OF COST (Beginners Level only). And another 50 hours to include industry oriented training program provided by Protouch in order to make students job ready. The training will include internships, venue visits and more.
- Opportunity to intern and work in almost 100 sports companies across India.
- Sports industry leaders and experts as guest and adjunct faculty
- iLEAD provides a separate multi-purpose sports complex for all kinds of outdoor and indoor games along with a gym with state of the art equipments and expert trainers.
- Best Entrepreneurship Development Program Institute at the Sankalp Education Awards 2019
- Hands on practical experience of working in real projects
- iLEAD's collaboration with 16+ foreign universities expose students to the global industry culture.
- 1, 20,000+ popular, rare and unique books in the library, 20+ journals and periodicals
- Around 5,000 audio visual content and very large digital library
- Opportunities for internships and networking
- Merit Based Scholarships
- Earn While You Learn opportunities
- Live projects and industry exposure
- 100% placement assistance



HRD India Awards:



iLEAD received the 'Excellence in Academia' Award at HRD India Awards 2023 in association with The Economic Times.

Eligibility

- Minimum 50% marks or above in Higher Secondary or equivalent examination (CBSE, ISC, A Levels or any other equivalent Board examination) with English as a compulsory subject are preferred.
- Students will have to appear for GD and PI at iLEAD. However, they will get admission on clearance of the CET Examination only. Also, all the Academic Credentials of the student need to be approved by the University.

Career Prospects

- Player Agents
- Business development
- Sports Event Management
- Sports Facility Management
- Office Administration
- Sports Academy Management
- Volunteer Management
- Accreditation Management
- Team Services Management
- Sports Tourism
- Sports Education
- Sports Infrastructure
- Stadium or Venue Operations
- Tournament Operations
- Sports Retail and Merchandising
- Youth Sports Organizations
- Sports Legal Affairs
- Resort/Sports Club Management
- Recreation Management
- Gym/ Fitness Management
- Hospitality Services in Sports
- Fan Development / Fan Club Management
- Sales, Marketing, Branding and Sponsorship
- Athlete, Team and League Management
- Media, Communication and Public Relations

Highlights from the Course

- Sports Training and Conditioning
- Contemporary Issues in Sports
- Sports Medicine and Nutrition
- Sports Marketing
- Sports Communication
- Spectator Management and Funding in Sports
- Managing Sports Organization
- Advertising and Public Relation in Sports
- Psychology and Sociology in Physical Education

Scholarships you can avail

Merit Based Scholarship Available

For more details, contact our counselors at +91 91631 55555

Educational Loan Partner - **HDFC & SBI**



Draupnir Capital Incubation Centre at iLEAD

iLEAD has partnered with Draupnir Capital, a premier private equity advisory firm dedicated to empowering young startups, to launch the Draupnir Capital Incubation Centre at iLEAD.

Draupnir Capital Incubation Centre at iLEAD is exclusively focused on our very own iLEAD students, graduates and alumni, ensuring they receive unparalleled support – be it resources, capital, intellectual property, or administrative guidance.

We've also joined forces with the State Bank of India, amplifying the support network for our budding visionaries. This strategic alliance among iLEAD, Draupnir Capital and the State Bank of India promises a transformative impact on the entrepreneurial landscape.



DRAUPNIR CAPITAL
INCUBATION CENTRE

Placements and Internships

The best of companies has participated in on/off campus placements, offering excellent career opportunities to iLEAD students. Starting from mass media and manufacturing sectors, financial sectors to pharmaceutical firms, our students are everywhere.



Kathakali Mondal
BBA (2020 - 2023)
Org : Ernst & Young



Pallabi Chakraborty
BBA (2021-2024)
Org : Airtel



Sajid Naushad
BBA (2020-2024)
Org : Planet Spark



Avinash Sureka
BBA (2020 - 2023)
Org : ITC



Eshita Deb
BBA (2020-2024)
Org : Planet Spark



Sakshi Chowdhury
BBA ENT (2021-2024)
Org : Adani Group



Rajdwip Dey
BBA (2020 - 2023)
Org : TCS



Labani Manna
BBA (2021 - 2024)
Org : SOTC

Faculty



Mr. Pradip Chopra,
Chairman
Years of Experience - 50



Dr. Soumen Chatterjee,
Principal
Years of Experience - 26



Dr. Ishita Dutta Roy,
Vice Principal
Years of Experience - 22



Dr. Priyanka Jaiswal
HOD
Years of Experience - 9



Mr. Aniruddha Kundu
Years of Experience - 12



Ms. Siya Manna
Years of Experience - 5



Mr. Pramit Maity
Years of Experience - 9



Mr. Sourav Kumar Das
Years of Experience - 9



Ms. Pampa Sarkar
Years of Experience - 15



Ms. Urmimala Dey Chakraborty
Years of Experience - 11

Earn While You Learn Scheme at iLEAD

iLEAD offers a combination of studies and paid work. This helps the students to gather experience. It is a motivational factor added to the syllabus and is an opportunity for the students to gather first-hand experience via paid work through iLEAD. Some of our present students under the 'earn while you learn' scheme are as follows -



Shivam Makhija
(2020-2023)



Anupa Bagchi
(2021-2024)



Deepsikha Deb
(2021-2024)



Aiema Tauheed
(2021-2024)



Trina Mukherjee
(2021-2024)



Session on the Changing Trends in Sports Industry with Mr. Arnab Bhowmik (CEO, United Sports Club), Mr. Yan Law (Ex-National Team Football, Asia's Youngest Professional Coach), Mr. Sumedh Patodia (Team Director, Kolkata Thunderbolts), Mr. Anirban Dutta (Secretary, Indian Football Association) & Ms. Prerna Rajaram (Journalist)



Workshop on Sports Management with Mr. Indrajit Bhalotia (National Level Golf Player & Founder of Protouch Sports Pvt. Ltd.)



Visit to Osteostrong, a health, wellness and fitness centre for sports enthusiasts



Sports Tournament at Managedia, the extravagant college fest at ILEAD



Visit to the Sports Authority of India (SAI)



Industrial visit to JRD Tata Sports Academy, Jamshedpur

Fee Structure

Registration Amount- ₹50,000/-

Semester	Fees
First Semester	₹1,02,900(Admission Fee & 1st Semester Fee)
Second Semester	₹39,420
Third Semester	₹39,420
Fourth Semester	₹39,420
Fifth Semester	₹39,420
Sixth Semester	₹39,420
Seventh Semester	₹39,420
Eighth Semester	₹39,420
Total Fees	₹4,28,840

Admission Procedure

Candidates are to apply directly on college website (www.ilead.net.in) by online process for admission or visit the college premise.

Global Connect

iLEAD has collaborations with 16+ international universities including the Colvin Institute of Real Estate Development, USA. We have signed MOUs (Memorandum of Understanding) with numerous institutes and universities from around the world. The MOU aims at international projects and exchange of students, faculty, scholars and resource sharing programs based on the principles of equality and reciprocity, fairness and voluntariness.



COLVIN INSTITUTE,
UNIVERSITY OF MARYLAND



YUNNAN NORMAL UNIVERSITY
KUNMING, CHINA



CORPORATE UNIVERSITY
GERMANY



TENNESSEE STATE UNIVERSITY,
NASHVILLE, USA



UNIVERSITY OF DHAKA
BANGLADESH



CAPITAL UNIVERSITY
OHIO, USA



NOBLE INSTITUTION
TORONTO, CANADA



COLEMAN COLLEGE
SINGAPORE



AIMST UNIVERSITY
KEDAH, MALAYSIA



EVELYN COLLEGE OF DESIGN
KENYA, AFRICA



KATHMANDU UNIVERSITY
NEPAL



KASEM BUNDIRT UNIVERSITY
BANGKOK, THAILAND



BHUTAN MEDIA &
COMMUNICATIONS INSTITUTE
THIMPHU, BHUTAN



CHRIST UNIVERSITY
BANGALORE, INDIA



JAIN VISHVA BHARATI INSTITUTE
LADNUN, RAJASTHAN



GAEDDU COLLEGE OF
BUSINESS STUDIES
GEDU, BHUTAN



LINCOLN UNIVERSITY
COLLEGE, MALAYSIA



LAW AND MANAGEMENT
BUSINESS SCHOOL
PORT LOUIS, MAURITIUS

Life at iLEAD



Annual Awards 2023



Convocation 2023



Diwali



Sports Event at Managedia



Cricket Tournament



Fitness Event



Farewell 2023



Flashmob by iLEAD Students



Cultural Program at Managedia



About iLEAD

The Institute of Leadership, Entrepreneurship and Development (iLEAD) is a world-class premier institute based in Kolkata. We offer degree courses in media, management, design, technology, allied health, tourism and other professional studies both at the undergraduate and postgraduate levels under the iLEAD School of Business, iLEAD School of Creativity and iLEAD School of Science and Technology. Recognised with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times, awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023, rated as the 4th Best Media School in India by KPMG, recognized by the ASSOCHAM Education Excellence Awards for endeavor to become visible in certain SAARC countries, adjudged College of The Year in t2 Festopolis, the Best Co-Curricular Activity College at Gurukul Awards, Best Entrepreneurship Development Program Institute at the Sankalp Education Awards, iLEAD, is affiliated to Maulana Abul Kalam Azad University of Technology with 16+ international university collaborations.



About Protouch Sports

Established in 1990, Protouch Sports is one of the largest and oldest Golf Solution companies in the country. With 16 NGAI-Certified teaching professionals and a student base of 1500 over cities like Kolkata, Mumbai, Hyderabad, Jamshedpur, Shillong & Delhi, Protouch is one of the largest golf academies of the country and has won the 'Best Golf Academy in India' award at the India Golf Awards in New Delhi in the year 2016.

Protouch specializes in setting up sporting academies and has set up several golf, tennis, fitness academies across the country. Protouch has created and launched India's first education portal dedicated to sports, the Champ for Life academy. It is India's first provider of certification for online Covid safety courses in football, cricket, badminton, golf, gym & wellness, indoor sports, swimming and tennis for coaches, managers and the sports industry. Protouch is the first to also introduce online courses in Mentoring, training for corporates like athletes and other sports related courses.

Protouch has been managing a large number of National, corporate, amateur and club golf events. Protouch is currently managing the IGU Eastern India Amateur Feeder Tour and has also run several high profile events like the India v/s South Africa Golf Test Series, All India Amateur, Royal Premier Golf League, The Tolly Cup with 600 participants over 4 days and many more. Protouch has also been organizing the Inter-School Golf Championship since 2005, which is the largest junior golf event in India.

Protouch provides golf course development & facility management solutions and has developed Glade One Golf Course, Ahmedabad. Protouch also runs the country's largest Golf e-magazine, Golftrade.net, which has over 30000 followers. It also runs the world's largest free golf classifieds website.