



BBA IN SPORTS MANAGEMENT

Fuel Your Sports Spirit with a Cutting-Edge BBA
Program in Sports Management

4-Year Undergraduate Degree
Course at iLEAD Affiliated to
Maulana Abul Kalam Azad
University of Technology
(MAKAUT)



ilead.net.in

The Thriving Sports Industry Awaits You!

India's sports industry is on a roaring ascent, setting benchmarks and commanding attention on the global stage! With an ever-growing passion for athletics, the country is driving massive growth in the sports industry. This dynamic field offers countless opportunities for aspiring professionals, blending excitement, innovation, and career potential. Whether you're eyeing management, marketing, or analytics, the sports industry is your launchpad to a thriving and fulfilling career.

The sports sector in India has experienced significant transformation, fueled by a surge in events, endorsements, and investments. As the industry expands, it's paving the way for exciting careers, making it the ideal choice for aspiring professionals.

iLEAD's BBA in Sports Management empowers you with profound knowledge and practical skills to dominate this dynamic field. Whether you're passionate about managing teams or leading big-ticket events, the world of sports awaits you to make your mark!

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



Advantages of Studying at iLEAD

- Winner of **HRD India Awards 2023** in association with The Economic Times for Excellence in Academia.
- Recognised with the **"Gold"** position under the excellence category in **'Green Tech Sustainable Practices'** at the Economic Times TechEdu India Awards 2024.
- iLEAD has been Honoured with the **Stanford Seed Transformation** Program Certificate in 2024.
- Opportunity to intern and work in almost 100 sports companies across India.
- Industry expert mentors and faculties.
- Strong industry connections, support and partnerships.
- 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 equipment 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 a huge digital library.
- Merit-based scholarships.
- Live projects and industry exposure.
- 100% placement assistance.

Stanford Seed

iLEAD has successfully completed the 11 month Stanford Seed Transformation Program and is now a certified Seed Company



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 22222

Educational Loan Partner - **HDFC & SBI**



**Conditions Applied*

Draupnir Capital Incubation Centre has introduced the Seed Spark in collaboration with Stanford Seed for entrepreneurs in the early traction stage

Draupnir Capital Incubation Centre at iLEAD:

iLEAD, in partnership with Draupnir Capital, launched the Draupnir Capital Incubation Centre to uplift iLEAD students, graduates, and alumni with resources, capital, and guidance. With support from the State Bank of India, this initiative is dedicated to empowering young startups and transforming the entrepreneurial landscape.

Seed Spark Program by Stanford Seed:

Unlock your startup's potential with Stanford Seed's comprehensive five-month online entrepreneurship program. Designed to empower budding entrepreneurs, the program offers an approach to refining business strategies and igniting innovation for exceptional growth.

Shape your journey toward business brilliance with the Stanford Seed Spark program and fuel your startup's success.



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



Ankit Sharma
BBA (2022 - 2025)
Org. : Sportzy Infotech



Arjya Mitra
BBA (2021-2024)
Org : Airtel



Rajdwip Dey
BBA (2020 - 2023)
Org : TCS



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



Dishani Mitra
BBA (2021-2024)
Org : British Telecom



Aritra Bag
BBA (2022-2025)
National Level Archery Player

Placement Partners



AIRTEL



ADANI AHVL



EVEREST INDUSTRIES



BRITISH TELECOM



SONY INDIA



TATA STEEL



TATA FOOTBALL ACADEMY



ITC



LIFE DIGITAL SOLUTIONS



LUX INDUSTRIES



PS GROUP



INCFROG



TCS



ERNST & YOUNG



ACCENTURE



GODREJ PROPERTIES



AXIS BANK



RELIANCE RETAIL



NAVAL TATA HOCKEY ACADEMY



LENDEN CLUB



KOLKATA THUNDERBOLTS



NAVKRIT BRAND SOLUTIONS



PLANET SPARK



ZOLO STAYS

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



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. Perna Rajaram (Journalist)



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



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



Intra-Department Knock-Out Football Tournament 2024 at iLEAD



Visit to Sports Authority of India (SAI) 2024



An Engaging Session with Mr. Jupitar Dalai, Tournament Director & Head (business development at East India Pickleball) on 'Sports As a Tool'



Industrial visit to JRD Tata Sports Academy, Jamshedpur



Visit to the Sports Authority of India (SAI) 2023

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 BUNDIT 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 2024



Convocation 2024



Jashn-E-Roshan 2024



Football Tournament 2024



Cricket Tournament



Fitness Event



Farewell 2024



Flashmob by iLEAD Students



Managedia 2024



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. iLEAD got honored with the prestigious Stanford Seed Transformation Program Certificate. iLEAD is conferred the award for Excellent Leadership – Graphic & Animation Design School (Silver Category) at the Edutainment Awards 2024 and recognized with the 'gold' position under the category of 'Excellence in Green Tech Sustainable Practices' at the Economic Times TechEdu India Awards 2024.

iLEAD is also recognized with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times and awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023. We are 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, and the 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.

Premium Infrastructure



Smart Classrooms



Rooftop Basketball Court



Astro Turf: Rooftop Playground



iFEEL Fitness: Gymnasium

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