



B.B.A in

AFFILIATED TO

MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



SPORTS

MANAGEMENT

Where Passion for Sports Meets Professional Careers

- 🎓 4 Year UG degree program
- 🎓 AI-Powered Learning for Smarter Sports Management
- 🎓 Career-Ready Education with Real-World Industry Exposure

- 🎓 Learn Sports Business, Events, Fitness, Media & League Operations
- 🎓 MAKAUT-Affiliated
- 🎓 100% Placement Support



WELCOME TO



iLEAD

The BBA in Sports Management at iLEAD introduces students to the business side of sports through industry-focused learning and practical experience. By understanding how sports clubs, leagues, and brands function, students are prepared for a smooth transition into professional sports roles.



DIGITAL AND AI SKILLS FOR THE SPORT INDUSTRY

iLEAD mixes AI-based learning with human insights to develop expert sport professionals. Students learn to use data-driven tools while maintaining ethical practices and service-oriented thinking.

- » Sports analytics and performance data interpretation
- » Fan engagement and ticketing management systems
- » Event and league operations planning
- » Digital marketing for sports brands and platforms
- » AI use across fitness, sports media, and events





PREPARING PROFESSIONALS FOR THE SPORT INDUSTRY

The BBA in sports management is designed to help students build a clear understanding of the sports environment. The programme introduces students to the business, management and operational area of sports, including events, leagues, academics, fitness centres and sport organisations. Students gain knowledge of how sports entities work behind the scenes, preparing them for sports world responsibilities in management and coordination.



SPORTS MANAGEMENT AS A CAREER OPPORTUNITY

- » Build communication, leadership, and operational management skills.
- » Understand the planning and execution of sports events and leagues.
- » Gain exposure to sports marketing, fitness management, and media operations.
- » Use digital and AI-enabled tools to enhance fan engagement and operations.
- » Develop strategic thinking and teamwork abilities to manage athletes, sponsors, and large-scale sporting events.

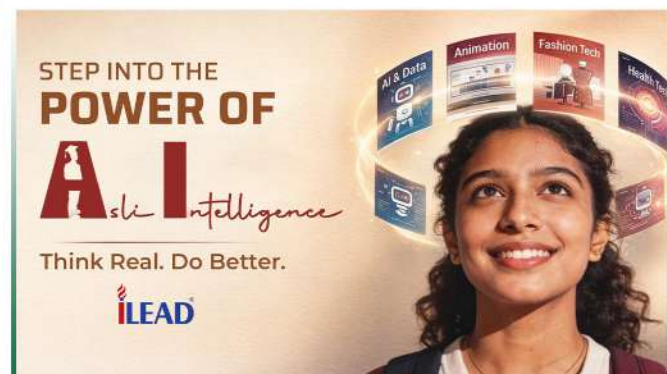


LIFE AT iLEAD

iLEAD is a ragging-free environment where juniors, seniors, and faculty mentors work in close, supportive relationships. Students are encouraged to collaborate and grow together, creating a culture where everyone feels safe to participate, speak up, and belong.

Beyond academics, campus life stays vibrant through events, festivals, workshops, competitions, and interdisciplinary collaborations. These experiences help students discover confidence, find their voice, and step onto their own stage, regardless of background or prior exposure.

Here, students explore interests, refine talents, and often Discover their Ikigai, the intersection of passion, skill, and purpose. With strong peer and mentor support, iLEAD students pushed boundaries and earned over 250 awards across inter-college and industry-recognised platforms last year.



Asli Intelligence

IN ACTION: SMARTER SPORTS MANAGEMENT

With iLEAD's Asli Intelligence, students learn to merge AI capabilities with human skills, ensuring that sports management decisions are data-based and people-focused. From tournaments to managing leagues, students learn to use AI to optimise operations while prioritising team dynamics and stakeholder experience.

- » Analyse trends and performance metrics in sports.
- » Plan and execute events, leagues, and competitions effectively.
- » Enhance fan experience, team management, and operational decisions.
- » Use AI for marketing, sponsorship, and media strategies.
- » Build ethical, human-centred leadership in sports organisations.

LEAD, MANAGE AND INSPIRE

in Sports Management

iLEAD's BBA in Sports Management empowers students to turn a passion for sports into a professional career. This programme focuses on practical skills, leadership and strategic thinking which are needed to manage sport events, fitness centres or league clubs.

CAREER OPPORTUNITIES

- » Event and Tournament Coordinator
- » Sports Marketing and Sponsorship Specialist
- » Fitness and Wellness Manager
- » Team and Athlete Management Executive
- » Sports Media and Broadcasting Professional
- » Sponsorship & Partnerships Manager

Plans and manages sports events, matches, and tournaments from start to finish. Works closely with teams, venues, and officials to deliver seamless events.



GLOBAL INDUSTRY OPPORTUNITIES

- » International sports clubs, franchises, and leagues.
- » Global fitness and wellness organisations.
- » Sports marketing, branding, and sponsorship agencies.
- » International sporting federations and governing bodies.
- » Sports media and broadcasting companies.
- » Event management companies for tournaments and leagues.

INDUSTRY EXPOSURE WITH PROTOUCH SPORTS

Protouch Sports is a leading sports solutions company across India. Students gain insights into managing golf, tennis, and fitness academies. They see firsthand how professional coaching and training programmes are structured.

OUR COLLABORATION WITH DRAUPNIR CAPITAL

iLEAD and Draupnir Capital support student-led sports ventures through mentorship and resources. Learners access guidance, tools, and potential funding. They develop and scale projects in academies, events, and sports businesses.



DRAUPNIR CAPITAL
INCUBATION CENTRE

SEED SPARK PROGRAM BY STANFORD SEED

The program gives students global exposure to entrepreneurship in sports. Learners refine business ideas and gain international insights. They build strategies for sustainable growth in sports ventures and organisations.



PROFESSIONAL PATHWAYS IN SPORTS

- » Step into entry-level roles across sports academies, leagues, event firms, and sports organisations.
- » Earn starting remuneration typically ranging from INR 5 lakhs per annum onwards.
- » Build confidence through industry-aligned training in sports operations, event management, and athlete coordination.
- » Transition smoothly from academic learning to professional sports management environments.

LEARNING BEYOND THE CLASSROOM

At iLEAD, students of BBA in Sports Management experience learning that goes beyond theory. The campus provides an environment where practical exposure and industry interactions prepare students for real world sports management challenges. Through live projects, events, and expert sessions, students gain hands-on experience building confidence and professional readiness.

OUR ALUMNI IN SPORTS BUSINESS



Arjya Mitra
BBA (2021-2024)
Airtel



Kathakali Mondal
BBA (2020-2023)
EY



Rajdwip Dey
BBA (2020-2023)
TCS



Ankit Sharma
BBA (2022-2025)
Sportzy Infotech



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



Pallabi Chakraborty
BBA (2021-2024)
Airtel

OUR SPORTS INDUSTRY NETWORK



TRUSTED FOR ACADEMIC AND INDUSTRY EXCELLENCE

- » Excellence in Academia Awards at HRD India Awards 2023
- » Merit-Based Scholarship
- » 120,000+ Books in Library
- » 200+ Awards & Recognitions
- » 100 Hours of Job-oriented Training
- » 52,780+ Hours of Teaching Experience



LEARNING THAT EXTENDS INTO THE INDUSTRY

Learning at iLEAD goes beyond the classroom through live projects, sports events, and expert interactions. Students gain real world exposure that builds confidence, teamwork, and a practical understanding of how the sports industry operates. These experiences help students apply management concepts in real situations and prepare them for professional roles.



WHERE SPORTS LEARNING COMES ALIVE

- » Interactive classrooms with technology driven learning for sports operations.
- » Sports management labs for event planning and operations simulations.
- » Access to sports analytics tools and performance data insights.
- » Collaborative spaces for teamwork, planning, and event execution.

LIVE EVENTS AND LEARNING EXPERIENCES

At iLEAD, students go beyond classrooms and experience the sports industry firsthand. Through workshops, seminars, and industry interactions, the campus stays lively throughout the year. These experiences help students connect with professionals and understand real world sports operations.



MOMENTS THAT SHAPE SPORTS CAREERS



Visit at SAI 2024



Visit at SAI 2025



Arjuna Awardee archer Seminar

HOW TO APPLY

The admission process at iLEAD is designed to be simple, transparent, and student-focused. Here are the steps to follow:

STEP 1: ONLINE APPLICATION

Applicants must fill out the online application form available on the official iLEAD Kolkata website with the required details.



STEP 2: SELECTION PROCESS

Admissions are conducted through a Common Entrance Test (CET) followed by a Group Discussion and Personal Interview (GD-PI) for all programs.



STEP 3: MERIT LIST & ADMISSION CONFIRMATION

Based on performance in the selection rounds, iLEAD publishes a merit list. Selected candidates can confirm their admission by paying the required fee at the designated admission receipt centre.



SCHOLARSHIPS & FEE ASSISTANCE

iLEAD offers merit-based and need-based scholarships to help deserving students pursue quality education without financial stress. T&C apply.



Intra Sports Event 2025




 www.ilead.net.in

 +91 9163122222



**TUNING UP
FROM PASSION TO PROFESSION
PLANNING TO PERFORMANCE IN
SPORTS MANAGEMENT**

 113J, Matheswartala Road, Topsia, Kolkata, West Bengal, 700046

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