

# ELIGIBILITY & SELECTION CRITERIA

PROGRAM	ELIGIBILITY	SELECTION CRITERIA
BBA	Candidates must have a minimum of 60% marks in both Class X and Class XII. Students from both science and non-science backgrounds can apply.	Evaluation is based on their aptitude, past academic performance, and a Personal Interview (PI)



22 CRORES CSR SCHOLARSHIP  
FOR MERITORIOUS STUDENTS

SCAN TO APPLY



CALL : 18008896555  
WEBSITE : spsu.ac.in  
CAMPUS: Sir Padampat Singhania University  
Bhatewar, Udaipur, Rajasthan - 313601  
CITY OFFICE  
UDAIPUR: Ground Floor, Lake City Mall, University Road,  
Ashok Nagar, Udaipur

Disclaimer: The flyer provides general information about the programs. SPSU reserves the right to revoke, modify, add or delete one or more of the terms and conditions outlines in the flyer. SPSU reserves the right to amend the provisions of the program, eligibility, selection, admission & scholarships without notification & as deemed fit/ appropriate to any changed circumstances

An initiative of  
JKCement



## Sir Padampat Singhania University

Faculty of Management  
**BBA** (Hons.)

Sports Management

in association with  
Yadu Sports (Sports Vertical of JK Cement) and  
MIRAJ International Cricket Stadium



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# ABOUT BBA(SPORTS MANAGEMENT)

The BBA in Sports Management at Sir Padampat Singhania University (SPSU) is a four-year undergraduate program designed to prepare students for successful careers in the dynamic global sports industry. By blending core business principles with specialized knowledge in sports management, the program equips students to navigate the evolving sports ecosystem.

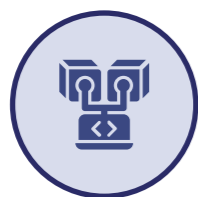
The curriculum covers areas such as sports marketing, event management, digital sports strategies, sports analytics, leadership in sports, and sports law. With a strong emphasis on experiential learning, students engage in internships, live projects, and collaborations with sports academies and franchises. The program is offered in collaboration with Yadu Sports (Sports Vertical of JK Cement, which sponsors multiple sports league franchises and state sports teams) and MIRAJ International Cricket Stadium, providing students with unparalleled industry exposure and hands-on learning opportunities.

The program is ideal for individuals passionate about sports and interested in roles such as event organizers, team managers, sports marketers, analysts, and more. Graduates will emerge as well-rounded professionals ready to make impactful contributions to the sports sector.

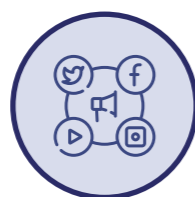
## PROGRAM FOCUS



**SPORTS MARKETING  
SPONSORSHIP  
AND BRANDING**



**EVENT MANAGEMENT  
AND OPERATIONS  
IN SPORTS**



**DIGITAL  
TRANSFORMATION  
AND E-SPORTS  
MANAGEMENT**



**SPORTS ANALYTICS  
AND DATA-DRIVEN  
DECISION-MAKING**



**SPORTS LAW  
GOVERNANCE, AND  
COMPLIANCE**



## WHY CHOOSE THIS PROGRAM?



**ALIGNMENT  
WITH NEP 2020**



**PRACTICAL  
EXPOSURE**



**FOCUS ON  
EMERGING  
TRENDS**



**GLOBAL  
OPPORTUNITIES**



**COMPREHENSIVE  
CURRICULUM**



**INDUSTRY  
CONNECT**



**PERSONALIZED  
LEARNING**



**HOLISTIC  
DEVELOPMENT**

## CAREER OPPORTUNITIES

Sports Event Manager	Sponsorship Manager	E-Sports Manager
Sports Marketing Manager	Sports Journalist	Ticketing and Operations Manager
Athlete Manager/Agent	Sports Development Officer	Sports Media Executive
Sports Analyst/Statistician	Fitness and Recreation Manager	Sports Entrepreneur

## INDUSTRY ENGAGEMENT & EVENTS



### SPORTS MANAGEMENT SUMMIT

Annual event featuring panel discussions with industry experts.



### LIVE SPORTS EVENT MANAGEMENT

Hands-on experience managing university and external sports events.



### INDUSTRY & FIELD VISITS

Exposure to sports academies, stadiums and franchises.



### ANNUAL SPORTS FEST

Students organize and participate in SPSU's flagship sports event, showcasing their management and athletic skills.

## VALUED RECRUITERS



## FAQS

### 1. What is the BBA Sports Management program?

The program is a 4-year undergraduate degree that integrates business administration principles with specialized knowledge and skills in sports management, preparing students for careers in the sports and related industries.

### 2. Who should opt for this specialization?

This specialization is ideal for students passionate about sports and seeking careers in sports marketing, event management, team management, sports analytics, or other roles within the sports ecosystem.

### 3. What is the duration of the program?

The program spans four years, divided into eight semesters, including opportunities for internships and a capstone project.

### 4. What are the key subjects covered in this specialization?

The curriculum includes subjects such as Sports Marketing, Sports Event Management, Sports Analytics, Leadership in Sports, Psychology in Sports, Sports Law, and Digital Sports Management.

### 5. Is the program purely theoretical, or does it include practical components?

The program combines theory with practical exposure through internships, case studies, live projects, and collaborations with sports academies and franchises.

### 6. Are there elective subjects in the program?

Yes, students can choose from a bucket of elective courses in the later semesters to tailor their learning to specific interests, such as E-Sports Management, Sports Journalism, or Sustainability in Sports.