

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)



SCHOLARSHIPS OFFERED

District Level: 40%
State Level: 50%
National Level: 60%
International Level: 100%

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
 JK Cement

 **SPSU**
 Sir Padampat
 Singhania University

Sir Padampat Singhania University

Faculty of Management

BBA (Hons.)

Sports Management

In Association with
 Yadu Sports (Sports Vertical of JK Cement)
 Krit School of Sports Management
 Decathlon



Guaranteed Paid Internship and Placement in Top Organizations for all Deserving Students

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ABOUT BBA(SPORTS MANAGEMENT)

The BBA in Sports Management at SPSU is a four-year program designed to prepare students for careers in the global sports industry by combining core business principles with specialized sports knowledge. The curriculum includes sports marketing, event management, digital strategies, analytics, leadership, and law, with a strong focus on experiential learning.

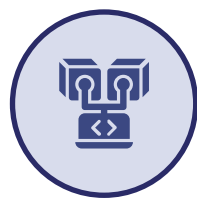
Offered in collaboration with Yadu Sports (JK Cement), Krit School of Sports Management, and Decathlon, the program features industry-led lectures, live projects, internships, and practical exposure through State-Level Youth Games and partnerships with professional sports franchises—enhancing both learning and placement opportunities.

Ideal for sports enthusiasts, the program prepares students for roles such as event managers, sports marketers, analysts, and team coordinators, empowering them to thrive in the growing sports ecosystem.

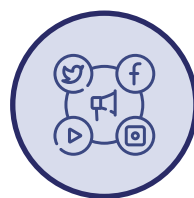
PROGRAM FOCUS



SPORTS MARKETING
SPONSORSHIP
AND BRANDING



EVENT MANAGEMENT
AND OPERATIONS
IN SPORTS



SPORTS MEDIA
& PR



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



REAL INDUSTRY
ENGAGEMENT



PLACEMENT
ORIENTED
CURRICULUM



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.



INDUSTRY & FIELD VISITS

Exposure to sports academies, stadiums and franchises.



STATE-LEVEL YOUTH GAMES

Organized by Krit School of Sports Management for experiential learning and real-time sports event exposure.



ANNUAL SPORTS FEST

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

POTENTIAL RECRUITERS



DECATHLON



FAQS

1. What is the BBA in Sports Management program about?

It's a 4-year undergraduate degree blending business education with specialized training in sports management.

2. Who should consider this program?

Students passionate about sports and interested in careers in event management, marketing, analytics, or team management.

3. What are the key areas covered in the curriculum?

Sports marketing, event management, e-sports, sports analytics, digital sports management, leadership, sports law.

4. Does the program include practical learning?

Yes, through live projects, internships, state-level events, in collaboration with Krit, Yadu Sports, and Decathlon.

5. What are the placement opportunities?

Students get placement support through partner organizations including sports leagues, franchises & agencies.

6. Will the institution collaborate with sports academies or franchises for practical learning?

Yes, partnerships ensure hands-on exposure via real-time events and internships.

7. Is prior sports experience required?

No. The program builds foundational knowledge and is open to all students.

8. What are the career options after graduation?

Roles include sports event manager, marketing manager, analyst, athlete manager, sponsorship executive, and e-sports manager.