

Often times the love for sports & the passion you have within, gets lost while choosing your career path. A lot of times, it's forgotten how the people working behind the scenes in sports are just as important as the players on the pitches, courts and fields, & in-fact in today's scenario are extremely imperative.

IISM's [Bachelor's Degree in Sports Management program](#) comes in two-fold prepping you for the industry just the way it should. The course is specially designed to provide you with specialization into:

- Management
- Coaching

While the specialization into the Management aspect of it let's you embrace the study of management for issues related to the administrative tasks, planning, organizing, managing and operating for various types of sporting ventures. It also teaches you about the business aspects of sports including sports systems and organizations finance, promotion, management, law and other relevant areas. On the other hand, specialization into the coaching establishes a foundational base for you to be well-equipped with everything that goes on the field- right from technology to nutrition, anatomy-physiology to direction.

Ever considered managing an organization that holds sporting leagues and major events? How about working in community programs that encourage participation in sports? From national level and state level organizations to sporting goods manufacturers, facility designers to player agents and beyond, the BSM degree is perfect for anyone who'd love to work in an exciting & ever emerging world of sports.

The program aims to develop top class human resources for the sports industry with an essential industry knowledge and leadership skills and puts a special focus on the understanding required to pursue a successful career in this sector.

Duration :

3 Years Full-Time Program

Course Highlights :

- Recognized by the University Of Mumbai
- Uniquely designed under-graduate program to meet the needs of modern day sporting ecosystem
- Offers specialization into Coaching
- Internship & Placement opportunities
- Research & Project Development
- Campus life that encourages learning by doing

Eligibility :

Must have completed Class XII with a minimum aggregate of 50% for Open Category & 45% for reserved category in all the subjects. [Read more here.](#)

Internships & Placements:

The Institute offers an internship at the end of the second year of BSM. The internship program provides the students with an opportunity to take a deeper dive into the sporting ecosystem, thus aiding them in understanding the business of sports & helping them grow their network.

The institute offers placement assistance at the end of the third year of BSM.