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BBA

Sports Management

4 Years | Full-Time | Industry-Integrated

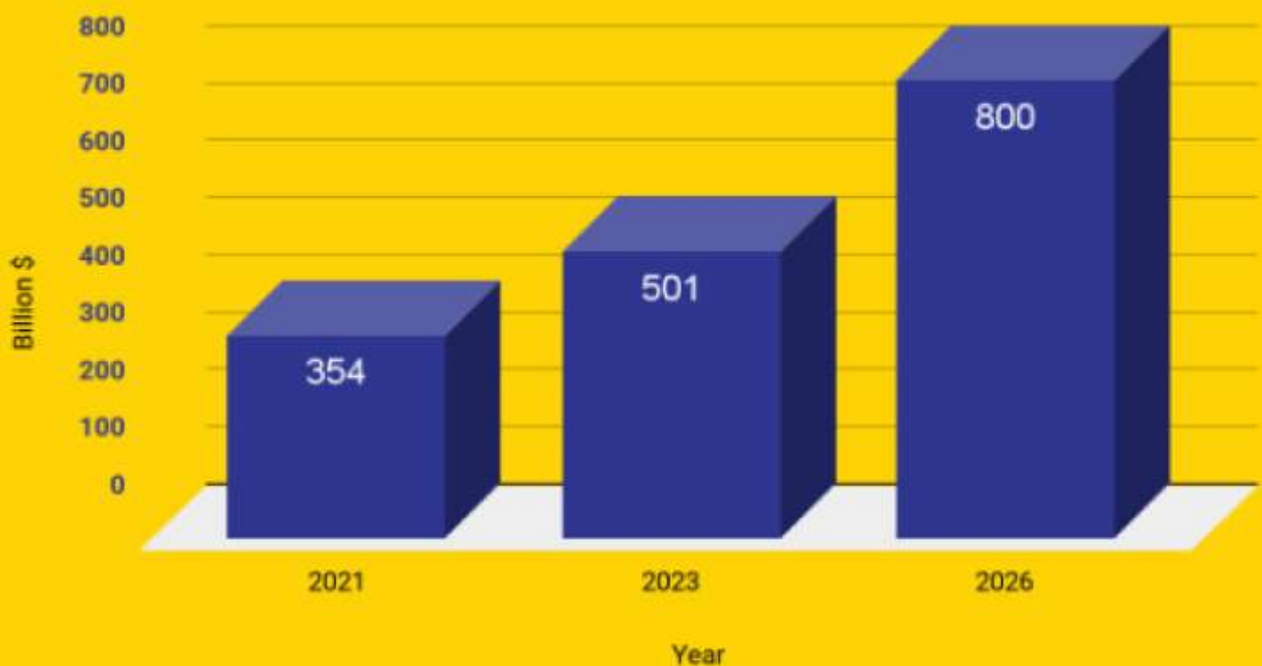


Get *Life-Ready* with Inspiria

Sports is the future!

The global sports industry has shown significant growth, generating nearly 355 billion U.S. dollars in revenue in 2021. It was projected to expand rapidly with a compound annual growth rate of 41.3% between 2021 and 2022. By 2026, the market is expected to surpass 800 billion U.S. dollars, encompassing all individuals, activities, and organizations that produce, manage, or promote sports events.

Billion \$ vs. Year



Demand of Sports Managers

With over 500,000 global job openings and only around 70,000 graduates annually (2025 estimates), Sports Management offers one of the fastest-growing career landscapes where demand for skilled professionals far outpaces supply.

Format

FULL TIME

The best experience of in-class ambience ever.

Eligibility

CLASS XII

Do what you love and study from the best college

Approval

AICTE

The only AICTE-approved digital marketing degree course in Siliguri.

Duration

4 YEARS

Including Industry Sessions, Excursions, Live Projects

Recognized & Respected





Scope of BBA-SM

The scope of a sports management degree is broad and encompasses various career opportunities within the Global sports industry. The below are key areas where graduates with a sports management degree can find employment

Sports Marketing and Sponsorship

Sports Facility Management

Sports Development & Community Engagement

Event Management

Sports Administration and Governance

Sports Analytics

Athlete Management & Representation

Sports Media and Communications

Sports Sales and Merchandising

Spectator Management

Sports Medicine

Sports Law

Sports Facility Management

Sports Psychology

Managing Sports Organizations

About BBA SM in Inspiria

The BBA in Sports Management (BBASM) is a 4-years UG degree programme that bridges the gap between passion for sports and the business world. It is designed for aspiring professionals who wish to build a successful career in the thriving sports industry.

Key Features of the course

- Industry-focused curriculum.
- Affiliated by MAKAUT
- NAAC & AICTE accredited college
- Internships at national level and field-based projects.
- Industry Expert Lectures and Masterclasses.
- Regular exposure to work in live sports events.

Recognized & Respected



Year 1

COURSE CURRICULUM: BBA (Sports Management)

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Sports Training & Conditioning

- Enhancing athletic performance through scientific training, recovery, injury prevention & preparing the Team's periodisation.

Foundation and History of Physical Education.

- Origins, evolution, and impact of physical education on society.

Contemporary Issues in Sports

- Current challenges in sports ethics, governance, media, and commercialisation.

Principles of Management

- Understanding the concepts of management in a Business setup.

Computer Fundamental

- Enable the students realize the necessity of the world of Sports Training and Conditioning.

Understanding Visual Design Aesthetics

- Understand aesthetic principles to analyse, evaluate, and create visually appealing, meaningful, and emotionally impactful designs.

English and Professional Communication

- Develop effective English skills to communicate clearly, professionally, and confidently in academic, workplace, and social contexts.

Management Information System

- Understand and use information systems to manage data, support decisions, improve efficiency, and enhance organisational performance.

VALUE ADDED



Life Skills & Personality Development

- Build essential life skills to enhance confidence, communication, decision-making, resilience, self-awareness, and overall personality growth.

Sports Event Management

- Understand and apply principles to plan, organise, execute, and evaluate safe, efficient, and impactful sports events.

Sports Analytics & Performance Insight

- Use data analytics to evaluate performance, optimise training, improve decisions, and gain insights in sport.

Year 1

OUTCOME

- Understand fundamentals of sports training, conditioning, exercise physiology, and athlete performance.
- Appreciate the history and societal impact of physical education.
- Analyse contemporary sports issues including ethics, governance, and commercialization.
- Demonstrate management principles, digital literacy, and effective communication skills.
- Plan and manage sports events while ensuring safety and efficiency.
- Apply sports analytics to evaluate performance and support training decisions.

Year 2

COURSE CURRICULUM: BBA (Sports Management)

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Basic of Sports medicine and nutrition

- Fundamentals of injury care, physical health, and athlete nutrition.

Financial Management and Accounting

- Managing finances through budgeting, analysis, and financial record-keeping.

Sports Marketing

- Promoting sports brands, events, and athletes to engage audiences.

Sports Communication

- Effective messaging in sports through media, PR, and digital platforms.

Human Resource Management

- Understand and apply HR principles to manage people, improve performance, and build effective organisational teams.

Word PowerPoint spreadsheet application

- Develop skills to create documents, presentations, and spreadsheets for efficient, accurate, and professional digital communication.

Values and ethics

- Understand and apply values and ethical principles to guide responsible behaviour, decisions, and professional conduct.

The Constitution, human rights, and law

- Understand the Constitution, human rights, and legal principles to promote justice, equality, and responsible citizenship.

Database Management with SQL

- Learn to organise, manage, and query data using SQL for efficient, accurate, and secure database operations.

VALUE ADDED



Sports Tourism & Mega Event Strategy

- Understand and apply strategies to develop sports tourism, plan mega events, and enhance destination value.

Athlete Branding & Promotional Strategy

- Learn to build athlete brands and design promotional strategies that enhance visibility, engagement, and market value.

Year 2

OUTCOME

- Understand sports medicine, athlete nutrition, and principles of injury prevention and care.
- Apply financial management and accounting skills for budgeting, analysis, and record-keeping in sports contexts.
- Develop marketing and communication strategies to promote sports brands, events, and athletes effectively.
- Demonstrate human resource management skills to manage teams and improve organisational performance.
- Utilise digital tools and database management (Word, PowerPoint, Excel, SQL) for professional documentation and data analysis.
- Apply ethical, legal, and governance principles while planning sports tourism, mega events, and athlete branding strategies.

Year 3

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Spectator Management & Funding in Sports

- Managing audiences and securing funds for successful sports events.

Test, Measurement and Evaluation in Physical Education

- Assessing fitness, skills, and progress through standardised physical tests.

Managing sports organisation

- Overseeing operations, leadership, and strategy in sports organisations.

Advertising & Public Relations in Sports

- Promoting sports through strategic advertising and media relations.

Law & Risk Management

- Minimising legal risks through compliance, safety, and liability management.

Cloud Computing + Lab

- Understand cloud computing concepts and apply practical skills to deploy, manage, and secure cloud-based services effectively.

E-commerce and Application

- Understand e-commerce concepts and apply tools to create, manage, and optimise online business operations effectively.

Web Development with HTML and CSS

- Learn to design and develop websites using HTML and CSS for functional, responsive, and visually appealing web pages.

Database Management with SQL

- Understand internet and networking concepts to manage, secure, and optimise communication and data exchange effectively.

VALUE ADDED



Internship

- Apply theoretical knowledge in real-world settings to gain practical experience, skills, and professional exposure.

Year 3

OUTCOME

- Manage spectators, secure funding, and organise successful sports events efficiently.
- Assess athlete fitness, skills, and performance using standard tests and evaluation methods.
- Oversee sports organisations with leadership, strategic planning, and operational management skills.
- Apply advertising, public relations, and digital marketing strategies to promote sports effectively.
- Ensure legal compliance, risk management, and safety in sports operations.
- Utilise cloud computing, e-commerce, web development, and networking tools for sports management tasks.
- Gain practical exposure through internships, applying knowledge to real-world sports environments.

Year 4

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Anatomy, Physiology and Exercise Physiology

- Study of body systems and their response to physical activity.

Psychology and Sociology in Physical Education

- Understanding mental and social factors influencing physical activity and sport.

Officiating and Coaching

- Guiding athletes and enforcing rules to ensure fair play.

First Aid and CPR

- Emergency care techniques to save lives and prevent further harm.

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Digital Marketing

- Promoting products or services online using data-driven strategies and tools.

Software Project Management

- Learn to plan, execute, and monitor software projects effectively, ensuring timely delivery and quality outcomes.

Digital Marketing

- Promoting products or services online using data-driven strategies and tools.

VALUE ADDED



Internship & Placements

- Gain practical experience, apply skills in real-world settings, and prepare for professional career opportunities.

Year 3

OUTCOME

- Apply advanced knowledge of anatomy, physiology, and exercise physiology to optimise athlete performance.
- Understand psychological and sociological factors affecting athletes and sports participation.
- Demonstrate officiating and coaching skills to guide athletes and ensure fair play.
- Apply first aid and CPR techniques to manage emergencies and ensure safety.
- Plan and execute digital marketing campaigns and software projects for sports promotion and management.
- Gain professional experience through internships and placements, preparing for a successful career in sports management.



1 YEAR 1

Foundations of Sports Event Management:

Students gain hands-on exposure to the functioning of different Functional Areas by participating in conducting live sports events.



2 YEAR 2

Mastery of Sports Event Management:

Students independently lead and execute entire events, overseeing all key functional areas of sports event management.



3 YEAR 3

Internship 1:

Exposure to gain practical experience by working with leading sports organizations across the country.



4 YEAR 4

Internship 2 & Placement:

Practical experience with top sports organizations, paving the way for a career in the sports industry.

Global Certifications

Our students receive certifications in leading industry-recognized courses tailored to their interests, equipping them to advance their careers in the sports industry.



Our Flagship event -



Youth Run, the department's flagship event, promotes fitness and community engagement, drawing over 1,000 participants annually.

Inter Departmental Sports Events

Our annual sports calendar hosts 12 inter-departmental tournaments, where IKC students from all departments compete across various sports. The team with the highest total points at the end of the year is declared the overall champion.



Inter College Sports Tournaments

We host multiple inter-college events to foster collegiate culture among students and actively participate in various inter-college and university-level tournaments.



Open & Inter School Sports Tournaments

We regularly host open tournaments, offering passionate players a platform to showcase their talent and love for the sport, while also organizing inter-school events in Futsal, Football, Basketball, and Box Cricket to foster a culture of active participation and sporting excellence.



Placements & Internships



Niketh Shelvi
in Kochi FC during
Kerala Super League.



Abhishek Thomas Roy
in Kerala Blasters
(ISL)



Durjyadhan Barman
in Apollo Manchester
United Tour



Aerick Mushahary
in Ladakh Football
Association



Reshma Baraik
in Sudeva FC Delhi



Rohan Darjee
in Ladakh Football
Association



Manob Dey
Founder of
Asylum of Sports



Sudhama Barman
in Minerva Academy FC



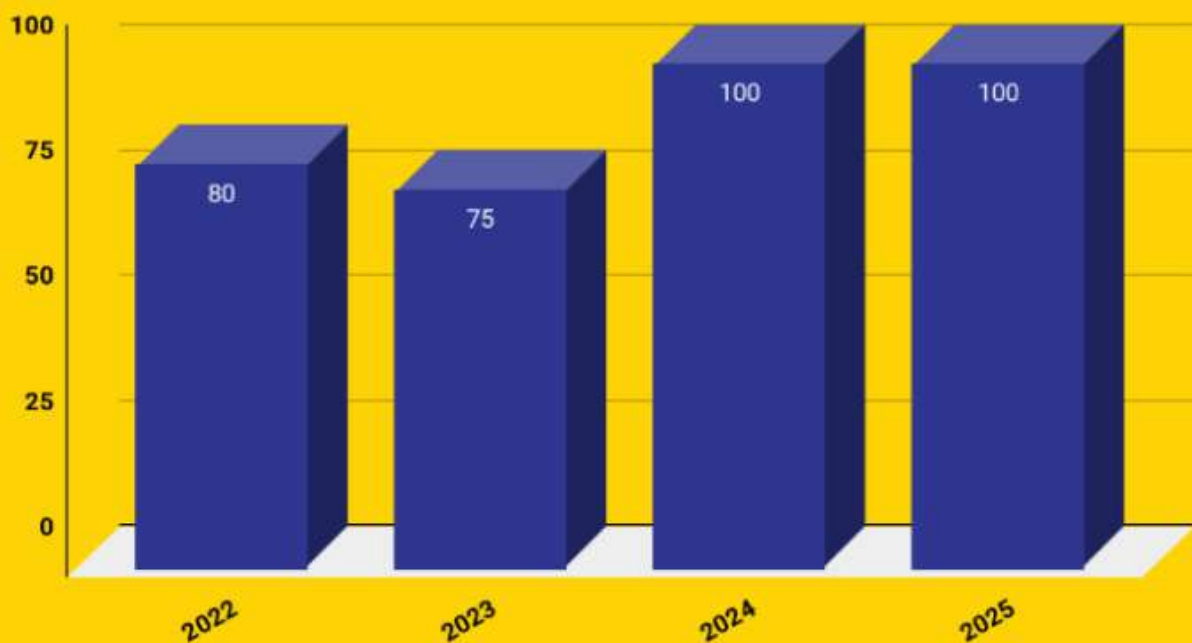
Baishnavi Gurung
in Decathlon Mumbai

Worried about your future?

Well, the future is here!

Ever since the inception of BBA SM in Inspiria Knowledge Campus, the heavy emphasis has been laid on providing industry exposure and national level internships and placements to all the students.

Internship / Placement %



Some of our Recruitment Partners

Where do you see yourself next?



Alumni Success Stories



Smarika Karki
in Decathlon



Sudipto Kanjilal
in Minerva Academy FC



Vineet Sahu
in HUDL

What makes BBASM in Inspiria better than others?

- The best college for Sports management College in Eastern India.
- 100% Placement Assistance
- National level Internship Opportunity
- Faculties from the industry
- Hands-on experience from the elite facilities college is offering.

Departmental Uniqueness



- **Industry-Driven Curriculum:** Cutting-edge syllabus designed to meet real-world sports industry demands.
- **Hands-On Experience:** Internships, live match operations, fantasy sports projects, and event management.
- **Expert Faculty:** Led by industry professionals and passionate educators with on-ground sports experience.
- Strong industry connections with ISL and I-League clubs, Minerva Academy FC, State Sports Associations, and several renowned sports organizations.
- **State-of-the-Art Campus:** Digital classrooms, sports analysis labs, and top-class sports infrastructure.
- **Career-Ready from Day One:** Placement support + Portfolio-building from 1st year.
- **Dedicated Soft Skills & Communication Classes:** At Inspiria, we believe sports professionals must also be excellent communicators and leaders.
- **A Campus Surrounded by Hills, Fuelled by Dreams:** Inspiria is nestled in the foothills of the Eastern Himalayas offering a peaceful, inspiring learning environment that blends nature, fitness, and focus.

Meet the faculty

"Bringing sports to life through education and experience.
Shaping futures with every session, every student."



Mr. Sushovan Gupta

H.O.D
BBA Sports Management



Mr. Neehar Reddy

Head of Sports
BBA Sports Management



Mr. Richard Chamberlain

Professor of Practise
BBA Sports Management

Coaching & Training at Inspiria



Rajesh Pradhan
Gym Trainer



Rajendra Rajak
Basketball Coach



Shiva Gurung
Kickboxing Coach



Nagen Tamang
Football Coach



Ritik Jaiswal
Gym Trainer



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