

aists

INDIA

BUILDING
THE
**WORLD'S
BEST SPORTS
LEADERS**



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ABOUT AISTS INDIA



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“India is a leading global nation. Sport management education is the catalyst which will allow the country to move up in the global sports rankings.

AISTS is proud to blend its expertise with India’s foremost sport leaders to advance the nation’s sport industry and standards of excellence.”

CEDRIC VANDEN BOGAERDE
Executive Director, AISTS

”

The International Academy of Sport Science & Technology (AISTS) is a preeminent sports education institution. Since 2015, it has been ranked as the world’s #1 programme in Sports Management by Eduniversal, a global ranking and rating agency widely recognised as the most prestigious in higher education.

AISTS has been founded by some of the most admired names across sport, science and technology, management studies, hospitality, and higher education.

AISTS INDIA has been conceived with the vision of using sports education as a metaphor for learning and development to build world-class sports administrators and business leaders.

AISTS Founders



PROGRAMME

The Postgraduate Certificate Programme offered at AISTS INDIA is available online and on-campus (hybrid model).

The Postgraduate Certificate Programme in Sport Management & Technology is a 12-month programme meticulously curated to build skills in innovation, digital literacy, cognitive flexibility, leadership, and emotional intelligence which are essential for employability and professional success in the business of sport.

- Curated by AISTS Switzerland
- Online & On-Campus Learning Mode
- Advanced Learning Management System
- Programme Modules lead by International Faculty
- Local Speakers from the Industry
- The Programme is available to eligible applicants from India, Asia and the Middle East.



CURRICULUM

The **AISTS INDIA curriculum** takes a holistic approach, providing a **360-degree focus on Sport Management and Technology**.

The Programme provides students with the **best opportunity to grow their career** in sport through academic excellence, and an in-depth understanding of how the sport industry works in practice.

The need for a Sport Management Programme grounded in cutting edge knowledge and practical experience is rapidly growing in India. AISTS INDIA's curriculum works to **provide a world-class education that is internationally-minded, yet grounded in local context**.

With **India's growing interest in hosting major sports events** (including the Commonwealth Games and Olympic Games in 2036), there is a **rapidly growing demand for qualified sports professionals**.

This Programme has been carefully designed to provide timely insights and knowledge about topics such as **sustainability and digitalisation** in sport, which are of particular interest to sport organizations, federations and companies.



POSTGRADUATE CERTIFICATE PROGRAMME IN SPORT MANAGEMENT & TECHNOLOGY (PGCP)

MANAGEMENT

The Management Module provides the students with the necessary knowledge and tools to lead sport organizations and governing bodies.

It considers several topics, including:

- Governance and Strategy in the Sport System
- Olympic Movement Organisations
- Indian Sporting System
- Major Sports in India
- E-Sport
- Sport Leagues: Governance, Strategy and Business Models
- Clubs and owners: Governance, Strategy and Business Models
- Accounting and Finance for Sport Management
- Sport Marketing and Sponsorship
- The Indian Sponsorship Market
- Sponsorship Networks in India
- Sponsorship Strategy
- Sport Event Management & Organisation
- Managing a Sport Club or Association
- Digital Sport Marketing
- Social Media Strategies and Management
- Communications and Stakeholder Management in Sport
- Business of Sport
- Sports TV and Media Rights
- Managing Sport Sustainability



TECHNOLOGY

Sport and Technology have always gone hand in hand. The increasing number of records being set and quickly broken over the past century can be attributed in large part to major advances in sport technologies. Digital Technologies now permeate all aspects of sport, from stadiums and broadcasting, to the experiences of fans and management of sport organizations.

The Technology Module of the AISTS INDIA PGCP benefits from the competences of EPFL, a global leader in many engineering and technology research domains.

- Technology Capstone Project
- Material and Equipment for Sport
- Sport Infrastructure
- Digital Technologies in Sport
- Fundamentals and Tools of Sports Data & Analytics
- Applying Data & Analytics in Sport

LAW

The Sport Law Module provides students with direct insight into the penal/criminal code as well as the civil responsibilities related to the sports industry in India. The Module explores the issue of liabilities in sport, how conflicts are settled, with a focus on the role of arbitration and the example of the Court of Arbitration for Sport.

The Module focuses on Indian Law, but also discusses international sport regulations and their legal implications in order to highlight the links between national and international sport governing bodies.

- Legal Entities in Sport
- Contracts in Sport
- Liabilities in Sport
- Settlement of Conflicts in Sport
- Integrity in Sport

MEDICINE

The Sport Medicine Module provides an overview of the prevention, diagnosis, treatment, and rehabilitation of injuries related to sport and exercise. It also explores how sport and exercise can benefit the general population. In addition to discussing the fundamentals of Physiology and Anatomy, the Module also investigates how sport medicine professionals work with athletes and the public to enhance performance, promote physical fitness, and ensure safe participation in sports and physical activities.

- Sport Medicine Project
- Fundamentals of Human Body Anatomy & Physiology
- Managing Health
- Performance in Sport
- Managing Injury and Illness in Sport

SOCIOLOGY

The Sociology Module introduces students to the cultural meaning and significance of sport for societies, groups, and individuals at local, national, and global scales.

- Introduction to Sociology
- Sociology of Sport
- Sport and Social Class
- Sport and Gender
- Sport, Race and Ethnicity
- Sport, Globalisation and Development
- Sport, Foreign Policy
- Sport and Peace
- Sport in Consumer Culture
- Sport, Identity and Consumption
- Sport, Leisure and Lifestyle
- Sport, Excitement and Authenticity
- Sport, Subcultures and Fans
- Sport, Taste and Status
- Sport, Peace and Development Project

CAREER AND LEADERSHIP DEVELOPMENT

The Career and Leadership Development Module gives students the tools and skills to grow as leaders within the sports industry. The Module supports students in their professional development by equipping them with concrete approaches to designing their career path and identifying prospective roles within the sporting industry.

- Career Development
- Leadership Development
- Athlete Career Development
- Intercultural Skills
- Presenting Skills
- Your Personal Narrative
- Developing Your Network
- Professional Digital Networks (LinkedIn)
- Knowing Your Market
- Professional Coaching Workshop



FACULTY

MODULE HEADS



Dr. Daniel Parnell
MANAGEMENT



David Atienza
TECHNOLOGY



Pierre-Etienne Bourban
TECHNOLOGY



Dr. Boris Gojanovic
SPORT MEDICINE



Jennifer Smith Maguire
SOCIOLOGY



Joseph Maguire
SOCIOLOGY



Juan Carlos Landrove
SPORT LAW



Nicolas Bastardoz
CAREER & LEADERSHIP DEVELOPMENT

OUR CAMPUS

As the economic powerhouse, financial centre, and industrial capital of India, Mumbai is a city of opportunity. In addition, the city has a rich cultural history, and a strong sporting culture.

Our campus is located in one of the most influential corporate buildings, One World Center, Lower Parel. It also houses various multinational corporations spread across different industries, Multicuisine food courts, Fitness Center, Landscaped Garden Area, Emergency Medical Facilities, centrally located with close proximity to Central, Western & Harbour lines and seamless Public Parking provision.



EXPERIENTIAL LEARNING

Students have the opportunity to visit AISTS in Lausanne and High-Performance Academies to attend sessions delivered by the sport organisations and federations, providing a unique hands-on experience internationally and an ideal opportunity to connect with alumni and experts working in the industry.

- International Olympic Committee (IOC)
- Olympic Studies Centre
- World Archery Excellence Centre
- International Basketball Federation (FIBA)
- Union Cycliste Internationale (UCI)
- International Federation for Equestrian Sports (FEI)
- International Hockey Federation (FIH)
- Inspire Institute of Sport, Bellary



Inspire Institute of Sport - Bellary



Olympic House - Lausanne



International Hockey Federation - Lausanne

EXPERIENTIAL LEARNING



World Archery Excellence Centre - Lausanne



Olympic Museum - Lausanne



Padukone-Draavid Centre for Sports Excellence - Bengaluru



United World Wrestling - Lausanne



Union Cycliste Internationale (UCI) - Lausanne

OUR CHAMPIONS

"Delighted that the world's #1 sports business institute, AISTS, is in India. Sport builds skill, character, resilience and the mindset to compete hard, but fair. The same qualities are also needed for success in business & enterprise. Sports education is the bridge between the two."

SHIKHAR DHAWAN

Indian Cricketer



"Sport and business have so much in common. Playing to win. Teamwork. Strategy. Skill development. Data analytics. Very pleased at the opening of AISTS India and am sure it will bring the two together to the benefit of both!"

GAUTAM GAMBHIR

Former Indian Cricketer

"Excited to see the best sports education come to India. Welcome AISTS! So many of our young enthusiasts who wanted to convert their passion for sports into a career had to go overseas to build those skills. Now it is available at home, and so much more affordable!"

MAHESH BHUPATHI

Former Indian Tennis Player



"There is a long standing connection between sports and business - each offering valuable lessons for the other. The new MBA sports institute from AISTS India will nurture this rich relationship, laying the groundwork for the next generation of sports professionals."

INDRA NOOYI

Former Chairperson & Chief Executive Officer, PepsiCo

"Good to see AISTS, the world leader in sports education, in India. The 'new normal' requires new skills: resilience and cognitive flexibility which an enlightened education must include. World class sports education can tick all boxes."

ANAND MAHINDRA

Chairman of Mahindra Group



"Proud to welcome AISTS, the world's top Sports Education Institute, to India. Taking PM Narendra Modi ji's vision ahead, AISTS INDIA will impart world-class education & nurture our bright students into skilled leaders who shall build the nation of our dreams."

PIYUSH GOYAL

Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Govt. of India

"AISTS India has been conceived with the vision of using sports education as a metaphor for learning and development to mould world-class sports administrators and business leaders."

NANDAN NILEKANI

Co-founder & Non-executive Chairman, Infosys



OUR GRADUATES' PLACEMENT SUCCESS STORIES



ELIGIBILITY

We are looking for students who are deeply passionate about sport and who will lead the transformation of India into a sporting superpower. AISTS INDIA is poised to equip you with the resources, skills, and network to become agents of change within the sporting world.

UNIVERSITY DEGREE:

Bachelor (three years minimum) recognised by universities, in any field of study.

WORK EXPERIENCE:

One year work experience would be preferable for the Postgraduate Certificate Programme in Sport Management and Technology.

ENGLISH FLUENCY:

All lectures are delivered in English and students must be fluent in the language.

*Requirements are subject to change.

PROGRAMME DURATION:

-12 months (PGCP)

Applications are only accepted online.

TUITION FEES*

INDIA

- PGCP On-Campus INR 10,00,000*
- PGCP Online INR 8,50,000*

ASIA & MIDDLE EAST

- PGCP INR 10,00,000*

*Exclusive of Taxes





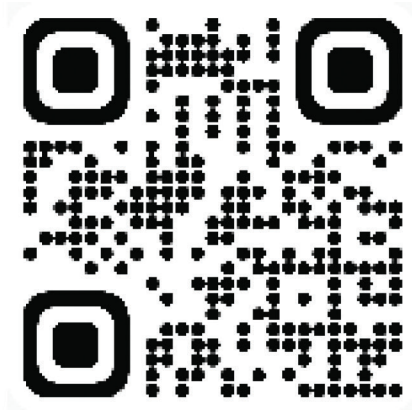
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