



# ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU



Acharya Institute of Graduate Studies (AIGS), established in 2005, is one of Bengaluru's leading graduate colleges, committed to delivering industry-aligned undergraduate and postgraduate education. With innovative programs across sciences, technology, commerce, management, design, and languages, AIGS focuses on practical learning, career readiness, and holistic student development.

- Learn from experienced faculty with strong academic and industry exposure.
- Gain practical advantage through certifications such as AWS, ACCA, and other skill-based programs.
- Access global exposure through international immersion and collaborative learning opportunities.
- Benefit from personalized mentorship and a digitally rich library ecosystem.
- Achieve strong career outcomes with 550+ recruiters visiting annually for placements.

## B.B.A SPORTS MANAGEMENT

Powered By



## About

BBA in sports management is a three-year program designed to provide students with the necessary tools to function within the dynamic world of sports and athletics. The program applies the principles of management to the sports industry, where students gain specialized knowledge in sports marketing, event management, sports law, finance, and athlete management. The program curriculum is vetted by experts in the sporting industry. Students will receive hands-on training through workshops, field visits, and interactions with sports personalities. They also participate in national and international tournaments, where they gain real-world experience in organizing, managing, and promoting sporting events.

- **Industry-vetted sports management curriculum** blending business principles with specialised knowledge in sports marketing, event management, finance, law and athlete management.
- **Experiential learning through workshops and field exposure, including organising and managing sporting events like tournaments and leagues.**
- **Hands-on access to top-tier sports facilities**, such as a 10,000-seater stadium and training infrastructure that support practical skill building.
- **Opportunities to engage with sports personalities and industry experts** via guest sessions, field visits and networking activities.
- **Global sports business insights** through international collaborations, case studies, and exposure to contemporary sports industry trends.

## Career Scope

- **Sports management & operations roles** — including **Sports Manager, Event Coordinator, Facility & Stadium Manager** in clubs, tournaments, and federations.
- **Sports marketing & branding careers** — such as **Sports Marketing Executive, Sponsorship & Brand Manager** with teams, agencies and corporate partners.
- **Specialist and analytics opportunities** — including **Athlete/Agent Manager, Sports Data Analyst, Sports Media & PR roles** in media, analytics and performance environments.

## Eligibility

10+2 in any stream

**Duration**  
**3** years



# COURSE CONTENT

## Semester 1

- Financial Accounting
- Principles of Management
- Corporate Administration
- Production and Operation Management
- Indian Constitution and Human rights
- Industrial Visit

## Semester 2

- Corporate Accounting
- Quantitative Analysis
- Organisational Behavior
- Marketing Management
- Environmental Science
- Community Services

## Semester 3

- Corporate Communication Skills 1
- Cost Accounting
- Human Resources Management
- Financial Market & Services
- Business Data Analysis
- Corporate Financial Management
- Personality Development
- Case Study

## Semester 4

- Corporate Communication Skills II
- Business Research Methods
- Banking Law & Operation
- Entrepreneurship Development
- Management Accounting
- Customer Relationship Management
- Science & Society
- Business Plan For Start Up's

## Semester 5

- Income Tax 1
- Business Regulation
- Indirect Taxes
- Information Technology for Business 1
- Advance Corporate Financial Management
- Security Analysis & Portfolio Management
- Consumer Behavior
- Integrated Marketing Communication
- Industrial Relation & Employee legislation
- Compensation & Performance Management
- Business Analytics
- Marketing Analytics
- Culture Diversity & Society
- Employability Skills Training

## Semester 6

- Income Tax 2
- Strategic Management
- International Business
- Information Technology for Business 2
- Risk Management & Derivatives
- International Finance
- Digital Marketing
- Supply chain & Logistics Management
- International HRM
- Organisational Development & Change Management
- Financial Analytics
- HR Analytics
- Creativity & Innovation
- Placement Training

## ENRICHMENT PROGRAM CONTENT

- **4th Sem** : 1-Month Mini Internship
- **5th Sem** : 2-Month Paid Internship
- **6th Sem** : 3-Month Paid Internship

## FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions : Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions : Uniform & Stationery.  
Examination fee as prescribed by the University / Board.

Students are offered complimentary Tab, OBT, Softskills & LinkedIn Learning Licence.  
Fees are indicative, Refer offer letter for the actuals.

## Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

**11** Institutions

**15** Research Centers

**100+** Programmes

**75+** Nationalities

**12000+** Students

**1000+** Eminent Faculty

**120** Acres State-of-the-Art Campus

**B Premnath Reddy**

Founder Chairman  
Acharya Group



## Acharya Offerings - click on each to know more... »

Academic Studio



Collaboration



Center of Excellence



Clubs



Digital Library



Laboratories



Research



Sports



Hostels



Habba



### PROGRAMS OFFERED

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