

aists

INDIA

PAVING
THE PATH
FOR
**LEADERS
THROUGH
SPORTS**



INDEX

About AISTS INDIA	1
Programme	2
Curriculum	3
Modules	4-5
Experiential Learning	6
Faculty	7
Our Campus	8
Life in Mumbai	9
Our Champions	10
Our Partners & Placements	11
Eligibility	12
Location	13



ABOUT AISTS INDIA



“

India has a great sporting future ahead and sports education will play a big role. At AISTS we believe that a solid sports education can inspire many young leaders. For these reasons, AISTS is very proud to launch its first Academy outside of Switzerland, based in Mumbai.

CLAUDE STRICKER

Executive Director, AISTS

”

The International Academy of Sport Science & Technology (AISTS) is a preeminent advanced sports education institute. Since 2015, it has been ranked as the #1 programme in sports management in the world by Eduniversal, 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



International
Olympic
Committee

EPFL

Unil
UNIL | Université de Lausanne

 **UNIVERSITÉ
DE GENÈVE**

 **IMD**
INSTITUTE FOR
MANAGEMENT
DEVELOPMENT

 **EHL**
ÉCOLE HÔTELIERE
DE LAUSANNE

LAUSANNE
CAPITALE OLYMPIQUE



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 viz innovation, digital literacy, cognitive flexibility, leadership, EQ etc which are essential for employability and professional success in the world of tomorrow.

- 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 Middle East.



CURRICULUM

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

The Programme provides participants with the **best opportunity to grow their career** in sport by experiencing real sport on the field through academic excellence.

The need for a practical Programme grounded in experience is increasing in India; with a specific and strong sport culture, this curriculum **provides longstanding expertise from AISTS INDIA, grounded in local specificities**.

Furthermore, with **India's increasing interest to host major sport events** (Commonwealth Games, IOC sessions in 2023, to name a few) the need for **qualified specialists is increasing exponentially**.

The PGCP has been carefully designed to provide timely insights and knowledge in topics such as **sustainability and digitalisation**, which are common challenges for sport organisations, federations and companies.



POSTGRADUATE CERTIFICATE PROGRAMME IN SPORT MANAGEMENT & TECHNOLOGY (PGCP)

MANAGEMENT

The Management Module provides the students with the knowledge and tools required to lead and manage sport organisations, as well as the global sport business and industry governing bodies.

- 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 ever-increasing number of records set - and broken - over the past century can be explained by some advances in technology. Technology is now permeating all areas of sport around the field of play. From stadiums to broadcast, from fan experience to management of sport organisations, all stakeholders rely more and more heavily on progress brought by digital technology.

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 gives students a firsthand understanding of penal/criminal and civil responsibilities pertaining to the world of sports in India, whether you are an athlete, a manager, or an event organiser. After covering liabilities in sport, the different means of settling conflicts in sport are presented, in particular the role of arbitration and the example of the Court of Arbitration for Sport.

Throughout the Module, focus is given to Indian law, but a specific knowledge related to international sport regulation and legal implication will be provided to cover the aspects of international events and the links between national sport and international 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 highlights regarding the key health and safety issues linked with sport and how sport and exercise can be used to the benefit of the general population. The entire Module itself brings up-to-date information in the field, as well as useful and applicable knowledge in the vast sporting environment area.

- 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 participants to the contributions that a sociological perspective can make to understanding and managing 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 and Diplomacy
- 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 aims at giving students the tools to understand how to grow as a leader in their future career in sport industry.

This Module also aims at supporting students in their professional development throughout the programme. It will equip students with concrete tools to design their career path and help in identifying the relevant roles in the sport 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
- Reassessing Your Professional Goal

EXPERIENTIAL LEARNING

Visit AISTS in Lausanne and get the opportunity to attend sessions delivered by the sport organisations and federations themselves which provide a unique hands-on experience as well as an ideal opportunity to connect to 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)



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

Mumbai is the city of opportunities being the economic powerhouse, financial centre and industrial hub of India. Besides being the business capital of the country, the city has a rich cultural history, and a strong sporting culture. Reflecting the essence of Mumbai, 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 Court, Fitness Center, Landscaped Garden Area, Emergency Medical Facilities, Centrally Located with close proximity to Central, Western & Harbour lines and seamless Public Parking provision.



LIFE IN MUMBAI

With our campus situated in the heart of South Mumbai's corporate hub, AISTS INDIA provides students with the opportunity to create, collaborate, & integrate with the corporate community.

Mumbai is host to global and popular sporting events such as the Cricket World Cup or the annual Mumbai Marathon. It is home to The Board of Control for Cricket in India (BCCI) and Indian Premier League (IPL) and various sports teams. Mumbai has always played an active role in the development of the sports ecosystem in India by providing necessary infrastructures such as stadiums and arenas, training facilities, education and coaching programmes. Aspiring sports people from across the country have traditionally considered Mumbai as their primary destination, where they can access and avail the city's sporting infrastructure in order to develop their skills.



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

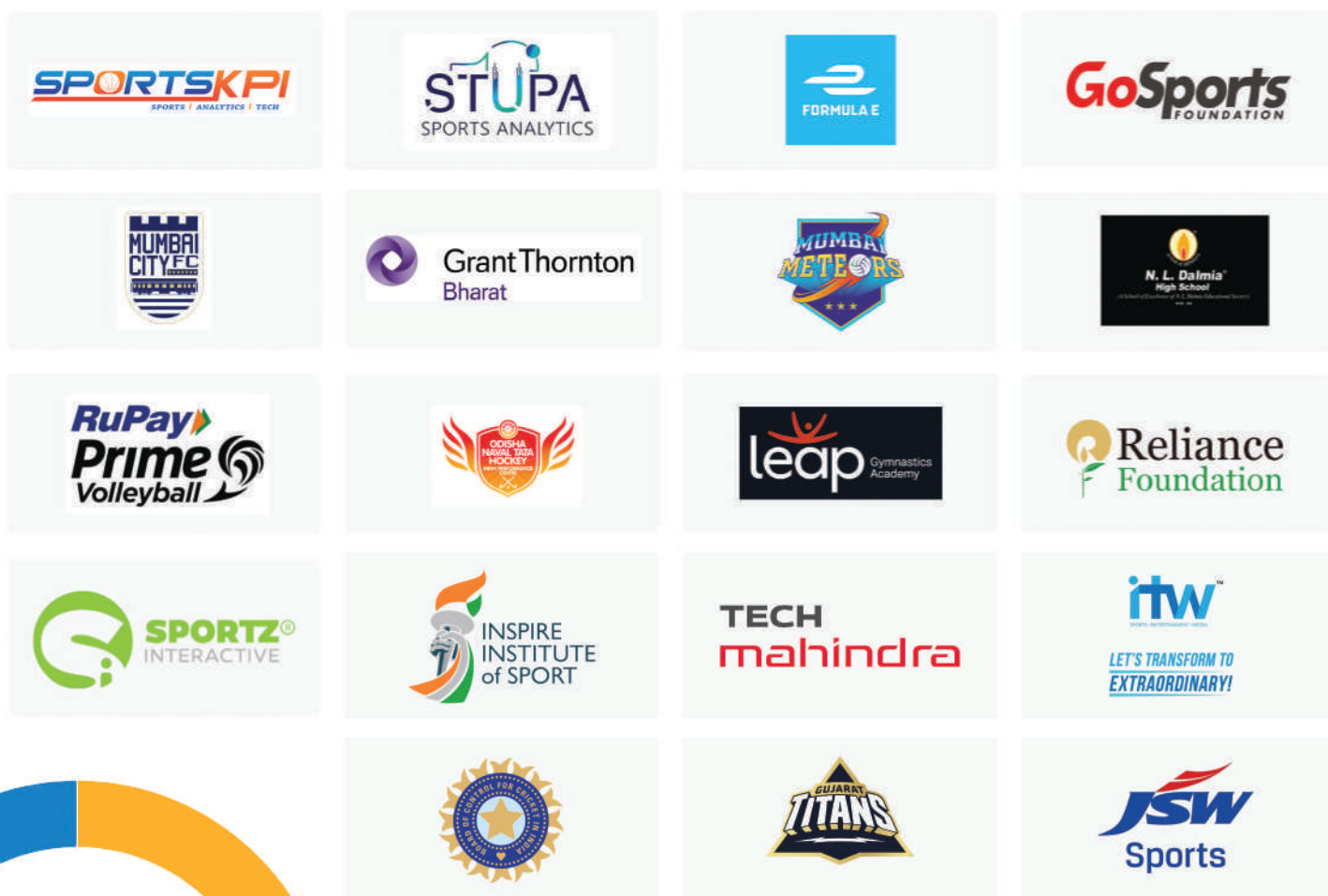
Co-founder & Non-executive Chairman, Infosys



OUR PARTNERS



OUR GRADUATES' PLACEMENT SUCCESS STORIES



ELIGIBILITY

We are looking for participants who are deeply passionate about sport and who will lead the transformation of India into a sporting superpower. AISTS INDIA shall equip them with the requisite skills to become the agents of change.

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 participants must be fluent in the language.

*Requirements are subject to change.

PROGRAMME DURATION:

- 12 months (PGCP)

Applications are only accepted online.

*Subject to government guidelines relating to Covid

TUITION FEES*

INDIA

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

ASIA & MIDDLE EAST (Payable in USD)

- PGCP INR 10,00,000*

*Exclusive of Taxes





LOCATION:

**4th Floor, Tower 2B,
One World Center, Lower Parel
Mumbai - 400013 Maharashtra**

Please contact us for further information:

✉ aistsindia@aists.org ☎ +919930900435 / +91 9930900438

📘 facebook.com/aistsindia/ @ instagram.com/aists_india/ in linkedin.com/school/aistsindia/



APPLY NOW

