



*aists*

INDIA

PAVING  
THE PATH  
FOR  
**LEADERS  
THROUGH  
SPORTS**



# ABOUT AISTS INDIA



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**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

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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



**EPFL**

*Unil*  
UNIL | Université de Lausanne

 **UNIVERSITÉ  
DE GENÈVE**

 **IMD**  
INTERNATIONAL INSTITUTE  
OF MANAGEMENT DEVELOPMENT

 **EHL**  
ÉCOLE HÔTELIERE DE LAUSANNE

**LAUSANNE**  
CAPITALE OLYMPIQUE

 **canton de  
vaud**



# CURRICULUM

The **Post Graduate Certificate Programme** and **Executive Education Certificate Programme** offered at AISTS INDIA is available online and on-campus (hybrid model).

The Post Graduate 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.

The Executive Education Certificate Programme in Sport Management is a 45-day programme spread across 10 months to suit experienced and working professionals looking to enhance their skills in sports management or looking to venture into a sports business career.

- Curated by AISTS Switzerland
- Online & On-campus Learning Mode
- Advanced Learning Management System
- Delivered by International Faculty



## POST GRADUATE CERTIFICATE PROGRAMME IN SPORT MANAGEMENT & TECHNOLOGY (PGCP)

### MANAGEMENT

- Governance and Strategy in Sport System
- Accounting and Finance for Sport Management
- Sport Marketing and Sponsorship
- Leadership Development
- Managing a Sport Club or Association
- Strategic Innovation, Business Design and Entrepreneurship
- Sport Digital Marketing
- Communications and Stakeholder Engagement in Sport
- Fundamentals and Tools of Sports Data & Analytics
- Applying Data & Analytics in Sports
- Business of Team Sport
- Business of Volleyball
- Business of Cricket
- Sports TV and Media Rights
- Risk Management & Security

### LAW

- Legal Entities in Sport
- Contracts in Sport
- Liabilities in Sport
- Settlement of Conflicts in Sport
- Special Topics in Sport

### MEDICINE

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

### SOCIOLOGY

- Introduction to Sociology and Sociology of Sport
- The History of Sport, and Sport and Globalisation
- Sport, Social Class, Gender, Race and Ethnicity
- Sport, Identity and Consumption
- Sport, Leisure and Lifestyle
- Sport and Consumption Key Topics: Authenticity, Fans, and Status
- Sport, Foreign Policy and Diplomacy
- Sport, Peace and Development

### TECHNOLOGY

- Technology Project Introduction
- Physics of Sport
- Introduction to Technology and Engineering
- Material and Equipment for Sport
- Discovery
- Sport Infrastructure
- Digital Technologies in Sport
- Technology for Sustainability
- Water Sustainability and Sport

### TRANSDISCIPLINARY

- Olympic Movement Organisations
- Company HR Project
- SEMOS - Sport Events Management and Organisation Seminar
- Athlete Career Development
- Inside the Life of an Athlete
- The Art and Science of Coaching
- Safeguarding in Sport
- Anti-Doping
- E-Sport
- Managing Sport Sustainability
- Career Development & Leadership
- Intercultural Skills: Shaping Creative Intercultural Relations
- Presenting Skills
- Developing Your Network
- How Your Sport Activities and Volunteering Can Make You Stand Out Towards Potential Employers
- Knowing Your Market
- Professional Digital Networks (LinkedIn)
- Your Personal Narrative
- Professional Coaching Workshop
- Reassessing Your Professional Goal
- Sport for Non-Sport Companies
- Sport Initiations
- Team Building
- Cultural Discovery



# EXECUTIVE EDUCATION CERTIFICATE PROGRAMME IN SPORT MANAGEMENT (EECP)

## MANAGEMENT

- Governance and Strategy in Sport System
- Accounting and Finance for Sport Management
- Sport Marketing, Sponsorship & Media Rights
- Leadership Development
- Sport Digital Marketing
- Communications and Stakeholder Engagement in Sport
- Business of Team Sport
- Business of Cricket
- Business of Football
- Business of Kabaddi
- Sports TV & Media Rights
- Risk Management
- Managing a Sport Organisation

## LAW

- Legal Entities in Sport
- Contracts in Sport
- Intellectual Property and Digital Law
- Liabilities in Sport
- Settlement of Conflict in Sport

## MEDICINE

- Managing Health
- Managing Performance in Sport
- Managing Injury and Illness in Sport

## SOCIOLOGY

- Sociology and Consumer Sports

## TECHNOLOGY

- Material and Equipment for Sport
- Sport Infrastructure
- Digital Technologies in Sport
- Technology Project Presentation

## TRANSDISCIPLINARY

- Olympic Movement Organisations
- SEMOS - Sport Events Management and Organisation Seminar
- Athlete Career Development, Inside the Life of an Athlete
- Safeguarding in Sport
- E-Sport
- Managing Sport Sustainability
- Career Development & Leadership:
- Intercultural Skills: Shaping Creative Intercultural Relations
- Get Career Inspiration & Tips from a Sport Organisation CEO
- Oral Presentation Skills
- Developing your Network
- Competition Sports for Life Skills Development
- Professional Digital Networks (LinkedIn etc)





# FACULTY

At AISTS INDIA, learn from the world's best professors in sports education. The entire programme will be delivered by International Faculty from AISTS, Lausanne via live synchronous classes hosted on our advanced Learning Management System, as well as in-person for a 45-day duration on our campus in Mumbai.



# OUR PARTNERS



Real Skills take Real Work



# 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



"Just the shot in the arm that our higher education needed from a world class partner; Welcome to India, AISTS, the world's best sports education Institute! May you light up a billion dreams & launch a million careers."

### **HARSH GOENKA**

Chairman, RPG Industries





# 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 as well as Gold's Gym access to participants.

# 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 Post Graduate Certificate Programme in Sport Management and Technology.

For the Executive Education Certificate Programme we require a minimum 3 years of work experience.

## 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)
- 45 days spread across 10 months (EECP)
- Starting January 2023 in Mumbai, India\*

Applications are only accepted online.

\*Subject to government guidelines relating to Covid

## TUITION FEES\*

- PGCP (On Campus: INR 10,00,000)
- PGCP (Online: INR 6,00,000)
- EECP (On Campus: INR 7,00,000)
- EECP (Online: INR 4,00,000)

\*Exclusive of Taxes. As of publication date. Subject to change.

\*Eligibility requirements are subject to the guidelines of AISTS INDIA & New Horizons Alliance (NHA).





**AM I ELIGIBLE**

**APPLICATION FORM**

## LOCATION:

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

Please contact us for further information:

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