



BUSINESS OF SPORTS 101

Work on a live project with
Rajasthan Royals

In collaboration with:



ARE YOU PASSIONATE ABOUT SPORTS?

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COMBINE YOUR PASSION FOR BUSINESS & SPORT!

Conducted by mentors from none other than Rajasthan Royals and Deakin University, the course gives you the ins and outs of sports marketing, sports science, finance, management, and sports media while giving you practical experience through a live project with Rajasthan Royals.



13th – 24th June 2022



10:00 am – 12:00 pm IST



Grade 9-12 | Age 14-17



Deadline I: 10th May 22
Deadline II: 6th June 22



INR 30,000 + GST



Certificate from Rajasthan Royals & Deakin University

[Apply Now](#)

PROGRAM HIGHLIGHTS



Work on a live project with Rajasthan Royals



Explore Careers in Sports Off the Pitch



Learn under Sports Business Expert, Zameer Kochar (CMO of Rajasthan Royals)



Rajasthan Royals & Deakin University Co-Branded Certificate

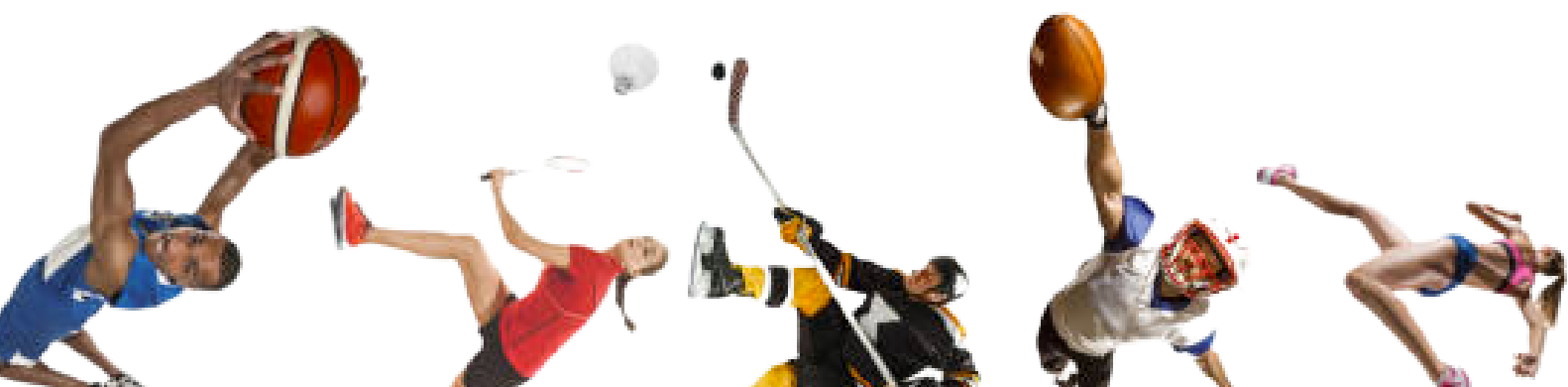
FROM A SPORTS AFICIONADO INTO A YOUNG PROFESSIONAL

Behind every crack of the cricket bat, every heave of the tennis player, and every celebration of the sports fan; lies an affluent business that prepares stadiums, signs multi-million dollar players, and maximizes performance. Welcome to the World of Sports Business.

If you are someone who has always been fascinated not only by the cricket game on TV, but also the strings that keep the entire industry running, then this program is just for you.

Conducted by mentors from none other than Rajasthan Royals and Deakins University, the course gives you the ins and outs of finance, marketing, media, operations, facility management, etc while connecting you to the best athletes, managers, and administrators in the business.

With the blend of academic theory, practical understanding from a live project with Rajasthan Royals, and experience that our industry executives bring, you have the opportunity to transform from a sports aficionado into a young professional ready to take on careers in the sports industry.



DAY-WISE AGENDA

DAY 1

Introductory session on Sport Management

DAY 2

Sport Organisation

DAY 3

Operation and Facility Management in Sport

DAY 4

Sport Marketing

DAY 5

Media and Broadcasting

DAY 6

Session on Sport with John Gloster

DAY-WISE AGENDA

DAY 7

Foundation Program in Sport Marketing by Rajasthan Royals

DAY 8

Sports Development

DAY 9

Introductory session on Sport Science

DAY 10

Exercise and nutrition

DAY 11

Sport Coaching

DAY 12

Introductory session on Sport Science



YOUR MENTOR

ZAMEER KOCHAR

Chief Marketing Officer of Rajasthan Royals

Zameer is a high-impact brand and digital marketer with extensive experience in building brands. He has over 17 years of experience spread across diverse industries like consumer goods, media, travel, lifestyle, and loyalty. He has launched multiple brands across categories. Prior to this, Kochar has worked with InterMiles – the frequent-flyer program of Jet Airways, LoyaltyOne, Star India, Godfrey Phillips India, and Hindustan Unilever.

Learn more about Zameer, [here!](#)



YOUR MENTOR

DAVID SHILBURY

Director of the Deakin Sport Network

David Shilbury is Foundation Chair of Sport Management and Director of the Deakin Sport Network. He is a former Head of the School of Management and Marketing and Associate Dean in the Faculty of Business and Law at Deakin University. He is a former Editor of the Journal of Sport Management and Sport Management Review and was the Foundation President of the Sport Management Association of Australia & New Zealand from 1995 to 2001. In 2011 he was the North American Society for Sport Management's Earle F. Zeigler award recipient. His research expertise is in sport governance, strategy, and sport delivery systems.

Learn more about David, [here!](#)

OTHER MENTORS



PAMM PHILLIPS

Professor at Deakin University

[Read More](#)



DR STEVE SWANSON

Lecturer at Deakin University

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DR JOSHUA MCLEOD

Lecturer at Deakin University

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SCOTT FIELD

Lecturer at Deakin University

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DR KATIE ROWE

Lecturer at Deakin University

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MARK DREHLICH

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OTHER MENTORS



DR DAMIEN WHITBURN

Lecturer at Deakin University

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Lecturer at Deakin University

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DR HELEN BROWN

Lecturer at Deakin University

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DR DAN DWYER

Lecturer at Deakin University

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**Victoria's #1 University
for Teaching Quality**



**Top 1% of Universities
Worldwide**



**#1 School of Sport
Science in the World**

Deakin is a leader in sport-related education ranking 6th in the world according to the QS World University Rankings. Established in 1974, Deakin University successfully combines excellence in teaching, research, and effective partnerships with industry and government to deliver high-quality courses.

WORK ON A LIVE PROJECT WITH RAJASTHAN ROYALS

We understand the importance of having practical experiences to succeed in this field and push students to get relevant work experiences through internships. Upon completion of the course, all students get to work on a live project with the Rajasthan Royals to apply their learnings and get exposure to the industry.

ALUMNI SPEAK



MRINAL ASIJA

The best part about this course is that it does not limit itself to theory, and also includes practical insight and case studies from the Rajasthan Royals Management.

I have got the opportunity to intern with the Rajasthan Royals through this course after going through a selection procedure. This course has proved to be the perfect stepping stone into the sports industry for me and I would recommend it to anyone who is looking to work in Sports.





WHO SHOULD PARTICIPATE?

- You want to combine your passion for sport with business skills
- You want to open the doors to exciting new roles and pathways in sports
- You are on a lookout for career opportunities varying from traditional sports
- You have always had an interest in the business side of the sport

SECURE YOUR PLACE IN THE FUTURE OF SPORT

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