

Business Of *Sports* 101

Grades 8-12



In Partnership with:



Brought to you by:



Hosted by:



PROGRAM OVERVIEW

The **Business of Sports 101** is a 3-day immersive program designed to introduce students to the **dynamic world of the global sports industry**.

Delivered in partnership with **Deakin University**, the program will combine **classroom learning, elite facility exposure, and applied projects** to help students explore careers in sport while building real-world skills.

Students won't just learn about sports, they will experience how the industry operates across **management, science, media, and performance environments**, and how they can position themselves within it.

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IN PARTNERSHIP WITH DEAKIN UNIVERSITY



Students receive a **Completion Certificate** from the Deakin University, signed by the mentor.



Opportunity to get a **Letter of Recommendation** from the Mentor.



14th – 16th August 2026



Legacy School, Bangalore



Grades 8-12



₹25,000 + GST



Deadline:
TBD

EARLY BIRD fee: TBD

Deadline: TBD



WHAT STUDENTS WILL LEARN:

- Understand the **global sports ecosystem** - including events, media, and commercial operations
- Explore diverse **career pathways in sport** across management, science, and performance
- Learn the fundamentals of **sport management** - marketing, operations, and governance
- Gain exposure to **sport science** - performance, nutrition, psychology, and analytics
- Develop **real-world problem-solving skills** through applied activities and projects
- Develop **communication and presentation skills** through structured outputs
- Create a **personal career action plan** aligned with their interests



KEY SKILLS



**Strategic Thinking &
Problem Solving**



**Teamwork &
Collaboration**



**Communication &
Presentation Skills**



**Career Exploration &
Decision Making**

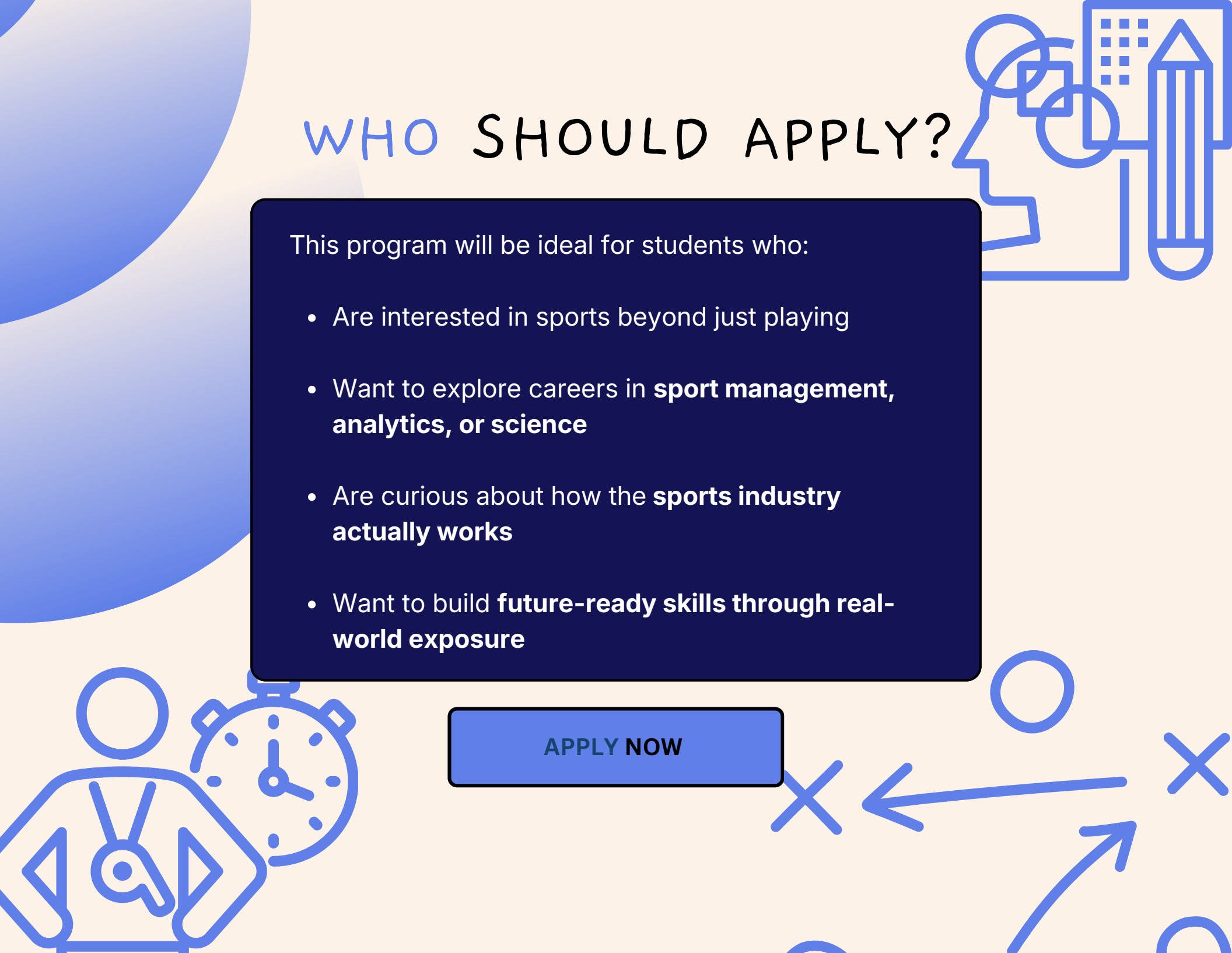


**Analytical Thinking
(Performance & Data)**



**Creativity in Marketing
& Innovation**

WHO SHOULD APPLY?



This program will be ideal for students who:

- Are interested in sports beyond just playing
- Want to explore careers in **sport management, analytics, or science**
- Are curious about how the **sports industry actually works**
- Want to build **future-ready skills through real-world exposure**

[APPLY NOW](#)

DAY 1 - FOUNDATIONS: UNDERSTANDING THE SPORT INDUSTRY



Classroom Learning

- Students will build a strong foundation in both the business and science of sport.



Key Learning Areas:

- Overview of the global sports industry ecosystem
- Introduction to sport management (marketing, operations, governance)
- Fundamentals of sport science (performance, nutrition, psychology)



DAY 1 - FOUNDATIONS: UNDERSTANDING THE SPORT INDUSTRY



Hands-On Activities:

- Career Mapping Exercise
- AI in Sport Marketing
- Athlete Testing Activity



Outcome:

- Students will develop a clear understanding of how the sports industry functions and where they fit within it.

DAY 2 - INDUSTRY IMMERSION AT AN ELITE SPORTS FACILITY



Padukone-Dravid Centre for Sports Excellence (CSE)

- This will be one of the most defining parts of the program.
- Students will experience the sports industry inside one of India's premier high-performance training environments, a facility used by elite athletes.



Key Learning Areas:

- Exclusive Facility Tour** - Understand how world-class sports infrastructure operates
- Live Industry Rotations across:**
 - Operations & Event Management
 - Performance & Sport Science
 - Commercial & Media
- Careers Panel with Industry Experts**



DAY 2 - INDUSTRY IMMERSION AT AN ELITE SPORTS FACILITY



Why This Matters:

- This won't be a simulation. Students will **observe and engage** with real systems, real professionals, and real environments, gaining insights far beyond a classroom setting.



Outcome:

- Students will gain **first-hand exposure** to how elite sports ecosystems function in the real world.

DAY 3 - APPLICATION & FUTURE PATHWAYS



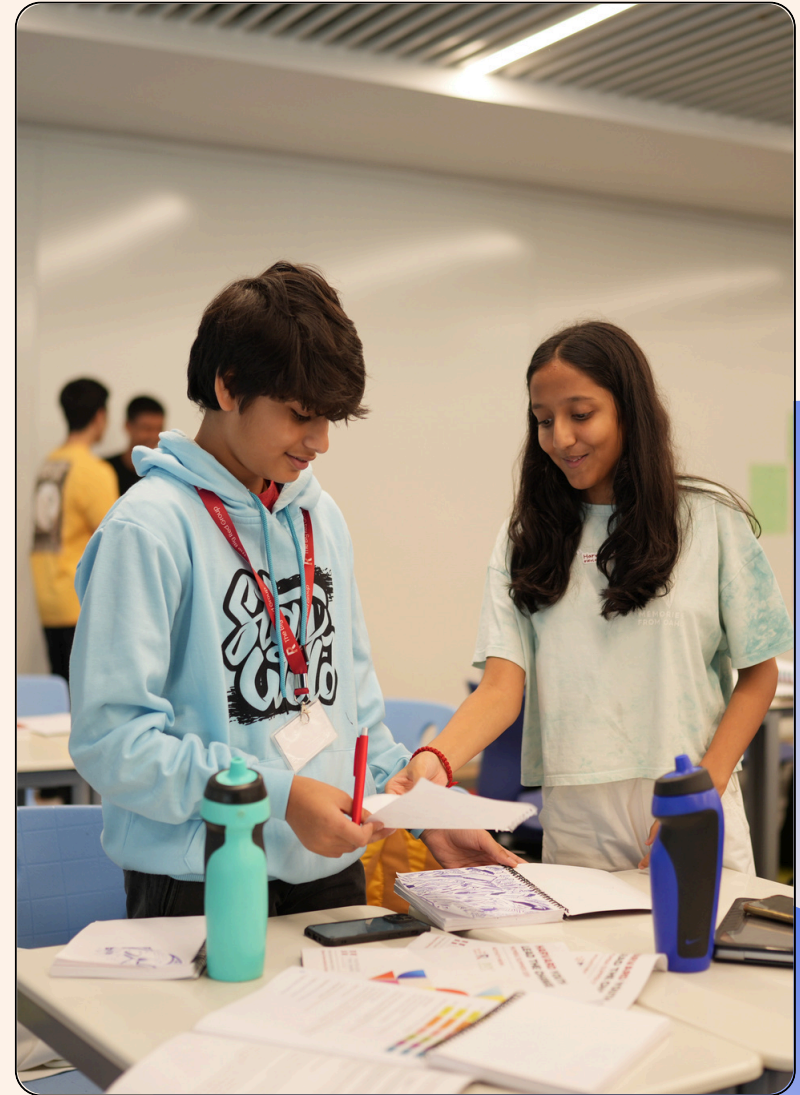
Classroom Learning

- Students will apply their learning through **projects, presentations, and future planning.**



Key Activities:

- Student Presentations - “Career I Discovered”
- Capstone Project:
 - Sports Event Pitch or
 - Athlete Performance Plan
- Group Presentations
- Pathways Session
- Personal Action Plan



DAY 3 - APPLICATION & FUTURE PATHWAYS



Outcome:

Students will leave with:

- A completed project
- Improved confidence in communication
- A clear roadmap for future exploration



PROGRAM OUTCOMES:

By the end of the program, students will:

- Gain clarity on **careers in the sports industry**
- Understand how **real-world sports organisations function**
- Build confidence in **presenting ideas and insights**
- Develop a **structured pathway for future exploration**
- Experience how learning connects to **real-world industries**

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MEET YOUR MENTORS

Students will be guided by three distinguished leaders from the world of sport:

- **Prof. Pamm Phillips** - Professor of Sport Management at Deakin Business School, specialising in sport development and governance
- **Dr. Aden Kittel** - Lecturer in Motor Learning and Development at Deakin's Centre for Sport Research, specialising in sport science and performance
- **Campbell Jamieson** - Professor of Practice at Deakin with nearly three decades of experience at the International Cricket Council



DR. ADEN KITTEL
Lecturer, Motor Learning
and Development

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CAMPBELL JAMIESON
General Manager at ICC,
Deakin Professor of Practice

[Click To Learn More](#)

PAMM PHILLIPS
Program Director, Sport
Management

[Click To Learn More](#)

WHY THIS PROGRAM STANDS OUT?

This will not be a passive learning experience.

It will be a **hands-on, industry-linked program** where students:

- Learn from **global academic expertise (Deakin University)**
- Work on **real-world applied projects**
- Gain clarity on **careers in sport**
- Experience an elite training ecosystem at the **Padukone-Draavid CSE**



Business Of Sports 101

Ready to Step Into the
World of Sports?



APPLY NOW

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