

Turn Your Passion for Sport into a Real Career

Grades 10-12

Delivered by:



Have you ever wondered what it takes to work behind the scenes in professional sport or how athletes train, perform, and succeed at the highest level? The Deakin Careers in Sport Program is your opportunity to explore exactly that.

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PROGRAM OVERVIEW

This **three-day immersive workshop** provides a *comprehensive introduction to the evolving global sports industry*, combining the **disciplines of sport management and sport science** to deliver a holistic understanding of how sport operates both on and off the field.

The program is designed to move beyond traditional classroom-based learning by exposing students to the *interconnected nature of performance, business, and innovation within sport*. Through a *combination of academic insight, applied learning, and real-world industry exposure*, students will explore **how athletes are developed, teams are managed, events are delivered**, and organizations are sustained in increasingly competitive and commercially driven environments.

A key focus of the workshop is to highlight **how modern sport is shaped by data, technology, and globalization**, and how this has created new and emerging career pathways across areas such as *performance analytics, sport marketing, athlete management, amongst others*.

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DELIVERED BY 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 10-12



₹25,000 + GST



Deadline:
TBD

EARLY BIRD fee: ₹25,000 + GST

Deadline: TBD



The workshop integrates two key disciplines:



Sport Management

Focusing on the commercial, operational, and strategic aspects of sport



Sport Science

Focusing on athlete performance, health, and scientific support systems

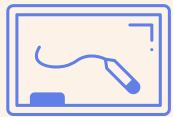
By integrating practical exercises, industry case studies, and collaborative activities, the workshop provides students with an opportunity to connect theoretical concepts to real-world applications, enabling them to *make more informed decisions about their academic and professional futures in sport.*



By the end of the workshop, participants will:



Develop a clear understanding of **diverse career pathways** in sport, spanning both **management and performance disciplines**.



Gain practical exposure to **sport management concepts**, including **marketing, event management, governance, and athlete representation**.



Understand key principles of **sport science**, including **performance analysis, athlete testing, and data-driven decision-making**.



Build transferable skills in **teamwork, critical thinking, communication, and problem-solving**.



Learn how **academic qualifications and skill development** align with **career progression in the sport industry**.



Develop a **personalised action plan** outlining next steps for **education and career exploration**.

WHO IS THIS WORKSHOP DESIGNED FOR?

- High school students (Grades 10–12) with a strong interest in sport and related industries
- Students considering careers in:
 - Sport Management
 - Sport Science / Exercise Science
 - Coaching, Performance Analysis, or Sports Media
- Individuals seeking early exposure to global career pathways in sport
- Students motivated to participate in interactive, hands-on, and applied learning environments
- Learners interested in combining academic pathways with real-world industry insights

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ABOUT CENTRE FOR SPORTS EXCELLENCE (CSE)

The Centre for Sports Excellence (CSE) is India's premier private multi-sport destination, dedicated to fostering a **culture of athletic distinction and a love for sports**. Spanning a world-class campus in Bengaluru, CSE provides the essential infrastructure required to develop athletes of the highest caliber while promoting fit, balanced lifestyles for all.

The facility boasts an extensive array of international-standard venues, including BWF-approved badminton halls, Olympic-sized swimming pools, FIFA-preferred football turf, and FIBA-certified basketball courts. Beyond competition-grade arenas for cricket, tennis, squash, and shooting, **CSE integrates sports science, performance training, and injury rehabilitation through elite partners like the ABTP Centre and VESOMA.**



DAY 1: INDUSTRY IMMERSION – REAL-WORLD EXPOSURE AT CENTRE FOR SPORTS EXCELLENCE (CSE)

Learning Through Industry Engagement

- Guided facility tour to understand sports infrastructure and operations
- Rotational learning stations covering:
 - Event Operations and Management
 - Sport Science and Performance Analysis
 - Commercial and Media Functions
- Insights from industry professionals through a careers panel discussion
- Reflections on real-world learning
- Experiential engagement through participation in sport activities



DAY 2: FOUNDATIONS - UNDERSTANDING THE SPORT INDUSTRY

Introduction to Sport Management and Sport Science

- Overview of the global sport industry, including professional sport, events, and commercial ecosystems
- Interactive activities exploring career pathways across the sport sector
- Introduction to sport management concepts, including marketing and operations
- Introduction to sport science disciplines, including performance, nutrition, and psychology
- Experiential activities on athlete branding, marketing strategies using artificial intelligence, athlete testing and performance analysis
- Reflection session to consolidate learning and identify potential career interests



DAY 3: APPLICATION AND PATHWAYS - FUTURE PLANNING

Reflection, Integration, and Career Planning

- Student presentations on career insights gained during the program
- Reflection on key learnings and evolving perspectives
- Capstone group project applying knowledge through:
 - Sport Event Proposal (Sport Management focus) or
 - Athlete Performance Plan (Sport Science focus)
- Session on education pathways in sport
- Development of a personal action plan for future goals
- Program close, recognition, and feedback



PROGRAM OUTCOMES:

This workshop is positioned as a **flagship experiential career exploration program** that bridges the gap between school education and future career pathways in sport. It is designed not only to inform, but to inspire and empower students to engage with the sport industry in a meaningful and forward-looking manner.

Unlike traditional career awareness sessions, this program adopts a multi-dimensional learning approach, combining:

- Academic expertise from **leading university faculty**
- **Industry immersion experiences** within real sporting environments
- Hands-on, practical applications through **simulations and projects**

This integrated model ensures that students gain:

- A realistic and **nuanced understanding** of the sport industry
- Exposure to both **strategic (management) and technical (science) aspects** of sport
- Opportunities to develop critical **employability skills, including communication, collaboration, and problem-solving**

The program is also designed to reflect the expectations of the modern global workforce, placing emphasis on:

- **Adaptability** and interdisciplinary thinking
- **Data-driven decision making** and innovation
- **Career agility** in rapidly evolving industries

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MEET YOUR MENTORS

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

- **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

PROF. PAMM PHILLIPS
Program Director, Sport
Management

CAMPBELL JAMIESON
Former General Manager
at ICC, Deakin Professor of
Practice

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CAPSTONE PROJECT

As a culmination of the three-day workshop, students will engage in a capstone project designed to integrate key concepts from both sport management and sport science in a practical, real-world context.

Participants will work collaboratively in small groups to complete one of two project streams:

- **Sport Event Pitch (Sport Management Focus):** Teams will conceptualise and present a comprehensive proposal for a sport event, incorporating elements such as event strategy, marketing, audience engagement, operations, and commercial considerations.
- **Athlete Performance Plan (Sport Science Focus):** Teams will design a structured performance plan for an athlete, drawing on principles of training, testing, recovery, and performance optimisation, supported by data-driven insights.



THROUGH THIS **CAPSTONE EXPERIENCE**, PARTICIPANTS WILL:

- Apply **theoretical knowledge to practical problem-solving scenarios** aligned with industry practice
- Develop and demonstrate **strategic thinking, including planning, analysis, and decision-making**
- Enhance **team collaboration skills**, working effectively in diverse groups to achieve shared outcomes
- Strengthen their ability to **translate concepts into actionable solutions** within a sport context
- Build **confidence in presenting ideas** clearly and persuasively to peers and facilitators



Ready to Step Into the World of Sports?



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