



NASM BEST SPORTS MANAGEMENT INSTITUTE

Where Passion
meets Profession



Award Winning
**SPORTS MANAGEMENT
PROGRAMS**



in Best International Academic Collaboration
in EducationWorld
Grand Jury Awards 2023-24





ABOUT



FUTURE VARSITY EDUCATION GROUP is a higher education provider which offers career-oriented programs designed and delivered in collaboration with the best education institutions in the world.

The flexible programs offered by FUTURE VARSITY EDUCATION GROUP assist students in completing their degrees without compromising learning outcomes. The collaborators offer programs using blended learning models, which combine several forms of instruction to deliver effective training to learners according to their requirements.

FUTURE VARSITY EDUCATION GROUP provides an immersive learning experience by consistently grooming its learners through mentorship by industry experts, bringing them up to par with industry and academia.





NASM

BEST SPORTS MANAGEMENT INSTITUTE

NASM is an institute dedicated to effectively develop highly professional individuals in the field of Sports Management. With the focused aim of creating professionally, academically and ethically sound sports managers and executives, NASM contributes to this burgeoning space in India.

NASM is one of the first few institutes in India to collaborate with colleges, institutions and universities that offer programs in Sports Management. Identifying the need for experts in the industry, NASM instils its students with basic and advanced theories and techniques in the discipline of management, marketing, merchandising, tourism, law etc. related to the business of sports.

PARTNERSHIP WITH KHELO INDIA

The Khelo India program, a government initiative by the Ministry of Youth Affairs & Sports India, has been introduced on a National scale, to revive the sports culture at the grassroots level by building a strong framework for all sports played in our country and to establish India on the map of nations actively involved in sports.

We're extremely pleased to have associated with Khelo India, as the official Sports Academic Partner, to promote sports amongst the youth of our country.

VISION

Our vision is to transform the world through education by fostering the development of global citizens with strong moral values and integrity, who are dedicated to the betterment of their nation and the world. We aim to empower the youth of our nation with the necessary skills and knowledge to make a positive impact on society and contribute to a better world for all.

MISSION

Our mission is to introduce new age career programs, creating valuable opportunities, and providing a multi-disciplinary & practical approach towards education. We strive to empower the next generation of Leaders, Entrepreneurs and Innovators to make a positive impact on global socioeconomics.

VALUES

- Excellence in teaching and learning
- Innovation and creativity
- Diversity and inclusivity
- Global perspective
- Social responsibility
- Ethical conduct
- Professional development
- Collaboration



HIGH ETHICAL
AND MORAL
STANDARDS



MUTUAL
TRUST AND
TEAMWORK



PASSION FOR
EXCELLENCE



RESEARCH AND
INNOVATION AS
A WAY OF LIFE



RECOGNITION
OF EFFORTS AND
ACHIEVEMENTS



SERVICE & RESPECT
TOWARDS THE
COMMUNITY &
INDUSTRY

ACADEMIC PHILOSOPHY

All courses have been conceptualized in accordance with the following eight core principles:



INNOVATIVE

We provide relevant and up-to-date curricula, one that is abreast with the developments of the Sports Management Industry.

INTERESTING



We maintain our students' curiosity and interest levels; our education system is designed with an optimal mix of theoretical and practical concepts.



INDEPENDENT

We aspire to nurture and empower our students into well groomed, confident and successful Sports Management Professionals.

INDUSTRY

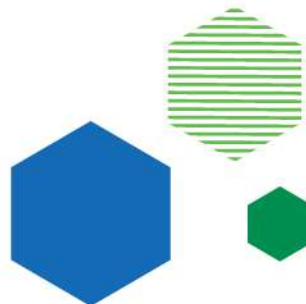


We lay a high degree of emphasis on building relations within the industry; practical training, internships and workshops help in collaborating with the sports and corporate world.



INTELLECTUAL

We pursue excellence by playing a proactive role in constantly stimulating our students' intellect.



INSPIRED

We regularly provide challenging opportunities to motivate our students and broaden their horizons.

IDEAL

We aim to be recognized as a hub of excellence and strive towards building strong, serviceable and sustainable relationships within the industry.



INDIVIDUALISED

We incorporate meticulous and personalized evaluation with on-going feedback, in order to ensure our courses are robust, and progress is driven.

AWARDS AND RECOGNITIONS



"BEST INSTITUTE FOR SPORTS
MANAGEMENT" at
"ASIA EDUCATION SUMMIT"



EXCELLENCE IN SPORTS
MANAGEMENT EDUCATION by
MID - DAY



SPORTS ACADEMIC PARTNER at
KHELO INDIA 2019



NEST Academy recognized as
leading Institution in
Industry collaboration at
UNICA 2019



NASM ranked 1st in India
as Private Higher Education Institution for
SPORTS & CO-CURRICULAR EDUCATION at
Education World-India Private
Higher Education Rankings 2022-23



NASM ranked 1st in India
Best International Academic Collaboration
in EducationWorld Grand Jury India
Higher Education Rankings 2023 -24



THE SPORTS INDUSTRY

The world of sports has evolved significantly over the years, with the emergence of new and exciting formats and leagues that have expanded the boundaries of traditional sporting events. One of the most notable developments in recent years has been the rising popularity of leagues such as IPL in cricket, ISL in football, HIL in hockey, NBA in basketball, and Pro Kabaddi in Kabaddi. These leagues have not only expanded the boundaries of traditional sports but have also created new opportunities for players, coaches, and fans. They have also paved the way for the emergence of new talent and have created a platform for players to showcase their skills and abilities. Additionally, these leagues have helped in creating a new economy around sports, generating employment opportunities and boosting the overall growth of the sports industry.





The global sports industry is expected to grow at a compound annual growth rate of 41.3 percent between 2021 and 2022. Furthermore, the sports market is expected to be worth over 700 billion U.S. dollars by 2026.



At 15%, the Indian sports industry is one of the fastest growing industries in the world.



IPL multiplied 5X in value and generated employment for more than 15,000 people.



India has played home to some of the largest sporting events in the globe, including the Hockey World Cup in 2018 & 2023, and the NBA's first season in 2019.



The global sports market grew from \$486.61 billion in 2022 to \$512.14 billion in 2023 at a compound annual growth rate (CAGR) of 5.2%. The sports market is expected to grow to \$623.63 billion in 2027 at a CAGR of 5.0%.



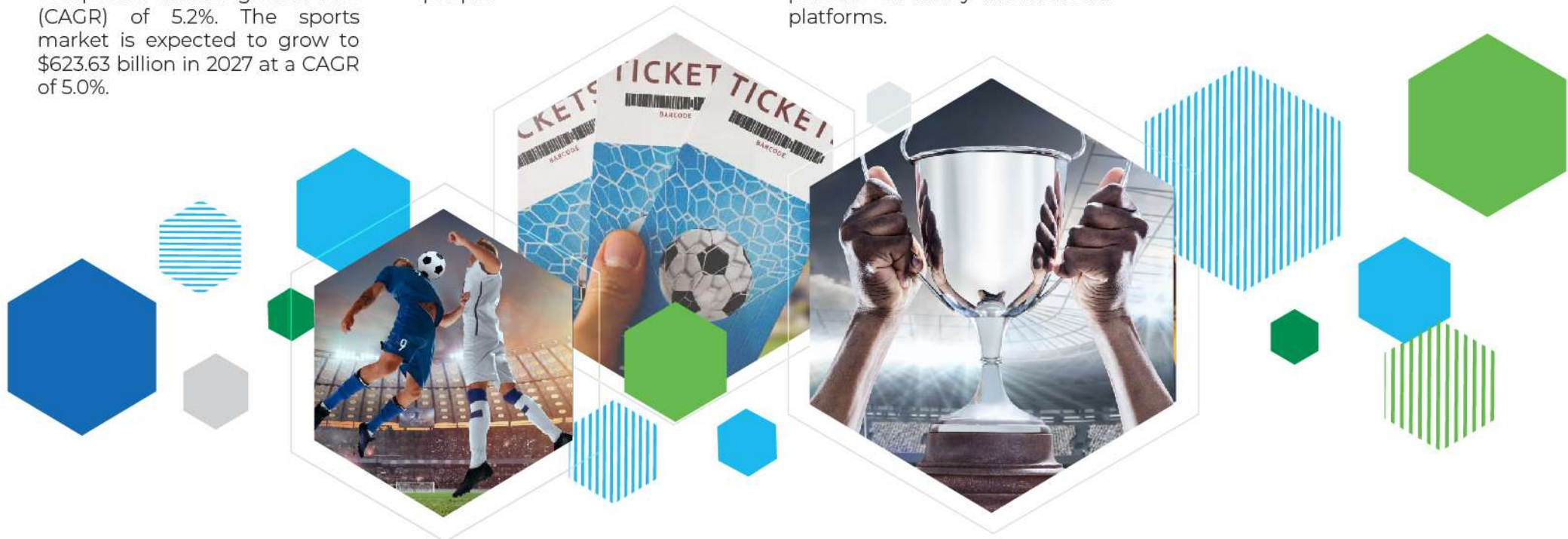
The Sports Goods Merchandise and Apparel segment has employed more than 5,00,000 people.



The last decade has shown a rise in the representation and success of athletes and sports persons on many international platforms.



India's medal tally at the quadrennial event - The Olympic Games is a testimony that the Global Sports Industry is on an upswing!



THE NEED FOR SPORTS MANAGEMENT

UNTAPPED OPPORTUNITY



Sports Management is gradually evolving in India is mostly unorganised. A study on Skill Gap in the sports sector, by National Skill Development Corporation (NSDC), found that by the year 2022, India is expected to see a massive deficit in human capital for the sports sector. This primarily includes sports managers and other leadership positions.

RISING DEMAND FOR SPORTS PROFESSIONALS



The aforementioned 'skill gap' goes to show the sports industry's future employability potential. There will be an increased demand for individuals striving towards managerial positions in the industry. The industry needs skilled personnel like Sports Managers, who aside from the technical aspects, would also understand Sports Marketing, the application of Law in sports, Sports Finance and more, which is where NASM comes in.

INCREASED PARTICIPATION OF CORPORATES



Giant corporations and conglomerates like Reliance Industries and Hero Motors are now showing interest by endorsing Leagues for Hockey and Football. Thus, bringing about a rise in investment as well as intellect.



FOCUS FROM THE ENTERTAINMENT INDUSTRY

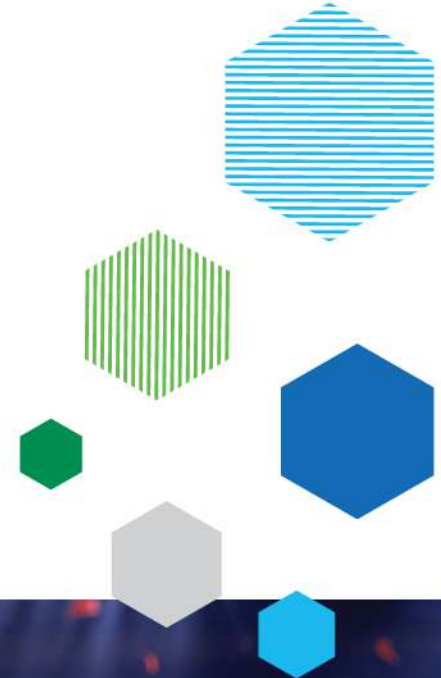


The involvement of celebrities helps increase the popularity of the sport and confirms higher viewership too. Sports like F1 Grand Prix, the MotoGP and the Pro Kabaddi League have grown in popularity, with the Pro Kabaddi League having been watched by over 500 million people. Also, the industry's merchandise segment employs 5,00,000 people. This number is expected to increase along with the growth of the sports market.

SUCCESS OF LEAGUES



The sports industry is evidently expected to grow, considering the success of leagues like the Indian Premier League in cricket, the Indian Super League in football, Premier Badminton League and the Hockey India League.

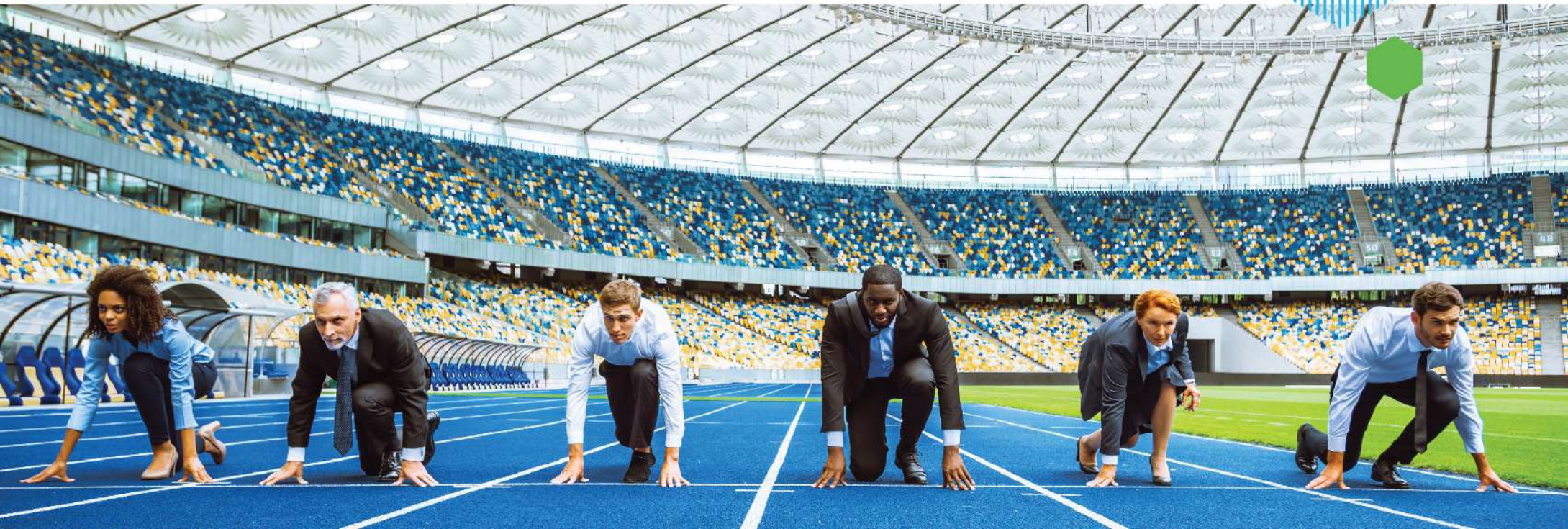
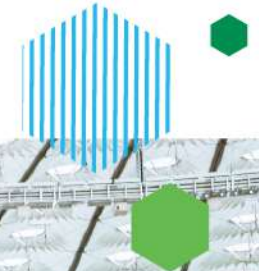


CAREER OPPORTUNITIES

The objective of the courses is to generate skilled Sports Professionals who wish to integrate their passion with their profession. The institute also extends an opportunity for professionals in the field of sports, to upgrade their knowledge; and to individuals from other fields, who wish to enter the sports world. Retired sports persons who now aspire to continue in the sports arena as Managers can also benefit from the academic courses.

Upon completion, students will be able to work in diverse fields in different capacities. Here is a list of some opportunities:

- › Sports Federations
- › Sports Marketing & Branding
- › Sports Merchandising
- › Sports Celebrity Management
- › Sports Journalism
- › Sports Facilities Management
- › Sports Event Management
- › Sports Equipment Manufacturing
- › Sports Media & Broadcasting
- › Recreation and Sports Club Management
- › Sports League & Team Management
- › Sports Retail
- › Sports Agencies
- › Sports Tourism
- › Sports Marketing Research
- › & Many More...





**SOME OF THE STUDENTS AT INTERNSHIPS
AND PRACTICAL TRAINING**





TRAINING METHODOLOGY

We are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. The teaching methodology comprises of classroom sessions, Masterclasses, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The "real world relevance" is vital throughout the program.



CLASSROOM SESSIONS



REGULAR LECTURES

To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes and professionals from the Sports Industry.



ASSIGNMENTS & PROJECTS

Assignments and projects are a part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Sports Industry, under the able guidance of our dedicated faculty.



WORKSHOPS

To keep our students updated with the current affairs in the Sports Industry, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of organizing and managing an event in real-time. Students are trained to formulate a model event and present it live in the classroom. This exercise gives them an opportunity to walk through minute aspects of executing sporting events.





MASTER CLASS AND CASE STUDIES



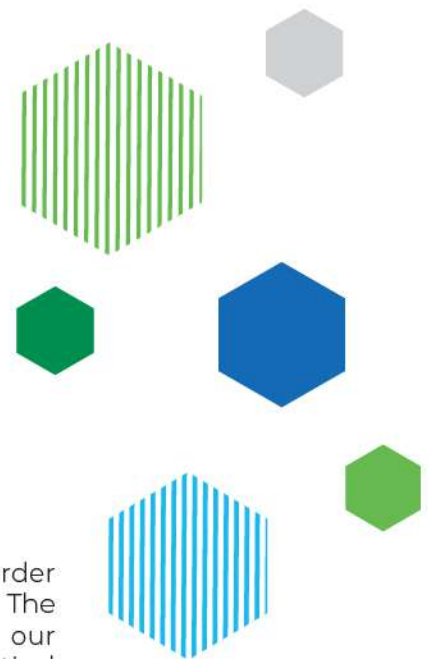
MASTER CLASS

Our Master Class intends to keep students aware of the current world of sports. Guest speakers from various areas of sports and management share their knowledge and help students form ideas and insights about the industry.



CASE STUDIES

Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.



INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY

BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, and participate in a collaborative learning environment, thus making them tech-savvy.



EDUCATIONAL NEWSLETTERS

Our Educational Newsletters feature our institutes' highlights and students' achievements and also report the latest industry trends, growth and major events



PREZI PRESENTATION

This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity.

YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.



COMMUNICATION AND COLLABORATION

Being one of the first institutes to provide education on Google Apps, our students learn to use portals like Webmail Services, Shared Calendars, Google Meet and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.

**BADBOI
DRIFTS**



**RUNWAL
THANE 2**



KHELO INDIA



STAR SPORTS

PLACEMENTS AND INTERNSHIPS

NASM works closely with businesses to understand the skills required within the industry. Our internship and placement process is an integral part of our students' life during and after their course. Our dedicated team of experts has developed a multi level placement process that sources opportunities at local, national and international Levels.



**NATIONAL
GAMES**



IPL



**HOCKEY MEN'S
WORLD CUP**



**HRX PINK
MARATHON**



**HYDERABAD E-PRIX
(FORMULA E FIA
WORLD
CHAMPIONSHIP)**



**ICC-WOMENS
IND VS ENG**

JIO CYCLOTHON



**INDIA SERIES
BGMI**



**WORLD CUP
2023**



**& MANY
MORE!**

INTERNSHIPS AND PLACEMENTS

All Marathi Chess Association
Bayside Sports
Big Tree Entertainment Pvt. Ltd.
BodyPower India
Bombay Customs Yacht Club
Carvaan Events
Decathlon
DNA Entertainment Networks Pvt. Ltd.
Ekta world Maharashtra Para Sport
Essence Transmedia Pvt. Ltd
Extra Mile
Finkick Adventures
Go Play Book
Go Sports Foundation
Golden Chariot Events
Greater Mumbai Amateur Aquatic Association
Gun For Glory
Headrush ventures Pvt Ltd
Imperial International Sports Academy (IISA)
Insider.in
IOS Sports
iStay Sporty
Just for Kicks
KOOH Sports
KRC (Kandivali Recreation Club)
KreedOn
Maharashtra State Lawn Tennis Association
Master Athletics association
Maximum Mice and Media Solutions Pvt Ltd
MERAKEI Entertainment
Mumbai City FC
Mumbai Cricket Club
Mumbai Mirror
Nsportz

Ocean Camp
Only Much Louder (OML)
Oscar Foundation
Ozone Events & Media Pvt Ltd
P3 Sports Management Co.
Party Sharty Entertainment
Pegasus
Pentagon Events
Poinsur Gymkhana
Procam International Private Limited
Quiddo Sports
Real Events & Entertainment
Red wine Events
RN Sports Marketing
Rolling Nicks
RP sports

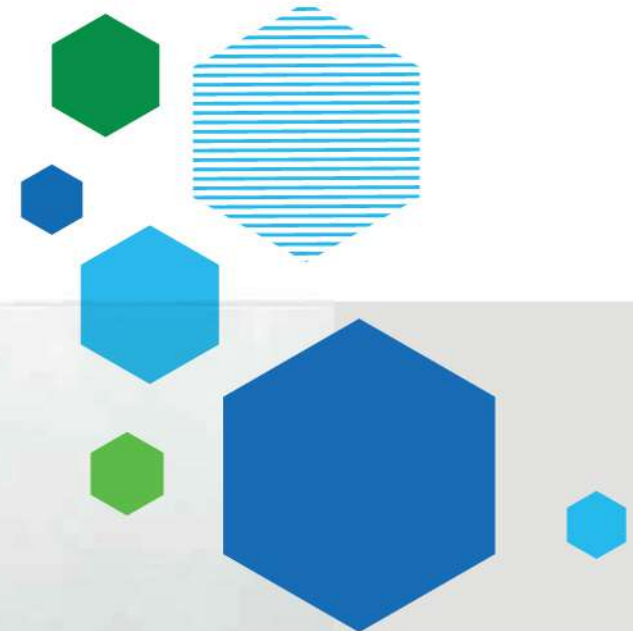
Special Olympics Spontonix Pvt. Ltd
Sportastic
Sporto Buddy
Sportonix Pvt Ltd
Sports Bricks
Sports For All (SFA)
Sports Ignite
Sports Jig
Sports Paddock
Sports Reconnect
Sportz 360
Sportz Village XP
Sportz Interactive
Square off Sports
Tableau Experimental Marketing
The Big Kreation

The Maharashtra Boxing Association
The Sports Gurukul
Times of India
Troika Events
UACTIVE
United Sportz
Volano Entertainment
Wall E Events
Waveline Sports
Western India Football Association
WOOT Factor
YMCA
& many more



PROFESSIONAL TRAINING CERTIFICATE

The NASM Professional Training Certificate (PTC) is a coveted reward developed by the institute to recognize outstanding students by substantiating their conduct and professionalism to prospective employers. The NASM Placement Cell provides placements and jobs within the Corporates, Events, Entertainment, Media, Television, Clubs, Federations and Sports industries. Excellent management, planning, communication, organizational, operations and implementation skills, coupled with a certain degree of confidence and air, are a few of the requisite attributes necessary to be awarded the NASM Professional Training Certificate. It boosts one's resume credentials and gives an added advantage over other candidates in the job market.



STUDENT DEVELOPMENT ACTIVITIES

For holistic development of the students, NASM offers a host of Student Development Activities.



ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages in India. We provide English Proficiency Training, helping students gain a strong command over the language, enhance their social mobility and present themselves as confident professionals.



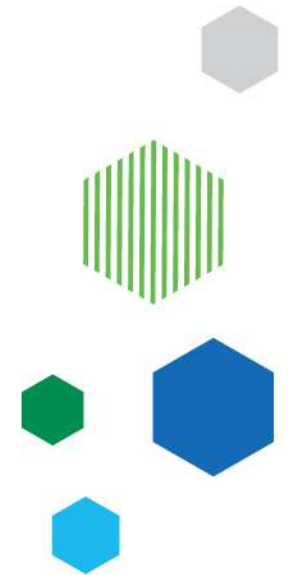
SOFT SKILLS TRAINING AND GROOMING

Soft skills constitute communication skills, personality development and people skills. We help our students develop these skills and etiquette which will enhance their personal productivity and provide them with a competitive advantage in the global marketplace.



CO-CURRICULAR ACTIVITIES

Apart from the focus on academics, we also emphasize on extracurricular activities, by conducting events like Sports Meets, Annual Day, Youth Festivals, Community Service etc.





STUDENT ACTIVITY CLUBS

We have student-managed clubs initiated with the objective of creating channels that allow them to explore their creative streak and also promote team spirit.



PLACEMENT CELL

An active placement cell is at work, where students are given placement guidance and career advice.



ALUMNI CELL

Our association with students continues after they complete their course. Through our Alumni Cell, they are able to network with people in the industry. Some of our esteemed students have become successful professionals and entrepreneurs and now visit us to deliver Masterclasses and share their experiences.



IN-HOUSE EVENTS



YUVA PREMIER LEAGUE

Yuva Premier League (YPL) is a national intercollegiate sports tournament comprised of teams or individuals from various universities or colleges. The competition provides students with hands-on experience in critical aspects of event design, organisation, and execution. Through this experience, students learn critical sports event management skills such as operations, budgeting, resource allocation, teamwork, communication, and problem-solving.

This type of competition provides students with a valuable opportunity to apply their theoretical knowledge to real-world conditions and earn practical experience in their field. Participating in this tournament can also help students develop their leadership skills and have a better grasp of the sports sector. It can also be a tremendous opportunity for students to network with businesses, increase their knowledge base, and build valuable connections that will help them in their future jobs.



INFRASTRUCTURE AND FACILITIES



CLASSROOMS

The institutes offer state of the art infrastructure and hi-tech facilities. Classrooms on all campuses are air-conditioned and integrated with laptops and LED projectors.



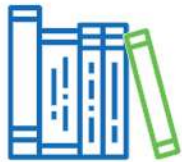
WI-FI CAMPUS

The campuses are equipped with a Virtual Private Network and high-speed broadband, as technology is the mainframe of business today.



SEMINAR HALL

Equipped with quality sound and picture devices, we conduct screening sessions, masterclasses, and workshops on various sports.



LIBRARY

Our libraries across our campuses offer complete access to extensive electronic information resources and are also well-stocked with books, periodicals and journals.



ACCOMMODATION

We are tied-up with housing service providers offering good amenities, located in close proximity to the campuses across all centres. This enables our students to minimize their commute time, and explore the cities during their leisure.



INDUSTRY OPINION

ABOUT NASM

"Sports isn't only defined by what happens on the field, but what happens off the field is what truly defines the sports we see today. I am pleased that NASM has taken the steps to focus on sports careers off the field. I am sure NASM would provide quality education in Sports Management and have its students working all around the world in sports."

"In today's time of specializations and global competitiveness, qualified professional Sports Managers are required to fill the gap. NASM is playing a crucial role in the development & growth of the sports sector of India by providing a blend of academic rigour with industry training thus creating the Sports Managers of the future. I am happy to see NASM taking this sports management education initiative. NASM is definitely making many dreams come true by providing these professional programs for the youth of the country."

"India is going through a paradigm change in the field of sports. Many sports are gaining importance with the advent of different leagues like the Indian Super League in football and similar leagues in hockey, kabaddi etc. More careers are opening up in the field of sports which never existed before, and many professionals who are passionate about sports are taking part in this revolution of sports in the country. With the lack of credible formal education in sports in India, NASM is a great initiative. The team behind NASM is a professional outfit and has taken many such initiatives before in the field of sports and we wish them all the very best for the same. Let us all participate in building India into a SPORTING NATION."

Luis Figo

Former Real Madrid,
Barcelona & Inter Milan Player



Miguel Macedo

FIFA Director,
Players & Promotion Events



Kushal Das

General Secretary,
All India Football Federation



*Where Passion
Meets Profession*



ADMISSION PROCEDURE *

The admission process helps us select students whose ambitions and abilities align with the sports management industry.

By following our step-by-step admission guide, we'll find out more about the students while they decide which sports management program fits their goals.

*For admission to any of the Sports Management programs candidates must comply with application guidelines of the respective College, Institution & University.

*For Course Offered by Respective College, Institution & University



1



2



3



4



1 ELIGIBILITY



Under-Graduate Programs

Successfully appeared / cleared 10+2 examinations or equivalent from recognised Board

Post-Graduate Programs

Graduate in any stream from a recognised University

2 APPLY



Submit duly filled Provisional Application Form along with the following Self Attested documents:

- 3 passport size photographs
- Photocopy of 10th marksheets and Certificates
- Photocopy of 12th marksheets and Certificates
- Photocopy of Graduation marksheets and Provisional Certificate/degree (applicable only for PG Program Applicant)
- Candidates whose result is awaited, can submit their Exam Hall Ticket / Admit Card
- Experience Certificates (if any)
- Photo ID Proof and Address Proof (Aadhaar Card / Passport / Driving License).

Kindly note that students need to provide the Original copy of all of the above mentioned Academic documents.

3 EVALUATION



Only for Bachelor's and Post-Graduate Programs

- Applicant needs to successfully complete the evaluation process including Interview and/or Project Submission.
- Shortlisted Applicant shall be called for a Personal Interview or Telephonic Interview (for outstation Applicant)
- The prime objective of the evaluation process is to check the candidate's personality traits, academics, goals and self awareness level
- Applicant will have to submit the Original certificates and documents as required
- Selected Applicant shall be informed by phone/email regarding their selection and payment of fees.

4 PAYMENT



- Under-Graduate Program applicants have to make the payment of the First Instalment along with the Application Form
- Selected Post Graduate Program Applicants have to make the payment of the First Instalment within 7 days after the announcement of selection.

FOR CAREER COUNSELLING

CONNECT WITH US

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“Dreams are not those which we see while sleeping, but dreams are those which never let us sleep.”

-Dr. APJ Abdul Kalam



TEN REASONS TO CHOOSE NASM

