

Post Graduate Programme in

Sports Management & Gaming

Learn how sports and gaming drive growth for modern businesses.



16-month full-time
(MBA Equivalent)

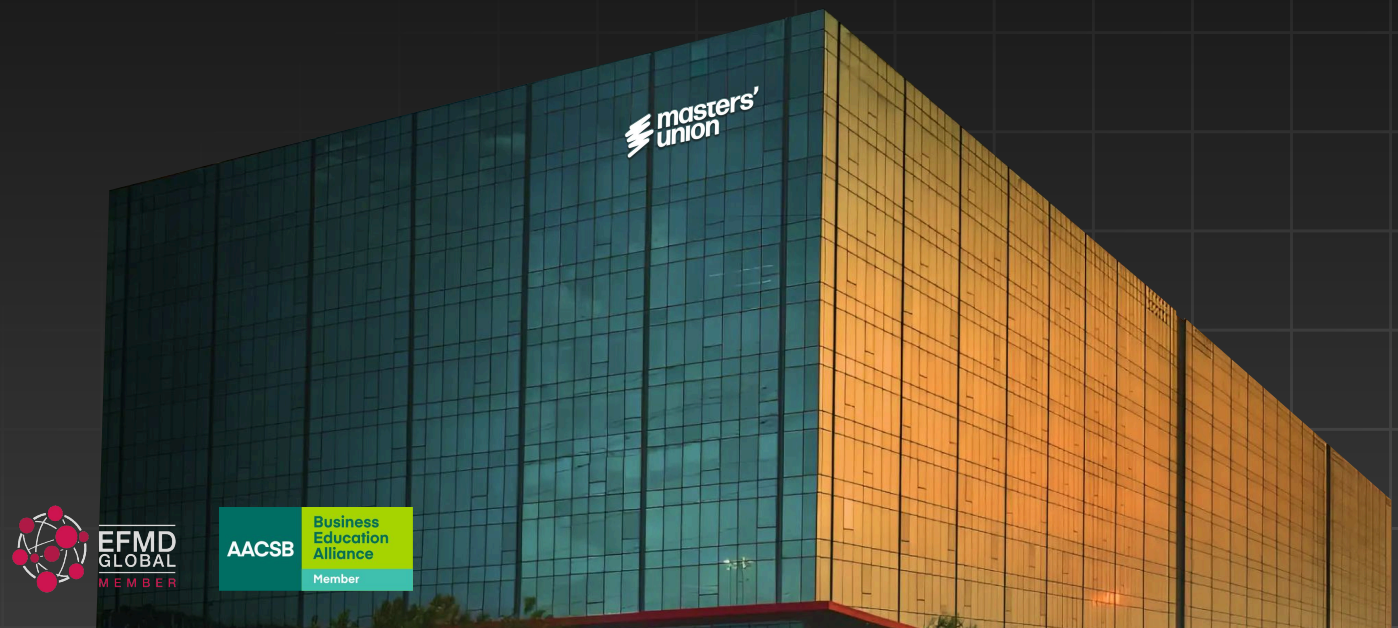
Industry-Led Sports &
Gaming Curriculum

Sports Treks, International
Immersion, esports &
Gaming Projects

About Masters' Union

Masters' Union is building the next generation of **business leaders through hands-on, practitioner-led learning.**

The PGP in Sports Management and Gaming prepares you to lead the business of sport and gaming.



Media Coverage Box:

mint E-Paper | Subscribe | Sign in

“Sports, esports and gaming together now rival the world’s biggest entertainment sectors - creating unprecedented demand for business and media talent.”

— Deloitte Sports Outlook

THE ECONOMIC TIMES Home | ETPrime | Markets | Market Data

“Esports will create the next wave of digital-first jobs, from operations to partnerships to analytics.”

— EY Report on Gaming & Esports

business Standard | | | |

“The global sports market is among the fastest expanding commercial industries - driven by media rights, technology and fan monetisation.”

— PwC Global Sports Survey



Why **SMG**, Why Now

The global sports economy exceeds **\$600 billion**, while gaming has become larger than film and music combined.

Sports, esports, and digital entertainment are converging - bringing opportunities in operations, content, partnerships, analytics, technology, and fan engagement.

Masters' Union brings its "**learning by doing**" ethos into **SMG** - preparing you for careers in management, operations, media, analytics, and sports entrepreneurship.

India alone has over **400 million gamers**, a sports market growing at ~15% YoY, and some of the world's most valuable sports leagues.

Professionals who understand sport, data, media, fan behaviour, and business strategy will define the next decade of this industry.



Who is This Programme For

1

Aspiring business and management leaders

Individuals looking to grow into business roles in the sports and gaming industry.

Fresh Graduates & Early Professionals (0-5 years)

Open to graduates across disciplines, including commerce, arts, law, and engineering, with early or no work experience.

2

3

Aspiring Entrepreneurs

Builders exploring ideas in sports tech, esports, fantasy sports, performance analytics, creator tools, or fan-first products.

Outcome: Business-ready leaders for sports, gaming, media, and entertainment industries.

Learn by doing

Hands on live projects that prepare you for the real world.



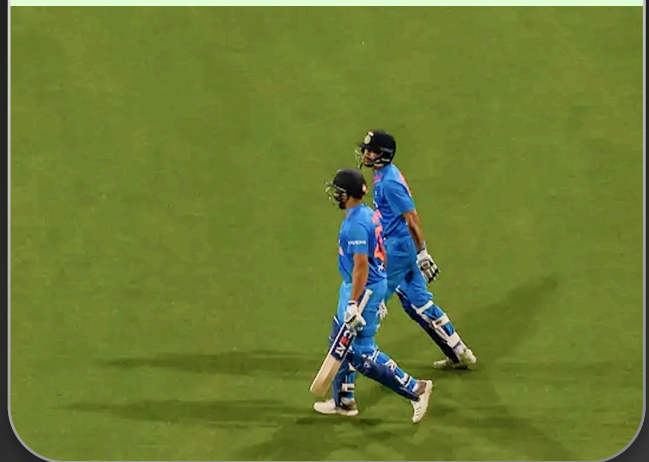
Venture Initiation Programme (VIP)

Build your own sports or gaming venture. From fantasy platforms to esports IPs to sports-tech tools - take an idea from concept to MVP with mentorship from industry operators.



Sports Treks & Behind-the-Scenes Immersions

Visit leagues, teams, gaming studios, and tournament operations to decode how the industry works from the inside.



Creator & Streaming Challenges

Learn how sports creators and gaming streamers build communities, monetise content, and shape digital fan culture.



Dropshipping Challenge

Run your own sports-focused ecommerce experiment to understand revenue, CAC, pricing, and market resonance.



Business-First + Hands-On Curriculum

✦ Business-First Curriculum, Practitioner-First Delivery

SMG blends sports + gaming with business strategy, finance, marketing, product, operations and analytics - taught by franchise operators, esports founders, media CXOs, MU faculty, and former athletes.



✦ Tech-Integrated & Data-Driven

Learn sports analytics, gaming monetisation, content dashboards, fan data models, creator growth metrics, and digital revenue engines.

✦ Interdisciplinary Learning with PGP-TBM

Your first two terms mirror PGP-TBM building the same business fluency as a general MBA before specialising. You don't just study sports, you understand the business behind it.

Curriculum

Term 1 (same as PGP-TBM)

Business Foundations

Build core business skills in economics, finance, marketing, and communication to form a strong base for sports and gaming leadership.

In Class: Core Courses

- + **Communication and Self-Development:**
How to Give an Inspiring Speech
- + **Finance & Fintech:**
How to Read and Analyse Financial Statements
- + **Sales & Marketing:**
How to Advertise Without Spending Money
- + **Management & Strategy:**
How to Work Effectively in Teams
- + **Product & Tech:**
How to Set Up an E-commerce Website
- + **AI & ML:**
How to Master Prompt Engineering to Leverage Generative AI
- + **Liberal Arts:**
Shifting World Order & World Politics After 9/11 and Covid

Out Class:

- + **Dropshipping Challenge:**
From running marketing campaigns to managing supply chains, students build their own websites and compete for revenue
- + **Domestic Immersion:**
From corporates, leagues to gaming studios and stadiums, gain real-world insights and industry-ready skills

Term 2 (same as PGP-TBM)

Strategy and Growth

Learn strategy, product, data, and operations by solving real business problems and running a live sports tournament simulation.

In Class: Core Courses

- + **Communication and Self-Development:**
How to Manage Personal Finances?
- + **Finance & Fintech:**
How to Create an MIS for a Business
- + **Sales & Marketing:**
How to Execute CRO and Increase AOV
- + **Management & Strategy:**
How a Country's Economy Works
- + **Product & Tech:**
How to Develop a Product Mindset
- + **AI & ML:**
How LLMs & AI Actually Work
- + **Liberal Arts:**
How Countries Grow & Make Money

Out Class:

- + **Pre-Seed Cheque Challenge:**
Validate and present your startup idea to fight for 15+ Lakhs in pre-seed funding and build your Minimum Viable Product (MVP).
- + **Domestic Immersion:**
Travel to Jalandhar to understand manufacturing and supply chain at Nivia, understand broadcasting & commercial rights in Mumbai & other similar industry immersions for hands on learning
- + **Start Your Own Sports Tournament:**
Run a pickleball / padel tournament in Delhi-NCR

Term 3

The Business of Sport

Dive into global sports, leagues, teams, events, and athlete brands while creating real fan-engagement solutions for sports businesses.

In Class: Core Courses

- + **Global Sports Ecosystems:**
How major leagues, teams, and federations operate across the world.
- + **Sports Marketing & Sponsorships:**
How brands activate, measure, and monetise partnerships in sport.
- + **Course: Venue & Event Operations**
How to handle logistics, safety, budgeting, and fan experience for large sports events.
- + **League & Team Management:**
What it takes to run, scale, and manage professional sports teams and leagues.
- + **Athlete Brand Management:**
How athletes build, grow, and protect their personal brands.

Out Class:

- + **VIP – MVP:**
Transform classroom learning into a live, test-ready product for the gaming & sports market.
- + **Sports Streaming Challenge:**
Go inside the world of sports streaming. See how platforms earn, grow and scale and build your own channel from scratch
- + **Sports Trek:**
Go behind the scenes of leagues, teams, and gaming studios with curated on-ground sports treks.

Term 4

Gaming, Media & Technology

Master gaming, esports, digital media, and sports tech through hands-on content, broadcast, and data projects shaping modern sport.

In Class: Core Courses

- + **Gaming Economics & Monetisation:**
How to build and monetise games through in-app revenue, ads, and subscriptions.
- + **Digital Media & Sports Broadcasting:**
How streaming, rights, production, and broadcast networks shape the industry.
- + **Sports Tech, Data & Performance Analytics:**
How to use AI, sensors, and analytics to improve athletes, teams, and decisions.
- + **Esports Operations & Community Building:**
How to run esports teams, tournaments, leagues, and fan communities.
- + **Fan Engagement & Content Strategy:**
How to create content that attracts, engages, and monetises sports fans.

Out Class:

- + **VIP – GTM:**
Craft a powerful GTM strategy that showcases your edge, ensures smooth market entry, and delivers real value to users.
- + **International Immersion:**
Experience global sports and gaming ecosystems through immersive industry visits, workshops, and live league exposure abroad.



Term 5

Strategy, Analytics & Leadership

Gain expertise in sports finance, analytics, law, future tech, and high-performance leadership to make strategic industry decisions.

In Class: Core Courses

- + **Sports Finance & Revenue Models:**
How to understand valuations, P&Ls, salaries, transfer fees, and revenue levers.
- + **Sports Law, Ethics & Governance:**
How to navigate contracts, regulations, athlete rights, and league governance.
- + **Leadership in High-Performance Teams:**
How to lead athletes, creators, and sports organisations under pressure.
- + **Data-Driven Decision-Making in Sport:**
How to use dashboards, metrics, and models for high-stakes decisions.
- + **Future of Sports & Gaming:**
How AI, AR/VR, wearables, and new tech will reshape the next decade.

Out Class:

- + **VIP – PMF:**
Sharpen your product, reduce CAC with smarter strategy, and demonstrate genuine user stickiness. Bring your sports league idea to life as part of the journey.
- + **Domestic Immersion:**
Travel to cities in India to meet, learn and experience how leagues, clubs, corporates actually run.

Term 6-8

Live Industry Project / Internship

Work directly with top sports or gaming organisations to deliver real outcomes through a full-term, industry-backed project.

Out Class:

- + Consulting or entrepreneurial project with a sports franchise, foundations, sports marketing companies and gaming studios.
- + Faculty and industry mentorship throughout.
- + Apply classroom learnings in real operations, sponsorship, data, or product functions.
- + Raising-the-Seed-Fund Challenge: Present your startup ideas to VCs in a typical Shark Tank manner to raise funding against equity

Careers & Outcomes

Full-Stack Placement Support

SMG students receive the same placement infrastructure as PGP-TBM - rigorous prep, resume intervention, mock interviews, and targeted outreach.

A dedicated SMG placement pod collaborates with:

- + Sports franchises
- + Leagues
- + esports organisations
- + Gaming studios
- + Media networks
- + Creator & fan engagement platforms

The team works closely with each student on role mapping, and interview readiness - ensuring a structured path from learning to employment.

Career Roles

- + Operations & League Management
- + Sponsorships & Partnership
- + Sports & Gaming Analytics
- + Athlete & Creator Management
- + Digital Media, Content & Fan Engagement
- + esports Operations & Community

Entrepreneurship Pathways

Students can launch ventures in:

- + esports
- + Sports tech
- + Fan engagement
- + Creator economy
- + Analytics
- + Sports commerce



Admissions & **Next Steps**

Eligibility:


- Bachelor's degree in any discipline
- Freshers & early-career professionals


Selection Process:

- Online application
- MU BAAT (video-based creative assessment)
- Personal interview
- Final decision
- All students who receive an admissions offer will be automatically considered for a scholarship

Are You Ready to **Build the Future of Sports and Gaming?**

Get in Touch with the Admissions Team

 admissions.smg@mastersunion.org

 +91 76691 49073

 masters' union

The logo for Masters' Union, featuring a stylized icon of three horizontal lines on the left and the text "masters' union" on the right.

masters'
union