



# NASM ACADEMY OF SPORTS MANAGEMENT

Where Passion  
meets Profession



**“Allow your Passion to become your Purpose,  
and it will one day become your Profession.”**

**-Gabrielle Bernstein**





## ABOUT **NEST ACADEMY**

Established as a Management Education Institute, NEST Academy was conceptualized in the year 2000. Over a span of almost two decades, the institute has grown to be recognized as a leading name in the field of education. The group collaborates with colleges, institutions and universities offering specialised courses with the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, led us towards growth and excellence.

NEST Academy has grown exponentially by setting up institutes like NASM Academy of Sports Management (NASM), NAEMD Academy of Event Management & Development (NAEMD), and NASCA Academy of Science & Creative Arts (NASCA), with campuses across India and Dubai. The group is associated with eminent brands in the Industry for practical training, internships and placements. NEST Academy is also the first of its kind to set up a Research Cell for events, media and sports. This provides its institutes with an opportunity to research innovative subjects and contribute to the growth and evolution of the industry.



# NASM ACADEMY OF **SPORTS MANAGEMENT**

---

NASM Academy of Sports Management, is an institute dedicated to producing 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 institute in India to collaborate with colleges, institutions and universities that offer courses in Sports Management. Identifying the need for experts in the industry, NASM instills its students with basic and advanced theories and techniques in the discipline of management, marketing, merchandising, tourism, law etc. related to the field of sports.

## **PARTNERSHIP WITH KHELO INDIA 2019**

---

The Khelo India programme, 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

To effectively develop leading individuals in the field of sports management, with the aid of our world class education platform.

## VALUES

These values are our core competencies and aid us in fostering a collaborative working and learning environment.



**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.



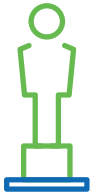
## INSPIRED

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 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 2019 - 20







## THE SPORTS **INDUSTRY**

The sports spectrum has expanded its boundaries, with the rising popularity of leagues like IPL in cricket, ISL in football and the Hockey India League.







The Global Sports Industry is worth more than **USD 480-620B** and is growing **faster than GDP**.



The Indian sports industry is expected to grow at more than **18%, till 2022**.



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



India has hosted some of the world's biggest sport tournaments; **FIFA U17 World Cup in 2017** and **the Hockey World Cup in 2018**.



It is expected that global sports media rights will **breach the USD 50B barrier in 2019** and possibly reach **USD 54.3B by 2021**.



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.



# THE NEED FOR SPORTS MANAGEMENT

---

## UNTAPPED OPPORTUNITY



Sports Management is gradually evolving in India and is mostly unorganized. 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, application of Law in sports, Sports Finance and more, which is where NASM comes in.

## INCREASED PARTICIPATION OF CORPORATES



Giant corporates and conglomerates like Reliance Industries and Hero Motors are now showing interest by endorsing Leagues of 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 to professionals in the field of sports, to upgrade their knowledge; and to individuals from other fields, who wish to enter the sports world. Retired sportspersons 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 a variety of 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. Teaching methodology comprises of classroom sessions, master classes, 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 programme.



## 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.



### ASSIGNMENT & 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

NASM's Master Class intend 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, 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 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, Hangout 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.



## DEVIL'S CIRCUIT



## GLOBAL SPORTS SHOW



## KHELO INDIA



## PRO KABADDI LEAGUE



## 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.



## MIRROR GIRLS SOCCER LEAGUE



## PINKATHON



**IPL MUMBAI  
INDIANS**



**PREMIER  
FUTSAL**



**YOGAFEST**



**SPORTS FOR ALL  
MUMBAI**



**ICC ACADEMY**



**JUNIORTHON**



**DESERT  
ULTRAMARATHON**



**& MANY  
MORE!**



# OPPORTUNITIES 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  
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 Consult  
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, Federation and Sports industries. Excellent management, planning, communication, organizational, operations and implementation skills, coupled with a certain degree of confidence and flair, 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, 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 Master Class and share their experiences.



# IN-HOUSE EVENTS



## YUVA PREMIER LEAGUE

It is a national-level intercollegiate sports competition that provides our students with hands-on practical experience in planning, organizing and executing a sports event.



## JOSH

As the name suggests, JOSH, our intercollegiate youth festival is all about the energy, enthusiasm and excitement of the students. Started in the year 2006, this festival endorses a different theme every year, that puts to test students' potential talent, skills and creativity.



## MR. & MS. ACADEMIA

Mr. and Ms. Academia is a pageant that embodies the spirit of today's educated youth and their talent. This competition offers our students a platform to present their confident, intelligent and charming selves.



## STUDENT IDOL

The purpose of this competition is to encourage students to showcase their singing, dancing and other unique skills. We recognize, appreciate and celebrate their special talent.



# 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.



## MINI THEATRE

Equipped with quality sound and picture devices, we conduct screening sessions of 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 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.



# SPORTS MANAGEMENT

*# Where Passion  
Meets Profession*





# 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.”

### Luis Figo

Former Real Madrid,  
Barcelona & Inter Milan Player

“In today's time of specialisations and global competitiveness, qualified professional Sports Managers are required to fill the gap. NASM Academy of Sports Management is playing a crucial role in the development & growth of 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 programmes to the youth of the country.”

### Miguel Macedo

FIFA Director,  
Players & Promotion Events

“India is going through a paradigm change in the field of sports. Many sports are gaining importance with 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 for sports are taking part in this revolution of sports in the country. With lack of credible formal education in sports in India, NASM Academy of Sports Management Institute is a great initiative. The team behind NASM is a professional outfit and have 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.”

### Kushal Das

General Secretary,  
All India Football Federation



# ADMISSION PROCEDURE

## INTERNATIONAL STUDENTS

---

For admission to any of the Sports Management courses, candidates must comply with application guidelines of the respective College, Institution & University. 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 you while you decide which sports management programme fits your goals.



1



2



3



4

# ADMISSION PROCEDURE FOR COURSES OFFERED BY RESPECTIVE COLLEGE, INSTITUTION & UNIVERSITY

## 1 ELIGIBILITY



### Under-Graduate Courses

Successfully completed Secondary and Higher Secondary examinations or equivalent (12th Grade/High School Diploma) from a recognized Board & subject to equivalence confirmation from Association of Indian Universities (AIU)

### Post-Graduate Courses

Graduate in any subject from a recognized University and confirmation from Association of Indian Universities (AIU)

## 2 APPLY



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

- 3 passport size photographs (not more than 6 months old)
- Signature: Pen down the signature on a paper and upload a clear scanned image of the student's signature
- Photocopy of Secondary Marksheet and Passing Certificates (10th Grade or equivalent)
- Photocopy of Higher Secondary Marksheet and Passing Certificates (12th Grade or equivalent). Additional document if applicable for AIU
- Migration Certificate (if applicable)
- Photocopy of Graduation Marksheet and Provisional Certificate / Degree (applicable only for Post Graduate Courses)
- Candidates whose result is awaited, can submit their results to date and exam admit details
- Experience Certificates (if any)
- Photo ID Proof and Address Proof – Passport (Country ID Card acceptable for students of Nepal & Bhutan)
- Student's Birth Certificate, PIO (Person of Indian Origin) /OCI (Overseas Citizen of India) card required (if applicable)
- English Language Proficiency Test (if applicable)
- Sponsorship documents required for Non Resident Indians (if applicable)

**Kindly note that students need to submit the Original copy of all of the above mentioned Academic documents at the time of admission.**

- All uploaded documents shall be a scanned copy of the Original Documents only, not photocopies
- All uploaded documents must be in English (Translate to English if need be)
- It is mandatory that the Marksheet is attested by either the issuing authority/school/Ministry of Education/Indian Embassy in your country or by Country Mission i.e your Embassy or Consulate in India or the designated authority at the court in India i.e lawyers etc.
- It is mandatory for all students to produce all the same documents in original along with certified true copies (attested photocopies) at the time of physical verification of documents

## 3 ENTRANCE TEST & EVALUATION



- Applicant needs to successfully complete the evaluation process including Telephonic Interview or Skype call and Project submission (if applicable)
- The prime objective of 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



- Selected Applicants have to pay the First Installment consisting of University admission and administrative charges within 2 weeks of the announcement of selection







# TEN REASONS TO CHOOSE NASM

