



**N|A|M|E**

NEST ACADEMY OF MANAGEMENT EDUCATION

DUBAI

# **NEST ACADEMY OF MANAGEMENT EDUCATION**

## SPORTS MANAGEMENT

Where Passion  
meets Profession



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

-Gabrielle Bernstein





# NEST ACADEMY OF MANAGEMENT EDUCATION

N|A|M|E is Licensed & Approved by KHDA and accredited by the awarding body from UK to offer British Qualifications for new age careers like Events Management, Sports Management and Business Management. We specialize in teaching methodology that blends classroom teaching with practical training and internships for making our students employment-ready.

We offer specialized University recognized 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.

[ACCREDITATIONS OF N|A|M|E DUBAI](#)



KHDA Licensed  
and Approved  
Institution (TVET)

## VISION

To effectively develop leading individuals in the field of sports, events and business 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

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Our 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.

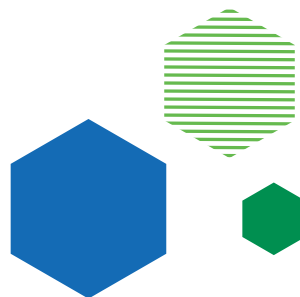
## IDEAL

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.



# TOP 5 REASONS TO STUDY IN DUBAI.....

## 1

### ENTERTAINMENT & LIFESTYLE CAPITAL OF THE WORLD

With easy access and connectivity to the West and close proximity to the East, Dubai has become a hub for entertainment and lifestyle. The city has a high per capita income and is home to the world's richest.

## 2

### MULTI-CULTURAL EXPOSURE

Study in a campus which hosts more than 30,000 international students from 160+ nationalities to make friends with and learn from.

## 3

### SPORTS CAPITAL OF THE MIDDLE EAST

With its geographical advantage, world-class infrastructure facilities and a strong sporting culture, the Emirates hosts several national and international sports events throughout the year, thus giving Sports Management students ample opportunities to gain work experience.

## 4

### FIND NEW INTERESTS & REDISCOVER YOURSELF

Studying in a different country offers many new activities and interests that you may never have discovered if you had stayed at home. A benefit to studying abroad is the opportunity to discover yourself while gaining an understanding of a different culture.

## 5

### TRULY INTERNATIONAL PROGRAMME

Residence Student Visa in Dubai and possibility of student work permit allows you to explore Dubai as truly international destination to work and learn. You will also have the opportunity to transfer to partner universities in the UK making it a multi country exposure.



# DUBAI CITY GLOBAL RANKING

An aerial night photograph of Dubai, United Arab Emirates. The Burj Khalifa, the world's tallest building, stands prominently in the center, illuminated with blue and white lights. Below it, a complex multi-level highway interchange with glowing orange and yellow light trails from traffic is visible. To the right, other skyscrapers of the Dubai skyline are lit up. The foreground shows more buildings and the continuation of the highway system. The sky is a deep blue.

- 2<sup>nd</sup> Safest Country in the World
- 6<sup>th</sup> Most Visited City on Earth
- 11<sup>th</sup> Most Dynamic City in the World
- One of the Top 20 Best Cities for expats globally
- The UAE was ranked at the 22<sup>nd</sup> Position as the Best Country to live & study abroad
- Ranked among the World's Top 25 Cities on the back of its strong economy, accessibility and cultural interaction



## THE SPORTS INDUSTRY

The Sports spectrum has expanded its boundaries, with the rising popularity of national and international competitions whether it is land, sea or air. Backed by its rich cultural heritage and world-class infrastructure, Dubai has become the epicentre of global sports.



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



Gross Expenditure related to Sports in Dubai is more than **USD 1,763M**



It is expected that global sports media rights will **breach the USD 50B barrier in 2019** and possibly reach **USD 54B by 2021**.



UAE hosts several major international tournaments, it provides **the best of facilities in terms of cricket and football stadiums, equestrian clubs, tennis courts, racetracks and a circuit for Formula 1 Abu Dhabi Grand Prix**.



It is estimated that **over 1 million spectators watch sports events in Dubai each year**. The Dubai World Cup is the best attended single day of sport, attracting approx 80,000 spectators each year.



Global Licensed Sports Merchandise Market will reach **USD 48,782M by 2024**



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



The sporting industry is a multi-million dollar business in the UAE that promises continuous growth as more and more world-class sports personnel participate in the mega sporting events. **Total Economic Impact of Sports in Dubai is more than USD 670M.** This growth creates a pressing need for well-prepared talents in various categories of sports management in order to satisfy industry demand.

## RISING DEMAND FOR SPORTS PROFESSIONALS



There is a growing demand for managers who can combine their knowledge and passion for a particular sport with the necessary toolkit to drive a club or organization towards enduring success, both on the field and in the boardroom. Increased professionalism and commercialisation of the **global sports industry leads to a demand for higher quality talent.**

## GLOBAL SPORTS TOURISM & PARTICIPATION



Sports participation, both by residents and tourists, and other economic elements are estimated to have contributed **USD 172M** to Dubai's economy, with approx **USD 8M** from overseas visitors participating in sport. Watersports and extreme sports are some of the popular sports among tourists. Mass participation events attract over **85,000 participants** each year in Dubai.



## SPORTS SPONSORSHIP, MEDIA & BROADCAST



All the major international events held in Dubai each year benefit from sponsorship from globally recognised brands, both Dubai-based and overseas. **Sponsorship spend for sports events in Dubai is USD 100M p.a., with around 70% of this attributable to the major events held in the Emirates.** The television and media (including social media) coverage associated with hosting sports events generates substantial exposure and awareness for Dubai, providing a platform to showcase itself to international visitors and promote itself as a leading destination for tourism.

## SUCCESS OF LEAGUES



UAE regularly hosts championships, which involve renowned international players, big rewards and huge public following. Some of the major championships include **Arabian Gulf League, Abu Dhabi Golf Championship, Mubadala World Tennis Championship, Dubai Desert Classic, Rugby Sevens, Dubai Tennis Championships, and Dubai World Cup.**



# CAREER OPPORTUNITIES

The objective of our 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 offered at N|A|M|E Dubai.

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 OUR STUDENTS AT INTERNSHIPS AND PRACTICAL TRAINING





## TRAINING **METHODOLOGY**

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At N|A|M|E Dubai 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

## CLASSROOM SESSIONS

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### 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 realtime. 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 CLASSES AND CASE STUDIES

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### MASTER CLASSES

N|A|M|E's Master Classes 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.



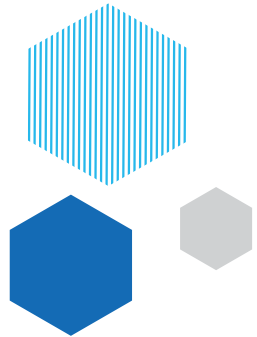
### CASE STUDIES

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

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



## 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

We use latest Google tools to provide education to our students. 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.

## THE GLOBAL VILLAGE



## XPOSURE



## ULTRA MARATHON



## DUBAI MUSCLE & ACTIVE SHOW



## PLACEMENTS AND INTERNSHIPS

N|A|M|E 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.



## ICC ACADEMY



## DUBAI SPORTS CITY



# OPPORTUNITIES INTERNSHIPS AND PLACEMENTS

N|A|M|E provides its students ample opportunities to grab lucrative Internships which could convert in a long term employment opportunity. The real work experience not only broadens the worldview of students but also gives them a chance to get acquainted with the industry professionals and build a network that will be beneficial for them in the long run. Employers today prefer candidates who have knowledge and skills beyond academics and Internship experience facilitates students to have a competitive edge. The valuable on-the-job experience enables students to apply classroom theory to actual work situations.

Bayside Sports  
Big Tree Entertainment Pvt. Ltd.  
Carvaan Events  
Decathlon  
DNA Entertainment Networks Pvt. Ltd.  
Essence Transmedia Pvt. Ltd  
Extra Mile  
Finkick Adventures

Go Play Book  
Go Sports Foundation  
Golden Chariot Events  
Gun For Glory  
Headrush ventures Pvt Ltd  
Imperial International Sports Academy (IISA)  
Insider.in  
IOS Sports  
iStay Sporty  
Just for Kicks  
KOOH Sports  
KreedOn  
Master Athletics association  
Maximus MICE and  
Media Solutions Pvt Ltd  
Nsportz  
Ocean Camp  
Only Much Louder (OML)  
Oscar Foundation  
Ozone Events Media Pvt Ltd

P3 Sports Management Co.  
Pegasus  
Pentagon Events  
Procam International Private Limited  
Quiddo Sports  
RN Sports Marketing  
Rolling Nicks  
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  
UACTIVE  
United Sportz  
Volano Entertainment  
Wall E Events  
Waveline Sports  
Western India Football Association  
WOOT Factor  
**& many more**



# PROFESSIONAL TRAINING CERTIFICATE

The N|A|M|E Dubai Professional Training Certificate (PTC) is a coveted reward that recognizes outstanding students by substantiating their conduct and professionalism to prospective employers. The N|A|M|E Dubai Placement Cell provides placements and jobs within the Corporates, Events, Entertainment, Media and Television, Clubs, Federations & 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 N|A|M|E Dubai Professional Training Certificate. It boosts one's resume credentials and gives an added advantage over other candidates in the job



# STUDENT DEVELOPMENT ACTIVITIES

For holistic development of the students, N|A|M|E offers a host of Student Development Activities.



## ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages used widely across the globe. 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 Classes and share their experiences.

# INFRASTRUCTURE AND FACILITIES



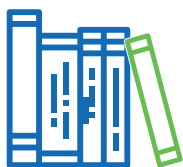
## CLASSROOMS

Our globally acclaimed institution offers state-of-the-art infrastructure and hi-tech facilities. Our classrooms on all campuses are air-conditioned and integrated with laptops and LED projectors.



## WI-FI CAMPUS

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



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



# ADVANTAGES OF KHDA APPROVED CREDIT-BEARING BRITISH QUALIFICATIONS.....



## SYMBOLIZES HIGH QUALITY EDUCATION

Credit-bearing UK programmes are symbolic of high quality education and preferred by recruiters; adding a stamp of credibility.



## PRE-REQUISITE FOR JOB PROMOTIONS

Some certificate courses may help one acquire a job. However, a UK credit-bearing and recognized programme opens doors to higher positions and career advancements.



## ENSURES 360-DEGREE LEARNING

A well structured UK accredited Programme ensures the candidate's abilities in both theoretical as well as practical management, providing comprehensive education.



## POWER OF PRACTICAL LEARNING

KHDA recognized programmes provide immense value to one's profile as it incorporates practical learning and experience, helping candidates acquire substantial job opportunities.



## MATCHES INDUSTRY REQUIREMENTS

A programme recognised by the UK awarding and regulatory bodies warrants an education that is of industry standards.



# OUR RECOGNITIONS

NASM INDIA



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



EXCELLENCE IN SPORTS  
MANAGEMENT EDUCATION by  
**MID - DAY**



SPORTS ACADEMIC PARTNER at  
**KHELO INDIA 2019**  
A GOVERNMENT OF INDIA INITIATIVE

## INDUSTRY OPINIONS

"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. National Academy of Sports Management (NASM) 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



# GET IN TOUCH WITH US

## DUBAI



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Academic City  
UAE



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www.namedubai.ac.ae



## OUR INDIA PRESENCE



**MUMBAI**  
**DELHI**  
**AHMEDABAD**  
**JAIPUR**  
**JODHPUR**

www.nasm.edu.in





# TEN REASONS TO JOIN N|A|M|E DUBAI



Follow us on social

