

ATHLETE DEVELOPMENT SPECIALIST

Athlete Development is an emerging area of expertise and opportunity. An Athlete Development Specialist is a professional who helps athletes enhance their performance. Additionally, they may help manage clients' athletic careers, including professional development, media literacy, and brand management.

PERSONAL COMPETENCIES

- You enjoy sports
- You like to try to persuade people
- You like to teach or train people
- You can comfortably talk with everyone



The approx. course fee ranges between **INR 10,000 - 20,00,000*** for the full course.

*These figures are estimated numbers and will vary from Institute to Institute.

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



ENTRY PATHWAY

1. Complete 10+2 in the Science stream (Physics, Chemistry, Biology)
 2. Complete Bachelor's degree in Sports Management/Health & Fitness Management/Physical Education
- OR
- Complete Bachelor's degree (M.B.B.S.), followed by a Master's degree in Physical Education and Sports Science/Sports Management/Sports Medicine and so on

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of an Athlete Development Specialist ranged between **INR 1,00,000 - 1,50,000** per month

Source: https://meghalaya.gov.in/sites/default/files/announcement/Combined_JDs.pdf

WHERE WILL YOU WORK?

Places of Work: Sports management agencies, Sports clubs and professional sports teams among others.

Entrepreneurship: You can start your own consultancy.

Work Environment: It is not a desk job. You will be working both indoor and outdoor depending on the curriculum you are following. If you are working with a team, their work hours will determine your work hours. If you are part of a university team or fitness club then you are likely to work 5 to 6 days a week and 8 to 9 hours a day.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Athletic Development Specialist →
Athletic Development Manager
OR
Athletic Development Specialist →
Senior Athletic Development Specialist
→ Performance Coach

Search keywords...



athletic development specialist, performance coach, athletic development manager

WHERE WILL YOU STUDY?

The course is offered by the Department of Management.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Maulana Abul Kalam Azad University of Technology, Kolkata
2. Indian Institute of Social Welfare and Business Management, Kolkata
3. IIM Rohtak
4. Alagappa University, Karaikudi
5. Jai Narain Vyas University, Rajasthan
6. Swarnim Gujarat Sports University, Gandhinagar
7. SNDT Womens University, Mumbai
8. Tamil Nadu Physical Education and Sports University, Chennai

PRIVATE INSTITUTES

(Please check if the institute is affiliated and accredited with UGC before applying)

1. IISM Mumbai
2. George College, Kolkata
3. Ironwood Sports Management Global Academy, Mumbai
4. Syamaprasad Institute of Technology & Management, Kolkata
5. School of Management Dr. D.Y. Patil University, Pune
6. KJ Somaiya Institute of Management, Mumbai
7. MIT School of Management, Pune
8. ISBR Business School, Bangalore

Information on the institute rankings can be found at -
<https://www.nirfindia.org/2022/ranking.html>

ONLINE COURSE

Udemy - <https://www.udemy.com/topic/sports-management>

EXAMPLE FROM THE FIELD

Rukshara Rathore, sports nutritionist, works as an expert at Sporting Ethos Pvt. Ltd, New Delhi. She joined Sporting Ethos in 2020 after completing her Masters in Nutrition and Dietetics, Sports Nutrition from Symbiosis School of Biomedical Sciences. She works closely with elite athletes to enhance their performance through a hands-on approach."

Source: <https://sportingethos.com/our-experts/>

"The above information is for training purposes only and will not be used for any commercial gains"