



# VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

Jnanasagara campus, Ballari.-583105

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## VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.B.A (Sports Management) Undergraduate Programme with effect from 2025-26 (Mono Specialization)

Semester	Major 1 (A)	Major 2 (B)	Major 3 (C)	Major 4 (D)	Major 5 (E)	Language	Compulsory / Skill Courses	Total Credits
1	Principles and Practices of Sports Management (4) (L:T:P = 4:0:0)	Fundamentals of Business Accounting (4) (L:T:P = 4:0:0)	Fundamentals of Sports Sciences (4) (L:T:P = 4:0:0)	Communication Skills for Managers (4) (L:T:P = 4:0:0)	-	L1 (3) (L:T:P = 3:0:0) L2 (3) (L:T:P = 3:0:0)	Environmental Studies (2) (L:T:P = 2:0:0)	25
2	Finance and Accounting in Sports (4) (L:T:P = 4:0:0)	Human Resource Management in Sports (4) (L:T:P = 4:0:0)	Fundamentals of Sports Marketing (4) (L:T:P = 4:0:0)	Economics of Sports (4) (L:T:P = 4:0:0)	-	L1(3) (L:T:P = 3:0:0) L2 (3) (L:T:P = 3:0:0)	Constitutional Values (2) (L:T:P = 2:0:0)	25
3	Fundamentals and Foundation of Physical Education (4) (L:T:P = 4:0:0)	Sociology of Sports(4) (L:T:P = 4:0:0)	Organisation Behaviour in Sports (4) (L:T:P = 4:0:0)	Operations Management in Sports I (4) (L:T:P = 4:0:0)	-	L1 (3) (L:T:P = 3:0:0) L2 (3) (L:T:P = 3:0:0)	IT for Business (2) (L:T:P = 1:0:2)	25
4	Fitness Management (4) (L:T:P = 4:0:0)	Sports Training and Conditioning (4) (L:T:P = 4:0:0)	Contemporary Issues in Sports Management (4) (L:T:P = 4:0:0)	Operations Management in Sports II (4) (L:T:P = 4:0:0)	-	L1 (3) (L:T:P = 3:0:0) L2 (3) (L:T:P = 3:0:0)	Aptitude Skills for Managers (2) (L:T:P = 1:0:2)	25
5	Business Research Methods in Sports (4) (L:T:P = 4:0:0)	Sports Governance and Policies (4) (L:T:P = 4:0:0)	Sports Marketing Strategy (4) (L:T:P = 4:0:0)	Scouting and Athlete Management (4) (L:T:P = 4:0:0)	Strategic Management of Sports Facilities (4) (L:T:P = 4:0:0)	-	Internship (L:T:P = 2:0:4)	28
6	Data Analytics in Sports (4) (L:T:P = 4:0:0)	Technology in Sports (4) (L:T:P = 4:0:0)	Sports Media and Public Relations (4) (L:T:P = 4:0:0)	Sports Law and Ethics (4) (L:T:P = 4:0:0)	Sports Event Management (4) (L:T:P = 4:0:0)	-	Project (4) (L:T:F = 2:0:4)	28
<b>Total</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>8</b>	<b>25</b>	<b>16</b>	<b>144</b>

**Note:**

1. The curriculum for all Courses except L1, L2, Constitutional Values, Environmental values and Elementary Research Methodology will be set by the respective Board of Studies (A/B/C). Here for example A – History, B – Economics and C – Political Science.
2. The Curriculum for Languages L1 & L2 will be set by respective Board of Studies (BoS) (Example Kannada/ English/ Hindi/ Sanskrit/ Telugu etc.).
3. The curriculum for Constitutional values will be set by Board of Studies (BoS) in Political Science.
4. The curriculum for Environmental Studies will be set by special/common Board of Studies (BoS) set up by the University.
5. The curriculum for Elementary Research Methodology will be set by special/common Board of Studies (BoS - Faculty of Social Science & Arts/Languages) set up by the University.

**VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.B.A (Sports Management) Undergraduate Programme with effect from 2025-26**

**Structure with Course Mono Specialization Course  
1<sup>st</sup> Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
25MJBBASM1L1	Principles and Practices of Sports Management	20	80	100	4	0	0	4	03
25MJBBASM1L2	Fundamentals of Business Accounting	20	80	100	4	0	0	4	03
25MJBBASM1L3	Fundamentals of Sports Sciences	20	80	100	4	0	0	4	03
25MJBBASM1L4	Communication Skills for Managers	20	80	100	4	0	0	4	03
25LGXX1L	Language 1	20	80	100	3	0	0	3	03
25LGXX1L	Language 2	20	80	100	3	0	0	3	03
25ESCM1L	Environmental Studies	10	40	50	2	0	0	2	1.5*
<b>TOTAL</b>		<b>130</b>	<b>520</b>	<b>650</b>	<b>25</b>	<b>00</b>	<b>00</b>	<b>25</b>	<b>-</b>

\* 40 Multiple Choice Questions for 40 Marks (OMR Based)

**Course Code Description:**

**25MJAA1L:**

25 – Year of Curriculum implementation / Revision

SM – Sports Management

MJ – Major, LG – Language , CV – Constitutional Values

AA/BB/CC – Course Specific (Example for History AA – HS, Economics AA – EC, Pol. Science – PS etc.)

XX – Language Course code (For Example Kannada – KA, English – EN etc)

CM – Common Course

1 – Semester Number

L – Lecture, T – Tutorial,

**VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.B.A (Sports Management) Undergraduate Programme with effect from 2025-26**

**Structure with Course Mono Specialization Course  
2<sup>nd</sup> Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
25MJBBASM2L1	Finance and Accounting in Sports	20	80	100	4	0	0	4	03
25MJBBASM2L2	Human Resource Management in Sports	20	80	100	4	0	0	4	03
25MJBBASM2L3	Fundamentals of Sports Marketing	20	80	100	4	0	0	4	03
25MJBBASM2L4	Economics of Sports	20	80	100	4	0	0	4	03
25LGXX2L	Language 1	20	80	100	3	0	0	3	03
25LGXX2L	Language 2	20	80	100	3	0	0	3	03
25CVCM2L	Constitutional Values	10	40	50	2	0	0	2	1.5*
<b>TOTAL</b>		<b>130</b>	<b>520</b>	<b>650</b>	<b>25</b>	<b>00</b>	<b>00</b>	<b>25</b>	<b>-</b>

**\* 40 Multiple Choice Questions for 40 Marks (OMR Based)**

**Course Code Description:**

**25MJAA2L:**

25 – Year of Curriculum implementation / Revision

MJ – Major, LG – Language , ES – Environmental Science

AA/BB/CC – Course Specific (Example for History AA – HS, Economics AA – EC, Pol. Science – PS etc.)

XX – Language Course code (For Example Kannada – KA, English – EN etc)

CM – Common Course

2 – Semester Number

L – Lecture, T – Tutorial,

**VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.B.A (Sports Management) Undergraduate Programme with effect from 2025-26**

**Structure with Course Mono Specialization Course**

**3<sup>rd</sup> Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
25MJBBASM3L1	Fundamentals and Foundation of Physical Education	20	80	100	4	0	0	4	03
25MJBBASM3L2	Sociology of Sports	20	80	100	4	0	0	4	03
25MJBBASM3L3	Organisation Behaviour in Sports	20	80	100	4	0	0	4	03
25MJBBASM3L4	Operations Management in Sports I	20	80	100	4	0	0	4	03
25LGXX3L	Language 1	20	80	100	3	0	0	3	03
25LGXX3L	Language 2	20	80	100	3	0	0	3	03
25SCBBASM3L1	IT for Business	10	40	50	1	0	2	2	1.5*
<b>TOTAL</b>		<b>130</b>	<b>520</b>	<b>650</b>	<b>22</b>	<b>00</b>	<b>02</b>	<b>25</b>	<b>-</b>

**\* 40 Multiple Choice Questions for 40 Marks (OMR Based)**

**Course Code Description:**

**25MJAA3L:**

25 – Year of Curriculum implementation / Revision

MJ – Major, LG – Language , ES – Environmental Science

AA/BB/CC – Course Specific (Example for History AA – HS, Economics AA – EC, Pol. Science – PS etc.)

XX – Language Course code (For Example Kannada – KA, English – EN etc)

CM – Common Course

3 – Semester Number

L – Lecture, T – Tutorial, E - Elective

**VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.B.A (Sports Management) Undergraduate Programme with effect from 2025-26**

**Structure with Course Mono Specialization Course  
4<sup>th</sup> Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
25MJBBASM4L1	Fitness Management	20	80	100	4	0	0	4	03
25MJBBASM4L2	Sports Training and Conditioning	20	80	100	4	0	0	4	03
25MJBBASM4L3	Contemporary Issues in Sports Management	20	80	100	4	0	0	4	03
25MJBBASML4	Operations Management in Sports II	20	80	100	4	0	0	4	03
25LGXX4L	Language 1	20	80	100	3	0	0	3	03
25LGXX4L	Language 2	20	80	100	3	0	0	3	03
25SCBBASM4L2	Aptitude Skills for Managers	10	40	50	1	0	2	2	1.5*
<b>TOTAL</b>		<b>130</b>	<b>520</b>	<b>650</b>	<b>22</b>	<b>00</b>	<b>02</b>	<b>25</b>	<b>-</b>

**\* 40 Multiple Choice Questions for 40 Marks (OMR Based)**

**Course Code Description:**

**25MJAA4L:**

25 – Year of Curriculum implementation / Revision

MJ – Major, LG – Language , ES – Environmental Science

AA/BB/CC – Course Specific (Example for History AA – HS, Economics AA – EC, Pol. Science – PS etc.)

XX – Language Course code (For Example Kannada – KA, English – EN etc)

CM – Common Course

4 – Semester Number

L – Lecture, T – Tutorial, E – Elective, S - Skill

**VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.B.A (Sports Management) Undergraduate Programme with effect from 2025-26**

**Structure with Course Mono Specialization Course  
5<sup>th</sup> Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
25MJBBASM5L1	Business Research Methods in Sports	20	80	100	4	0	0	4	03
25MJBBASM5L2	Sports Governance and Policies	20	80	100	4	0	0	4	03
25MJBBASM5L3	Sports Marketing Strategy	20	80	100	4	0	0	4	03
25MJBBASM5L4	Scouting and Athlete Management	20	80	100	4	0	0	4	03
25MJBBASM5L5	Strategic Management of Sports Facilities	20	80	100	4	0	0	4	03
25INBBASM5L/P	Internship	20	80	100	2	0	4	4	03**
<b>TOTAL</b>		<b>120</b>	<b>480</b>	<b>600</b>	<b>22</b>	<b>00</b>	<b>04</b>	<b>25</b>	<b>-</b>

**\*\* Internally conducted based on internship report and presentation. The evaluation scheme will be provided by respective BoS.**

**Course Code Description:**

**25MJAA5AL:**

25 – Year of Curriculum implementation / Revision

MJ – Major, LG – Language , ES – Environmental Science

AA/BB/CC – Course Specific (Example for History AA – HS, Economics AA – EC, Pol. Science – PS etc.)

5 – Semester Number, CM – Common Course, BA – Bachelor of Arts

L – Lecture, S - Skill

**VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.B.A (Sports Management) Undergraduate Programme with effect from 2025-26**

**Structure with Course Mono Specialization Course**

**6<sup>th</sup> Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	F		
25MJBBASM6L1	Data Analytics in Sports	20	80	100	4	0	0	4	03
25MJBBASM6L2	Technology in Sports	20	80	100	4	0	0	4	03
25MJBBASM6L3	Sports Media and Public Relations	20	80	100	4	0	0	4	03
25MJBBASM6L4	Sports Law and Ethics	20	80	100	4	0	0	4	03
25MJBBASM6L5	Sports Event Management	20	80	100	4	0	0	4	03
25PBBASM6L/P	Project	20	80	100	2	0	4	4	03**
<b>TOTAL</b>		<b>120</b>	<b>480</b>	<b>600</b>	<b>22</b>	<b>00</b>	<b>04</b>	<b>25</b>	<b>-</b>

**\*\* Internally conducted based on project report and presentation. The evaluation scheme will be provided by respective BoS.**

**Course Code Description:**

**25MJAA6AL:**

25 – Year of Curriculum implementation / Revision

MJ – Major, LG – Language , ES – Environmental Science

AA/BB/CC – Course Specific (Example for History AA – HS, Economics AA – EC, Pol. Science – PS etc.)

6 – Semester Number, CM – Common Course, BA – Bachelor of Arts

L – Lecture, S – Skill, R – Research Project, F – Field Work



## Concept Note, Abbreviation Explanation and Coding:

### Concept Note:

1. CBCS is a mode of learning in higher education which facilitates a student to have some freedom in selecting his/her own choices, across various disciplines for completing a UG/PG program.
2. A credit is a unit of study of a fixed duration. For the purpose of computation of workload as per UGC norms the following is mechanism be adopted in the university:  
One credit (01) = One Theory Lecture (L) period of one (1) hour;  
One credit (01) = One Tutorial (T) period of one (1) hour;  
One credit (01) = One practical (P) period of two (2) hours.  
One Credit (01) = One Field Study (F) period of one (1) hour
3. Students shall select any two languages during 1-IV semesters.
4. Student shall select only one Skill course from any one of the major courses opted in 3<sup>rd</sup> and 4<sup>th</sup> semesters.
5. Student shall select Elective course from any one of the major courses opted one in each in 5<sup>th</sup> and 6<sup>th</sup> semesters.
6. Elementary Research Methodology Course is common for all B.Sc. students.
7. Student shall perform Elementary Research Project in any one of the major courses opted in 6<sup>th</sup> semester.

### Abbreviation Explanations:

1. SEC: Skill Enhancement Course;
2. L1: Language One
3. L2: Language One
4. L= Lecture; T= Tutorial; P=Practical; S= Skill; E = Elective; R = Research Project, F – Field Work
5. MJ – Major
6. LG – Language
7. RM – Research Methodology
8. CM – Common Course

### NOTE:

1. FOR A THEORY COURSE WITH 5 CREDITS (4 Hours of Teaching and 1 Hour of Tutorial) SYLLABUS HAS TO SET FOR TOTAL OF 52-56 HOURS.
2. FOR A THEORY COURSE WITH 4 CREDITS, SYLLABUS HAS TO SET FOR TOTAL OF 52-56 HOURS.
3. FOR A THEORY COURSE WITH 3 CREDITS, SYLLABUS HAS TO SET FOR TOTAL OF 40-42 HOURS.
4. FOR A THEORY COURSE WITH 2 CREDITS, SYLLABUS HAS TO SET FOR TOTAL OF 26-28 HOURS.
5. FOR A LAB COURSE/RESEARCH PROJECT WITH 2 CREDITS, SYLLABUS HAS TO SET FOR TOTAL OF 52-56 HOURS.
6. FOR A SKILL COURSE WITH 1 HOUR THEORY AND 1 TUTORIAL WITH 2 CREDITS, SYLLABUS HAS TO BE SET FOR 26-28 HOURS.

**Department Name:**

**Semester - I**

<b>Course Title:</b>	<b>Course Code:</b>
<b>Total Contact Hours:</b>	<b>No. of Credits:</b>
<b>L:T:P</b>	
<b>Internal Assessment Marks:</b>	<b>Duration of SEE: Hours</b>
<b>Semester End Exam Marks:</b>	

**Course Outcomes (COs):**

At the end of the course, students will be able to:

- 1.
- 2.
- 3.
- ...

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		

**References:**

- 1.
- 2.
- 3.
- ....

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PROVIDE QUESTION PAPER PATTERNS FOR ALL THEORY PAPERS AND EVALUATION METHODS FOR RESEARCH PROJECT SEMESTER END EXAMINATION.

QUESTION PAPER PATTERNS FOR ALL SKILL PAPERS IS 40 MULTIPLE CHOICE QUESTIONS. HOWEVER, IT NEEDS TO BE APPROVED IN RESPECTIVE BOS

## Bachelor of Business Administration (Sports Management)

### Semester - I

<b>Course Title:</b> Principles and Practices of Sports Management	<b>Course Code:</b> 25MJBBASM1L1
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Define sport management and discuss its international significance.
2. Understand concepts associated with sport, management and Sport Management.
3. Describe the nature and scope of professional opportunities within the field and explain the functions performed by sports managers.
4. Explain the importance of developing a professional perspective.
5. Demonstrate an understanding of various theories as they apply to management, leadership and organizational behavior.

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Unit	Description	Hours
<b>1</b>	Introduction to Management - Nature and concept of Management – Definition, Scope of management, History and Evolution of Management- Scientific Management to Contemporary Management, Qualities of a good manager, Nature and concept of Sports Management – Definition, Scope, Role of a sports manager.	12
<b>2</b>	Functions of Management – Planning: Planning – Definition, Scope of Planning, Purpose of Planning. Advantages and disadvantages of planning, Types of Plans, MBO concept, Planning process, Environment Analysis, Introduction to Sports Industry – Analysis of Sports Industry, Planning in Sports	12
<b>3</b>	Functions of Management – Fundamentals of Organizing, Organization, Departmentalization – types, advantages and disadvantages, Specialization, Formalization, traditional and modern organization structures, span of	12

	control, Coordinating organizational departments, tools of coordination- meeting, committee, supervision, liasoning. Resource allocation, Types of organizations associated with various sports such as football clubs, athletic organizations, cricketing organizations, and challenges in organizing games	
<b>4</b>	Leading: Meaning and Definition of Leadership , Theories of Leadership – Trait Theories, Behavioral Theories, Managerial Grid, Path-Goal Theory, Contemporary Leadership Theories, Qualities of a good leader. Leadership Styles, Directing, Tools for effective direction, Sports leadership- best practices and challenges, Motivation – theory and practice. Governance of sports	12
<b>5</b>	Functions of Management: Controlling and people management, Controlling function – definition, types of control, Control techniques – Budgets, Reporting, Managing Finance, Managing people in sports, Sports Celebrity management, Basics of human resources management – recruiting and staffing, talent management, Management career in sports – various management roles in sports industry.	8

**References:**

1. Essentials of Management - An International, Innovation and Leadership Perspective | 11th Edition. (2020). (Harold Koontz, Heinz Weihrich, Mark V. Cannice.): McGraw-Hill Education.
2. Principles and Practice of Sport Management. (2011), Lisa Pike Masteralexis, Mary A. Hums, Carol A. Barr. United States: Jones & Bartlett Learning.
3. Esherick, C., Baker, R. E. (2013). Fundamentals of Sport Management. United Kingdom: Human Kinetics.
4. Sports Management. (2020). (Dr. Goraksha Vitthalrao Pargaonkar.): Friends Publications (India)

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**Bachelor of Business Administration (Sports Management)**

## Semester - I

<b>Course Title:</b> Fundamentals of Business Accounting	<b>Course Code:</b> 25MJBBASM1L2
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. To understand the basic underlying concepts, principles and conventions of accounting.
2. To identify the rules of debit and credit in accounting.
3. To get an overview of the regulatory framework of accounting in India.
4. To prepare trading, profit & loss and balance sheet of a firm.

Unit	Description	Hours
<b>1</b>	Introduction to Accounting- Meaning, objectives and Scope of Financial Accounting, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. Accounting Concepts and Conventions. Accounting Standards- Concept, objectives, benefits, brief review of Accounting Standards in India.	12
<b>2</b>	The Accounting Equation; Types and Nature of Accounts, Rules of Debit and Credit; Accounting process :Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.	12
<b>3</b>	Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary Business	12
<b>4</b>	Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.	12

<b>5</b>	Computerized Accounting: Computers and its application in accounting. Accounting software packages, overview of International accounting standards.	<b>8</b>
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**References:**

1. Jain SP and Narang KL, Fundamentals of accounting, Kalyani Publishers, 7th edition, 2012
2. B.S.Raman, Fundamentals of accounting, United publishers, Mangalore.
3. Reddy Appannaiah Srinivasa, Fundamentals of accounting, Himalay Publishing House, First Edition, 2004, Mumbai.
4. Shukla M.C., T.S. Grewal and S.C. Gupta, – Advanced Accounts, Vol-I, Chand & sons, New Delhi.

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**Bachelor of Business Administration (Sports Management)**

**Semester - I**

<b>Course Title:</b> Fundamentals of Sports Sciences	<b>Course Code:</b> 25MJBBASM1L3
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Define, distinguish, and assess physiological aspects relevant to the effect of exercise on human functioning and performance.
2. Have a brief understanding of theoretical foundation of the physiological, biomechanical and other sciences that influence human performance in athletic settings.
3. Have an understanding of various sciences related to the sports coaching and performance.
4. Demonstrate the basics of science related to injuries management in game situation.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	History and Development of Sports Science- History of Sports Science, Understanding of terminologies, Sport as a Science, Emergence of Sports Science, Recent developments	12
<b>2</b>	Introduction to Exercise Science – Kinanthropometry, Basic Anatomy, Physiology, Exercise Biochemistry, Sports Training	12
<b>3</b>	Understanding of Sports Sciences - Exercise Physiology, Sports Biomechanics , Sports Psychology, Sports Nutrition , Sports Analytics	12
<b>4</b>	Introduction to Sports Medicine & allied science – Introduction to Sports Medicine, Scope of Sports Medicine, Athlete Safety, Strength & conditioning, Sports Physiotherapy	12
<b>5</b>	Gaining the Extra Edge – Significance of Sports Science, Application in indoor sport , Application in outdoor sport, scientific team behind elite performance, Sports Hacks	8

### References:

1. Sports Science; A complete introduction; by Simon Rea
2. Sport and Exercise Science: An introduction, by Murray Griffin.
3. Basic Anatomy and Physiology of Exercise, by Piyush Jain

4. M.L.Kamlesh, Psychology in Physical Education & Sports, Metropolitan book Co. New Delhi  
1998

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**Bachelor of Business Administration (Sports Management)**

**Semester - I**

<b>Course Title:</b> Communication Skills for Managers	<b>Course Code:</b> 25MJBBASM1L4
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Student are able to understand various managerial communication channels and networks.
2. Student is able to acquire the capability to understand the impact of intra and interpersonal factors on communication.
3. Student will acquire effective verbal and non-verbal communication skills , learn presentation skills for business correspondence, acquire and demonstrate effective report drafting and presentation skills.

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<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Concepts of Communications: Definition, Objectives of Communication, Characteristics of Communication, Process of Communication, Forms of communication, Roles of a Manager, Communication Roadblocks and Overcoming them, Overcoming Communication Barriers, Effectiveness in Managerial Communication	12
<b>2</b>	Role of Verbal & Non-verbal Symbols in communication : Forms of Nonverbal Communication, Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication	10
<b>3</b>	Listening: Definition, Anatomy of poor Listening, Features of a good Listener, Meaning of EL, Types of Listening skills, strategies, Barriers to effective Listening. Spoken Communication : Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience , Telephone, Teleconferencing, Challenges and etiquette	11
<b>4</b>	Group Discussion & Interviews :Methodology of Group, Role Functions in Group Discussions, From of Group, Characteristics of Effective Groups, Group Decision – Making , Group Conflict, Types of Non-functional Behavior, Fundamental principles of	12

	Interviewing, Types of Interviewing Questions, Important Non-Verbal Aspects, Types of Interviews, Style of Interviewing. Mock Interviews, Introduction, Greetings and Art of Conversation, Dressing and Grooming, Norms of Business Dressing.	
<b>5</b>	Meetings: Ways and Means of conducting meeting effectively, Planning a Meeting, Meeting Process, How to Lead Effective Meeting, Evaluating Meeting, Writing Agenda and Minutes of meetings , Web Conferencing, Report Writing : Meaning and Significance- Structure of Reports- Negative, Persuasive and Special Reporting; Proposals ;Formal Reports- Organization of Press Report-Media Management	11
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Basic business Communication, Raymond V. Lesikar &amp; M. E. Flatley, TMH</li> <li>2. Essentials of Business Communication, Mary Ellen Guffey, South-Western Educational</li> <li>3. Business Communication Today, Bovee, Thill &amp; Schatzman, Prentice Hall</li> <li>4. Effective Business Communication, Murphy, Hildebrandt &amp; Thomas, TMH</li> </ol>		

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - II**

<b>Course Title:</b> Finance and Accounting in Sports	<b>Course Code:</b> 25MJBBASM2L1
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<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Learn fundamental aspects of sports finance and its application
2. Students also learn the preparation of financial statement
3. Understand the latest updates on financial knowledge and practice
4. Able to demonstrate the financial management skills, Acquire accounting and budgeting skills

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Sports Finance - Foundations of Sports Finance (Economics & Organizing the Sports Enterprise) Basic Financial Concepts - Financial systems and how they operate, Business Structure, Basic accounting concepts, journal, ledger - Preparation of final accounts	12
<b>2</b>	Principles of financial analysis - Financial Statements, Forecasts, and Planning - Time Value of Money - Approaches to Financial Planning. Capital structuring: Types of funding – short term borrowing, long term borrowing, Common Stock, Preferred Stock, Corporate bonds; cost of issuing bonds; loan repayment methods - Short term financing management – review of current assets and current liabilities, Cash management, credit management - Collections management	12
<b>3</b>	Basic concepts in Costing -Standard Costing: Meaning, Advantages, Limitations, Steps in setting up of standard costs - Differences between Budgetary control and standard costing, Estimated cost - Analysis of variances, Types of variances - Marginal costing - Cost volume profit analysis	12
<b>4</b>	Budgeting - Budgeting and Valuation in sports: What makes sports profitable? What makes sports valuable – market capitalization? - Basics of budgeting – Types of budgets - operational budgets, variance analysis	12
<b>5</b>	Capital budgeting - Budgeting for a sports event - Fixed cost, variable cost, Semi variable cost, Break-even analysis, Break even chart.	8

**References:**

1. Brown, M., Rascher, D., Nagel, M. & McEvoy, C. (2010). Financial Management in the Sport Industry, Holcomb Hathaway, Publishers, Inc.
2. Sawyer, T.H., Hypes, M.G., & Hypes, J.A. (2004). Financing the Sport Enterprise. Champaign, IL: Sagamore Publishing.
3. Sport Funding and Finance, By Bob Stewart- Routledge; 2 edition (July 31, 2014)
4. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)

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**Bachelor of Business Administration (Sports Management)****Semester - II**

<b>Course Title:</b> Human Resource Management in Sports	<b>Course Code:</b> 25MJBBASM2L2
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<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand the concept of human resource management and to understand its relevance in organizations.
2. Acquire necessary skill set for application of various HR issues.
3. Analyze the strategic issues and strategies required to select and develop manpower resources.
4. Able to integrate the knowledge of HR concepts to take correct business decisions.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Human Resource Management – Meaning, Nature, Scope of HRM, Personal Management vs HRM– Importance of HRM, Functions of HRM – Structure and Function of HR Manager, Role of Line Managers in Managing Human Resources.– Organization of HRM Department– Qualities and qualifications of HR Manager	12
<b>2</b>	Recruitment and Selection– Human Resource Planning Meaning, Objectives and Benefits of Human resource planning, Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, and HR Policy, Job analysis – Job description and Job specification - Job design for HR in sport, Recruitment – Methods of recruitment, factors affecting recruitment, Employee Tests, Types of test – Interview, Types, Selection –Meaning and definition, Procedure – Steps in selection	12
<b>3</b>	Training and Development - Employee Orientation , Training – ADDIE Training Process – Training Need Analysis (TNA) , Designing a Training Programme – An Overview of Types of Training –Evaluation of Training Programmes, Performance Appraisal Process – Techniques for Appraising Performance, Performance Management – Elements – Career Planning	12
<b>4</b>	Compensation Management - Compensation – Factors Determining Pay Rates, Job Evaluation Methods –Ranking, Job Classification, Point Method, Computerized Job	12

	Evaluation, Market Competitive Pay Plan –Pricing Managerial & Professional Jobs – Broad banding, Brief Outline of Employee Incentives & Recognition Programmes	
<b>5</b>	Employee Relations - Meaning of Employee Relations – Industrial Relations, Industrial Disputes – Causes, Forms of Industrial Disputes, Preventive Machinery – Collective Bargaining, Trade Unions – Objectives, Functions – Employee Welfare, Grievances Handling & Employee Discipline – Grievance Procedure – Disciplinary Procedure	<b>8</b>
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Chelladurai, P. (2006). Human resource management in sport and recreation (2nd Ed.). Champaign: Human Kinetics.</li> <li>2. Aswathappa K. – Human Resources Management: Text &amp; Cases – Tata McGraw Hill</li> <li>3. V.S.P. Rao – Human Resources Management: Text &amp; Cases – Excel Books</li> </ol>		

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - II**

<b>Course Title:</b> Fundamentals of Sports Marketing	<b>Course Code:</b> 25MJBBASM2L3
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>

<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand the sports marketing environment and trends influencing marketers.
2. Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings.
3. Able identify and use or implement the marketing research resources necessary to successfully evaluate the viability of a target market segment or any other aspect of the marketing mix
4. Able to understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Marketing, Definition, evolution of marketing concept – production concept, product concept selling concept, marketing concept, holistic marketing concept, Introduction to relationship marketing, Concept of customer lifetime value, customer database marketing and CRM, Marketing and society, Experiential economy and experiential marketing. What is marketed? Core marketing concepts- needs wants desire, demand, concept of market, marketing environmentmarketing mix	12
<b>2</b>	Introduction to marketing research, marketing research process, Fundamentals of quantitative and qualitative research. Introduction to survey method, Interview, Focus Group. Types of qualitative research methods like TAT, Sentence completion tests, Demand forecasting, Measures of market demand, Consumer behavior- Influencing factors, Consumer- buying decision process, Analyzing business markets – Difference between consumer markets and business markets	12
<b>3</b>	Introduction to Products- Customer Value-Product classifications-levels of product, Introduction to service- key service characteristics, service marketing mix, Product lifecycle-marketing strategies in various PLC stages. Brand- what is a brand-role and scope of branding- brand elements-branding decisions, Pricing- How companies price-setting the price-estimating costs- adapting the price, geographical pricing, price	12

	discounts, promotional pricing	
<b>4</b>	Integrated marketing communication-concept, communication process. Marketing Communication mix – Advertising, Sales Promotion, Marketing Communication mix – Direct Marketing, Personal Selling, Introduction to digital marketing, Social Media–types, characteristics, traditional media vs digital media, Social media marketing–marketing through Facebook, Twitter, Instagram.	12
<b>5</b>	New product development process-challenges in new product development, Designing sports products. Market testing and test marketing. Managing sports products and brand-building, Understanding sports distribution and media promotion mix for sports events. Understanding fans and consumption of sports, Sports sector in India and around the world. Globalization of sports product	8

**References:**

1. Kotler, P., Armstrong, G. (2016). Principles of Marketing, Global Edition. Germany: Pearson Education Limited.
2. Sports Marketing: A Global Approach to Theory and Practice. (2020). (Sean Ennis.): Springer International Publishing.
3. Lyberger, M. R., Shank, M. D. (2014). Sports Marketing: A Strategic Perspective, 5th Edition. United Kingdom: Taylor & Francis2.

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - II**

<b>Course Title:</b> Economics of Sports	<b>Course Code:</b> 25MJBBASM2L4
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours

<b>Semester End Exam Marks: 80</b>	
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### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Analyze the demand for sports, the market power of teams, the use of price discrimination and the establishment of anti-trust laws in sports.
2. Understand the role of sports leagues and league structure in professional sports.
3. Describe and compare the tools that are used to promote competitive balance.
4. Evaluate whether professional sports teams create economic benefits to justify government subsidies,
5. Identify the costs and benefits of intercollegiate sports to a university, and explain why colleges might want to support athletics even if they are not profitable.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Sports Economics - Understanding concept of Sports Economics Linkage between Sports and Economics - Scope of sports economics- Emerging sub areas in the branch, Economic Methodology- Economic Models, - Economic organization of Sport, Economics of Mega Sporting Events	12
<b>2</b>	Basic Economic concepts - Demand and its determinants, Laws of Demand, Demand Curve, Exceptions to the law - Elasticity of Demand, supply and its determinants, Law of supply side, Supply curve, Elasticity of Supply side, Market structure, Market Equilibrium, Types of Market. Pricing ceiling, concept of revenue and costs, Theory of firm, concepts of utility, consumer behavior.	12
<b>3</b>	Economics of Sports Participation, A general economic model of sports consumption. Dual decision hypothesis- Income, Leisure trade off, Derived demand for sports- An integrated framework for consumer choice, Structure of Supply of participant, public sector provisioning, The Economic rationale of Public Policy: Economic Efficiency in Equity.The private sector- Market structure in pricing- informal participation	12
<b>4</b>	The Market for Professional Sports - The transition to professionalism- sports competition as Economic content (contest/ tournament theory) Foundations of the Analysis of the professional team sports, The peculiar Economics of sports, The league as Natural Monopoly or cartel,The Indian and International experience of Leagues	12
<b>5</b>	Sports Industry in India - Growth of Sports Industry in India - Expenditure and Income	8

	share in Union Budget - Sports Infrastructure - Employment Generation– Emergence of new sporting leagues	
<b>References:</b> <ol style="list-style-type: none"> <li>1. Sports Economics by Paul Downward, Alistair Dawson, Trudo Dejonghe</li> <li>2. The Economics of Sports by Michael A leads, Peter Von, Victor</li> </ol>		

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - III**

<b>Course Title:</b> Fundamentals and Foundation of Physical Education	<b>Course Code:</b> 25MJBBASM3L1
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours

<b>Semester End Exam Marks: 80</b>	
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### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Enable the students get introduced to the world of Physical Education to understand its essence in the truest sense of term.
2. Enable the student's study and capture the fundamentals of physical education to have a complete view of the big canvas of the field.
3. Enable the students grow a sustainable interest in the history and development of physical education for the advanced studies.
4. Enable the students comprehend the role and importance of the Yoga sessions for a sum total growth of a good and healthy personality.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Physical Education Meaning and Definition of Physical Education. Aim and Objectives of Physical Education. Misconceptions and Modern Concept of Physical Education. Physical Education in Ancient and Modern Society.	12
<b>2</b>	Foundations of Physical Education Growth and Development: Meaning, Definition, Factors, Principles, and Difference. Age Characteristics: Chronological Age, Anatomical Age, Physiological Age, and Mental Age. Play, Game and Sports: Meaning, Definition, and Characteristics; Play Theories; Play, Games, and Sports for Human Development. Society - Meaning and Definition; Social Groups, Sports as a Social Institution, Sports for National and International Harmony.	11
<b>3</b>	History of Physical Education History of Physical Education and Sports in India: Pre-Independence and Post Independence Period. Olympic Movement: Ancient and Modern Olympic Games. Asian Games, Commonwealth Games, and SAF Games. National Sports Awards: Arjuna, Dhyanchand Khel Ratna, Dronacharya	12

<b>4</b>	Yoga Education Yoga: Meaning, Definition, Aim, Objectives and Importance of Yoga for Health.	11
<b>5</b>	History of Yoga: Ancient Period, Vedic Period, Pre-Classical Period, Classical Period, Post-Classical Period, Contemporary Period. Astanga Yoga: Meaning, Steps, Methods and Objectives. Yogic Concept of Personality and Diet, Yoga for Health and Wellness.	10

**References:**

- Bhattacharyya, A.K. & Bhowmick. S., Sarir Siksha, Paschimbanga Rajya PustakParsad
- Graham G. Teaching Children Physical Education: Becoming a Master Teacher, Human Kinetics, Champaign, Illinois.
- Kamlesh, M.L. & Singh, M.K. Physical Education Naveen Publication.
- Lumpkin, A. Introduction to Physical Education, Exercise Science and Sports Studies McGraw Hill, New York.
- Siedentop, D. Introduction to Physical Education, Fitness and Sport McGraw Hill Companies Inc., New York.

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## Bachelor of Business Administration (Sports Management)

### Semester - III

<b>Course Title:</b> Sociology of Sports	<b>Course Code:</b> 25MJBBASM3L2
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

**Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Understand the historical, social and cultural development of sport over time
2. Understand sports and physical activities as social and cultural phenomena
3. Use basic sociological theories and concepts in order to examine how sports influences human social life and the various meanings sports takes depending on space and time.
4. Understand the relationship between sports and several social issues and ideologies, such as, deviance, violence, social class, race, gender, etc.
5. Understand the relationship between sports and other social institutions and spheres of social and cultural life, such as, family, education, media, politics, etc

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<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Sport and Sociology - Meaning and definition of Sport, Society, Sociology and socialisation - Sports Development over Time and in Societies – Historical, Cultural and Social Perspective (History of Sports at Social context) - Social Institution and Social Stratification, Sports, Socialization and Family - A Historical Overview of Sports, Evolutionary Processes of Modern Sports, Relation between Physical Education and Sports Classical theories of play. - Transition from Endurance Predators to Farmers: The Birth of Civilizations, Ancient Sporting Festivals, Monuments to Sporting Spectacles	12
<b>2</b>	Groups and Organizations - Introduction to groups and Organizations –Types of groups– Size of groups and structure–Formal Organization - Groups and Cohesion - History of Modern Sports and other Forms of Organized Physical Activity	11
<b>3</b>	Social functions of sports– Sports, Education, and Youth - Emotions and Sports -Sports and National Identity - Sport, Education, social mobility and Globalization - Globalization of Modern Sport, the Golden Age of Modern Sport	11
<b>4</b>	Social Theories of Sports - Introduction to sociological theories of sport in modern society” – Application of social theories in sport settings - Social Theory and Social Change - Social Class and Leisure Leisure Styles and Lifestyles Forms of Leisure - Rise of International Sport Worlds: Olympics, World Cup, and Other Competitions	12
<b>5</b>	Gender, Race, Ethnicity and Sport – Historical Developments and Gendering of Sports - Sports, Gender, Power and Physicality - Women and sports - Sport and Race as Social phenomenon, Sport and Race today, Racial Discrimination in Sports - Rise of Sports culture and influence on nation development	10

**References:**

1. Sports Sociology by Peter Craig, Paul Beedie, Sage Publications Ltd
2. Sports Sociology by Dr.B.J. Srinivasaraju
3. Sports, Race, Ethnicity and identity: Building Global Understanding –Daryl Adair – 2014
4. Sociology of Sport – An Introduction by edited by D. Stanley Eitzen-2015
5. Ball, D. W. & Loy, J.W. (1975). Sport and social order; Contribution to the sociology of sport

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**Bachelor of Business Administration (Sports Management)****Semester - III**

<b>Course Title:</b> Organisation Behaviour in Sports	<b>Course Code:</b> 25MJBBASM3L3
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

**Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization
2. Demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization
3. Analyse the complexities associated with management of the group behaviour in the organization.
4. Demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organization.

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<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Organizational Behavior- Importance of Organizational behavior, Meaning and Scope of OB - Key Elements of Organizational Behavior - Role of Managers in Organizational Behavior - Approaches to Organizational Behavior - Challenges and Opportunities for Organizational Behavior	11
<b>2</b>	Organizational Culture and Structure -Meaning, Nature and origin of Organization Culture, Functions and Elements of Organization Culture - Types of Culture, Creating and Maintaining Organization Culture - Organizational structure, Elements of Organization Structure - Types of Organizational Structure, advantages and disadvantages of Organizational Structure - Managing Cultural Diversity- issues and challenges	12
<b>3</b>	Teams, Groups - Meaning and Types of Groups, Stages of Group formation - Group decision making techniques - Difference between teams and groups - Meaning and Importance of Teams, Types of Teams, - Developing high performance Teams, Managing teams at work	10
<b>4</b>	Perception and Personality - Meaning of Perception, Factors Influencing Perception - Perception process - Personality – meaning, Determinants of Personality - Types of Personality, Personality Traits Influencing OB - Personality traits Theories - Big Five Model, The Myers Briggs Type Indicator	11
<b>5</b>	Leadership and Motivation - Leadership – Meaning, Characteristics of Leadership - Qualities of a Good Leader, Leadership Styles - Difference between Leader and Manager - Motivational theories - Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, McGregor’s Theory X & Theory Y. - Motivation process	12
<b>References:</b>		
1. Stephen. P, R., 2013, Organizational Behaviour, Pearson Education India		

<p>2. Stephan P. Robbins, Timothy A. Judge and Neharika Vohra, Organisational Behaviour, Pearson , 18th edition, 2018.</p> <p>3. Luthans, Organizational Behaviour , McGraw Hill, International</p>
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**Bachelor of Business Administration (Sports Management)**  
**Semester - III**

<b>Course Title:</b> Operations Management in Sports I	<b>Course Code:</b> 25MJBBASM3L4
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

**Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
2. Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments
3. Develop aggregate capacity plans and MPS in operation environments.
4. Plan and implement suitable materials handling principles and practices in the operations.
5. Plan and implement suitable quality control measures in Quality Circles to TQM.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Operations Management - Definition of Operations Management: An Outline of Operations Strategy; Factors Affecting Operations Management; - Objectives of Operations Management; Functions and Scope of Operations Management: Planning, Organizing, Controlling, Manufacturing and Non-Manufacturing Operations and their Classifications. - Operations Strategy: Meaning of Operations Strategy- Hierarchy and Flow - Current Global Business Conditions; Operations Strategy as a Competitive Weapon; Elements of Operations Strategy; Operations Strategy in Services	12
<b>2</b>	Materials Management Overview of Materials Management: Definition of Materials Management, Functions of Materials Management, Importance of Materials Management; Concept of Purchase Management: The Objectives of Purchasing, The Functions of a Purchase Department, The Methods of Purchasing, Types of Contracts and tenders, Seasonal Purchasing, Subcontract Purchasing, Central Purchase Organization, Purchasing Procedure Supply Chain Management: Definitions of Supply Chain Management (SCM): Evolution, Nature, Concept and Relevance of SCM, Functions and Contributions of Supply Chain Management, Objectives of SCM	12
<b>3</b>	Logistics Management - Role of Logistics in Sports: Introduction, Objectives of logistics, Types of logistics, Difference between Logistics and Supply Chain Management - Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs	10
<b>4</b>	Introduction to Retailing - Concept of retailing, Functions of retailing, Terms &	11

	Definition, Retail formats and types, Retailing Channels, Sports Retail Industry in India, Importance of retailing, Changing trends in retailing. - Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume - Retail Market Segmentation and Strategies: Market Segmentation and its benefits	
<b>5</b>	Retailing and Merchandising - Retail Pricing: Retail Pricing, Factors influencing retail prices, Pricing strategies, controlling costs - Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector. Stock check, Negative inventory, Movement of inventory from warehouse to store, Un-loading of inventory, Product Repair System-Customer Interface, Vendor Interface, Returning Merchandise to Vendor, - Merchandise Management: Evolution of merchandising, Meaning of Merchandising, Factors influencing Merchandising	<b>11</b>
<b>References:</b> <ol style="list-style-type: none"> <li>1. Operations Management in Sports: Ingrid Griffiths, Sue Minten</li> <li>2. Operations Management: Managing Global Supply Chains, by Jeffrey Pinto and Ray R. Venkatarama</li> </ol>		

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - IV**

<b>Course Title:</b> Fitness Management	<b>Course Code:</b> 25MJBBASM4L1
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### **Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Concrete understanding about fitness components

2. Attains the competency to execute health screening
3. Achieve expertise in prescribing exercise
4. Understands the role of fitness in injury prevention and management.
5. Develops stress coping strategy for professional athletes

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Fitness - Concept of fitness -Scope of fitness trainer - Components of physical fitness (health and performance related) -Activities for fitness - Influence of environmental condition on fitness (heat, cold, altitude, Pollution	13
<b>2</b>	Health screening of clients - Past medical history - Physical examination of heart, blood pressure -Laboratory tests - Risk classification - Client preparation	12
<b>3</b>	Evaluating Fitness components and Exercise prescriptions - Cardiovascular fitness assessment and prescription - Muscular strength assessment and prescription -Muscular endurance assessment and prescription - Flexibility assessment and prescription - Body composition assessment and prescription	15
<b>4</b>	Executing Exercise - Exercise intensities - Duration of exercise - Fitness balance - Professional responsibilities towards clients - Code of ethics	12
<b>5</b>	Performance enhancement and retention - Injury prevention and rehabilitation - Cardiovascular risk reduction - Weight management -Stress assessment -Relaxation Techniques	12

**References:**

1. A wholestic approach to wellness. ACSM's Health and fitness Journal, Springer Publishing company, New York
2. Werner W.K. Hoeger, Lifetime physical fitness and wellness, A personalized Program, 2nd Edition, Morton Publishing Company.
3. Lippincott Williams & Wilkins. (2014). ACSM'S manual for Guidelines for Exercise testing and prescription, Seventh Edition, Human Kinetics.
4. Michael Kellmann. (2002). Enhancing recovery, Preventing under performance in athletes, Human kinetics

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - IV**

<b>Course Title:</b> Sports Training and Conditioning	<b>Course Code:</b> 25MJBASM4L2
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### **Course Outcomes (COs):**

At the end of the course, students will be able to:

1. To identify the fundamental concepts, theories and principles of human body training related to sports performance.

2. To demonstrate the skills to train different fitness components and related planning.
3. To understand the organization to achieve high performance in sports

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Introduction to Sports Training Importance Meaning and nature of Sports Training - Aim and Objective of Sports Training - Principles of Sports Training - Characteristics of Sports Training.	11
<b>2</b>	Training Components Strength - Speed - Endurance - Flexibility - Coordinative abilities	11
<b>3</b>	Load Principles of load and its components - Determination of Optimum load - Overload its causes and identification - Tackling Over Load.	12
<b>4</b>	Training programming Periodization and its types of Periodization - Aim and Content of Periods (Preparatory, Competition, Transitional period)	12
<b>5</b>	Training Planning Planning: Meaning and types - Principles of Planning.	10

**References:**

1. Dick, W. F. (1980).Sports training principles. London: Lepus
2. Books. Harre, D.(1982).Principles of sports training. Berlin: Speculated.
3. Jensen, R. C.& Fisher, A.G. (1979). Scientific basis of athletic conditioning. Philadelphia: Lea and Fibiger, 2ndEdn.
4. Mathyew, L.P. (1981).Fundamental of sports training. Moscow: Progress Publishers.
5. Singh, H. (1984).Sports training, general theory and methods. Patiala: NSNIS.
6. Uppal, A.K., (1999).Science of Sports Training. New Delhi: Friends Publication.
7. SchlichMonfred(2003), Circuit Training for all sports, sports book publisher Toronto.
8. Dr. Sharad Chandra Mishra 92006), Sports Training, Sports Publication.

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - IV**

<b>Course Title:</b> Contemporary Issues in Sports Management	<b>Course Code:</b> 25MJBBASM4L3
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

#### **Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Enable the students comprehend, relate and realize the history of sports that has a huge impact on the society since time immemorial

2. Enable the students to grow values and ethics related to the matter of sports and games and deliver the right tone of justice.
3. Enable the students understand the initiative taken by the Government for promoting various games and sports to benefit the present and the future players at a large scale.
4. Enable the students comprehend the professional angle present in every sport played and the rules and regulations framed to maintain a state of thorough transparency.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	History of Modern Sports and other Forms of Organized Physical Activity: A Historical Overview of Sports, Evolutionary Processes of Modern Sports, Relation between Physical Education and Sports, Exercise Physiology	10
<b>2</b>	Role of Government in promotion of Sports: Role of the Ministry of Human Resource Development in development of Sports and Physical Education, Various Boards and Statutory Bodies, established by Govt. For control and promotion of Sports, their roles and functions, importance and contributions	11
<b>3</b>	Professional Team Sports: Sports based on Team Performance – Football, Volleyball, Basket Ball, Cricket, Hockey, Rowing. Guiding, Principles for Conduct of Team Sports, Organization of Tournaments, Leagues, Knock-out	12
<b>4</b>	Individual Sports: An Overview of Individual Sports, Emerging Trends, Future Potential, Studies related to the Governance of Individual Sports like Golf, Tennis, Badminton, Auto Racing, and Track Race.	12
<b>5</b>	Social, Cultural and Political Environment of Sports Organizations: Role of Sports in Society, Issues that Sports Administrators face on day-to-day basis in the contemporary world, Drug abuse and gratuitous violence	11

**References:**

- M.L. Kamlesh, Management Concept in Physical Education, Metropolitan Book Company
- Fried, G., & Kastel, M. Managing sport facilities, Human Kinetics
- March L. Krotee, Charles A. Butcher, Management of Physical Education and Sports, Tata Mcgraw-Hill

- Ammon, R., Southall, R. M., & Blair, D. A, Sport facility management: Organizing events and mitigating risks, FiT Publishing

## **Bachelor of Business Administration (Sports Management)**

### **Semester - IV**

<b>Course Title:</b> Operations Management in Sports II	<b>Course Code:</b> 25MJBBASML4
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### **Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Define the basic concepts related to store management and its operation
2. Develop the idea of keeping checklist, housekeeping, cash management and store security
3. Able to develop entrepreneurship in sports products
4. Able to Plan and implement suitable quality control measures in Quality Circles to TQM.
5. Understand the basic of store auditing

6. Understand the idea of project planning and project management

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Store Management -Introduction to store: Introduction, Objectives, Types of Stores, On the basis of ownership, On the basis of operational structure, On the basis of customer service, On the basis of merchandise mix, On the basis of pricing policy, On the basis of location, Retail Store Operations, Approaches to Improve Store Operations. - Opening and Closing a Store, Checklist for Store Opening and Closing. Store location, Design and Layout: Introduction, Objectives, Retail Store Location, Retail Store Design, Exterior store design, Interior store design, Retail Store Layout. -Distribution Centres in Retail: Introduction, Objectives, Concept of Distribution Centre, Activities of Distribution Centres, Target System	12
<b>2</b>	Customers care and Store Security: Customers in Stores: Introduction, Objectives, Concept of Customer Role of customers and customer touch points, Customer buying behavior, Entry Process for Customers in a Retail Store, Baggage Counter, Buying Method and Job Responsibility. Cash management and customer checkout, Gift vouchers, Return policy and procedure, Garments alteration, Maintenance of alteration counters, Customer Complaints and Suggestions, Managing Free Gifts	12
<b>3</b>	Project Management -Definition of Project and Project Management: Characteristics of a Project, Life Cycle of a Project, concept of project and classification of project, Types of Projects, Scope of Project Management, Project Planning Process -identification and project formulation, project report, project design, project appraisal, profitability appraisal, project planning, budget and planning process	12
<b>4</b>	Programme Evaluation Research Task (PERT) and Critical Path Method (CPM) Principles of Network Construction, Time Aspect of Projects, Crashing of a Project, Limitations of CPM and PERT	8
<b>5</b>	Introduction to Quality - Quality Planning and Improvement Tools, Specification and Control Limits - Dimensions of Quality, Quality Control, Quality Assurance- Total Quality Management (TQM): Principles of TQM, Deming's 14 Points; Six Sigma: Six Sigma Themes. - Strategic Planning and Implementation, McKinsey 7s Model, Competitive Analysis, Management Commitment to Quality.	12

**References:**

1. Operations Management in Sports: Ingrid Griffiths, Sue Minten

2. Operations Management: Managing Global Supply Chains, by Jeffrey Pinto and Ray R. Venkataraman
3. Total Quality Management: Key Concepts and Case Studies, by D.R. Kiran

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## Bachelor of Business Administration (Sports Management)

### Semester - V

<b>Course Title:</b> Business Research Methods in Sports	<b>Course Code:</b> 25MJBBASM5L1
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling
2. Have basic knowledge on qualitative research techniques
3. Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

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Unit	Description	Hours
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<b>1</b>	Meaning, Need and importance of research, Scope of research in Sports Management, Types of research, Inter-disciplinary approach, Library search; Library sources	8
<b>2</b>	Research problem: Formulation and location of the problem - Criteria for selection of problem, Defining and delimiting problem - Formulation of hypothesis, - Preparation of a Research proposal - Preparation of research report, writing styles, format and technical standards, Bibliography and Abstracts.	12
<b>3</b>	Survey, its importance, Tools of surveys such as questionnaires, interviews etc. - Case studies; definition, importance, characteristics, data collection - Philosophical research, brief discussion on methodology and tools - Historical Research method; Scope in Sports, Historical data, Historical criticism. - Meaning Scope and nature of Experimental Research, Experimental and control groups, Experimental designs.	12
<b>4</b>	Types of statistics and their uses in Sports, Quantitative Data, Frequency distribution, Measures of central tendency. - Measures of variability and Percentiles. - Normal curve, definition, properties and principles, uses and application. - Divergence from normality; Skewness & Kurtosis. Scoring Scales Z, T test.	12
<b>5</b>	Differences between statistical and Null Hypothesis, Standard error, Type-I and II Errors, one tail and two tail tests - Sampling: Simple, stratified and random samples. Coefficient of variation and Sampling Error. - Testing of hypothesis, level of significance, Degrees of freedom, standard procedure of systematizing hypothesis	12

**References:**

1. Borse M.N. Handbook of Research Methodologies, Jaipur: Shree Niwas Publishers. 2004.
2. Chin, Beverly Ann. How to Write a Great Research Paper, New Jersey: John Willey Sons.2004.
3. Koul, Lokesh. Methodology of Educational Research, New Delhi: Vikas Publishing House. 2002.
4. Prakash Verma. J. A. Textbook on Sports Statistics, Gwalior: Venus Publication. 2000

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - V**

<b>Course Title:</b> Sports Governance and Policies	<b>Course Code:</b> 25MJBBASM5L2
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

#### **Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Understand, identify and contextualise the principles of governance and how an organisation develops strategic goals as part of a robust system of governance that fits the particular circumstances of the applicable sport
2. Identify the broad conceptual principles of governance and policy development and how those principles might be applied on an operational level
3. Critically evaluate the mechanisms and benchmarks an organisation and its board can utilise as part of its organisational structure to ensure best practice

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
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1	Sports organization (National & International) - Definition of Sports Organization, Understanding the constitution of various organization. Election & Nominations of Understanding Organization Goals & effectiveness, Authority and Governance, Basic Legal Principles Board Governance and Policy Development in Sport Organizations Global Sports, Defining a Global Sport Agency, Regulatory Agencies for International	12
2	State and Local Sport, Governance and Authority in Sport Organizations at the Local Level: Regulatory Agencies Governing National and Regional Sports, Regulatory Agencies for National and Regional Sport Affiliates, Ethics, Decision Making, and Leadership in Sport Organizations, Best Practices in Board Governance, Policies and Procedures in Sport Organizations, Sports organization's operating environment-Meaning, Nature of Organizational Environment, Macro Environment & Micro Environment,	12
3	Professional Sports, Team Sports, Individual Sports, Amateur Sports, Amateur Athletic Union, Youth Amateur Sports, Adult Amateur Sports, Intercollegiate Athletics, Sports organization strategy- Meaning, Deliberate & Emergent Strategies, Strategy Formulation & Implementation, SWOT analysis, Sport Licensing Landscape, Regulating and Policing the Industry, Sports Commissions	12
4	Profile of Administrators managing different games in India, Managerial expertise, Professional Outlook, Knowledge about the specific game etc. Political influence in Indian sports administration- BCCI, AIFF, IOC, AITA, AFI, SAI etc. Game specific comparative study Indian context & international context. Cricket- administration in ICC, BCCI and affiliates. Football- administration FIFA, AIFF, and affiliates. ISL, I-league playing clubs in India & top English premier league clubs.	12
5	Sports polices of India, Salient features of Sports policies of USA, UK, Netherland, Sweden, National Anti Doping Agency ( NADA), National Sports Development Fund ( NSDF) Corporate Social Responsibility and Sports policy	8

**References:**

1. Rethinking Good Governance by Vinod Rai, Rupa & Co.
2. Governance of Sports in India by Amaresh Kumar (Author)
3. Routledge Handbook of Sport Governance, Edited By, David Shilbury Lesley Ferkins

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## Bachelor of Business Administration (Sports Management)

### Semester - V

<b>Course Title:</b> Sports Marketing Strategy	<b>Course Code:</b> 25MJBBASM5L3
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings
2. Identify characteristics related to sports marketing promotion mix and recommend promotional strategies for the marketing of sports organizations
3. Develop and present a proposal for the sponsorship of a sports-related sponsorship property (e.g., league, team, or athlete)

Unit	Description	Hours
1	Over view of marketing strategy. Strategy- definition and scope, Environmental Analysis- PESTLE analysis, Overview of sports industry. Environmental analysis of sports industry, Corporate Strategy, Business Strategy and marketing strategy, Strategy decision – Core competency, Growth-Share Matrix, BCG Matrix	8
2	Market segmentation – basics, importance of segmentation. Bases of segmentation – Demographic, Geographic, Psychographic, Behavioral., Segmentation process – analyzing marketing attractiveness, mass marketing and segment marketing and niche marketing, Segmentation for sports products- examples from various sports products	12

3	Targeting – What is targeting? How it is important? Effective segmentation criteria, Evaluating and selecting market segment – single segment, selective specialization, product and market specialization, full market coverage, Positioning – Basics of positioning, Positioning process, Differentiation, Differentiation strategies – Personnel, Channel, Image	12
4	Dealing with competition- analyzing competition- identifying competition, Competitor analysis – strengths and weakness analysis, Competitive Strategies for market leaders, market challengers, market followers Introduction to retail marketing, basics of store retailing, merchandising. Basics of e-commerce, multi-channel and Omni-channel marketing, marketing online games	12
5	Sports marketing strategy- fundamentals. Analyzing sports industry using models like PESTLE. Identifying market opportunity in sports industry. Formulating and implementing sports marketing strategy, Managing Sports Events- Event Planning, Execution of events, facilities management, promoting events. Managing sponsorships, setting sponsorship objectives, creating sponsorship budgets, implementing sponsorships	12

**References:**

1. Kotler, P., Armstrong, G. (2016). Principles of Marketing, Global Edition. Germany: Pearson Education Limited.
2. Sports Marketing: A Global Approach to Theory and Practice. (2020). (Sean Ennis.): Springer International Publishing.
3. Lyberger, M. R., Shank, M. D. (2014). Sports Marketing: A Strategic Perspective, 5th Edition. United Kingdom: Taylor & Francis.
4. Marketing Strategy 5E. (2006). (Orville Walker, John Mullins, Harper W. Boyd, Jr.): McGraw-Hill Education (India) Pvt Limited.

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## Bachelor of Business Administration (Sports Management)

### Semester - V

<b>Course Title:</b> Scouting and Athletic Management	<b>Course Code:</b> 25MJBBASM5L4
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand the process of active start to play.
2. Evaluate the appropriate abilities of the athlete.
3. Understand the process of scouting and talent management.
4. Aware of the various aspects of contract negotiation and formulation.

Unit	Description	Hours
1	Long-Term Athlete Development Model, Key Factors in Long-Term Athlete Development, Appropriate Skill Development in Children, Age Categories, Relative Age, Developmental Age, Measuring and Monitoring Growth. Trainability, Sensitive Periods of Trainability, Trainability of Endurance, Trainability of Strength, Trainability of Speed, Trainability of Skill, Trainability of Suppleness, Training and Competition, Importance of Multisport Participation and Free Play. Importance of the	12

	Physical, Cognitive, and Emotional Domains to Excellence, Perils of Premature Selection, Keys to Achieving Necessary Training Hours.	
2	Sport Scouting -The role of agents and scouting, Finding prospective athletes, Role of academies in developing players. □ □ Developing relationships with coaches from high school, Amateur sports teams, University, Club, International Scouting, Collegiate scouting versus U16 and U18 players, Relationships between scouting sports leagues in the US, Europe, South America, Asia, Middle East, and Africa,	12
3	Learning to identify players who will succeed at various international levels, player ratings and in-depth analysis. Pre-game scouting preparation, Utilizing data and external resources, Methods of Team evaluation, Understanding team formations and tactics, evaluating offensive schemes/formations, Assessing and analysing individual players. Traditional scouting, player evaluation, ratings, and in-depth analysis	12
4	History of the sports agent industry, the art of recruiting and signing first client. The comprehensive skills necessary to recruit and represent athletes in the Professional leagues, Olympics, extreme sports, women's sports and international sports. Legal and financial issues, marketing and endorsements, Day-to-day operations of interacting with and servicing your clients, Contract negotiations for draft picks, free agents and/or re-signing, Development trustworthy personal relationships with athletes, approaching the student-athlete	12
5	Personal services and counselling for clients, Renegotiating and changing agents, Compliance with federal, state and university rules and regulations, Registration with Federal, state and league offices, Post-career counselling including education and job placement for clients. Sport specific contracts, negotiation, trades and acquisitions, Draft preparation and free agent signings. Computing the Salary Cap, Signing Bonus Proration, Minimum Salary Benefit Contracts, Rookie Contracts & The Rookie Pool. Veteran Renegotiations, Accrued vs. Credited Seasons, Restricted and Unrestricted Free Agency Qualifications, Franchise/Transition Tags, Substance Abuse & Performance Enhancing Drugs Policies, Injury & Non-Injury Grievances	8

**References:**

1. Long-Term Athlete Development, by Istvan Balyi Richard Way, Colin Higgs

2. How to be a Sports Agent, by: Mel Stein, Mark Levinstein

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - V**

<b>Course Title:</b> Strategic Management of Sports Facilities	<b>Course Code:</b> 25MJBBASM5L5
<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

#### **Course Outcomes (COs):**

At the end of the course, students will be able to:

1. Evaluate establishment of sport facilities.
2. Analyse marketing and sales processes.
3. Evaluate event management in sport facilities.
4. Evaluate risk management concept in sport facilities.
5. Define the basic concepts of field and material information in sport facilities.
6. Describe the operation of venues and events including staffing, box office management, security, concessions, and maintenance.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	History and Future of Sport and Public Assembly Facilities, Facilities in Ancient Times, Facilities From the Middle Ages to the 1800s, Facility Management From Ancient to Modern Times. Evolution of Professional and Collegiate Facilities, Facility Focus, The Future of Sport Facilities, Trends That Will Affect Future Facilities. Facility Management, Introduction to Facility Management, The Facility	12

	Manager's Responsibilities, Managerial Functions	
<b>2</b>	Facility Planning, Fundamentals of Planning, Planning for Existing Facilities, Planning for Future Facilities. Facility Site and Design, Site Location, Site Cost, Site Selection, Facility Design, facility requisites, meeting standard specification & requirements. Facility Construction, Construction Planning, Preconstruction Phase, Project Costs	12
<b>3</b>	Arena Management, Arena Operations Unit-3: Fitness and Recreation Center Management, Fitness and Recreation Center Operations Unit-4: Parks and Sportsplex Management, Facility Operations Unit-5 Multiuse High School & College Facility Management, Multiuse High School Facilities Operations	12
<b>4</b>	Marketing and Sales, Marketing Concepts, The Marketing Process, Facility Marketing, Sales. Finance and Budgeting, Financial Concepts, Revenue and Expenses, Financial Analysis, Budgeting, New Facility Financing, Selling a Facility. Legal Responsibilities, Basic Law, Tort Law, Risk Management and Insurance, Contracts, Property Law, Constitutional Law	12
<b>5</b>	Developing and Implementing a Security Plan, First Aid and Disaster preparedness Crowd Management, Other Safety Concerns, Crisis Management. Facility Preparation for an Event, Revisiting Planning, Attracting Events, Event Preparation. Midevent Analysis, Unexpected Midevent Concerns and Their Impact	8
<b>References:</b>		
1. Managing Sport Facilities 4th Edition with Web Study Guide, Author: Gil B. Fried, Matthew Kastel		

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## Bachelor of Business Administration (Sports Management)

### Semester - VI

<b>Course Title:</b> Data Analytics in Sports	<b>Course Code:</b> 25MJBBASM6L1
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Improve their overall problem solving and critical thinking ability.
2. Gain an understanding of basic statistical concepts and their applications in the sports world.
3. Obtain a broad survey of the methods used in sports data acquisition, processing, analysis, visualization and implementation.

Unit	Description	Hours
1	Meaning, Nature of Data-Data and Data Management, Data and Information– Types of Data – Scale of measurement– Descriptive, Prescriptive, and predictive analytics– Big data in sports – Types available - Methods of storage and capture - Leading to analysis	12
2	What is sports analytics – Goals of sports analytics– Data Management system – Analytics models – Information systems– Analytics in the organisation – State of the field– Organisational structures for analytical success	12
3	Introduction to spreadsheets, reading data, manipulating data.– Basic spreadsheet operations and functions- Introduction to some more useful functions such as the IF, nested IF, VLOOKUP and HLOOKUP functions in Excel.– Data filtering capabilities of Excel, the construction of Pivot Tables to organize data and introduction to charts	12

	in Excel.	
<b>4</b>	Predictive Analytics– Measuring performance of players and team– Regression – SLR, MLR– Predicting outcomes of games, tournaments and seasons- Using data to forecast accurately	8
<b>5</b>	Prescriptive Analytics– Evaluating Athletes using data-driven methods- Evaluating the performance through profit and loss– Evaluating game based metrics into financial assets parameters– Evaluating players as financial assets	12

**References:**

1. Albert, Glickman Handbook of Statistical Methods and Analyses in Sports, , Et al., 2017, ISBN: 9781498737364 (HSMAS)
2. Alamar, Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers, 2013, ISBN: 9780231162920 (SPAN)
3. Thomas A Severini, Analytic methods in sports, 2014, CRC Press ISBN, 1482237016 (ISBN13: 9781482237016)

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## Bachelor of Business Administration (Sports Management)

### Semester - VI

<b>Course Title:</b> Technology in Sports	<b>Course Code:</b> 25MJBBASM6L2
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Show the ability to use relevant prerequisites to solve the task
2. Interpret data sheets and technical manuals
3. Use resource persons to acquire searched information
4. Orally present a technical product and discuss the work

Unit	Description	Hours
<b>1</b>	Improved Performance and Equality– Enhanced Sporting conditions and surfaces– Better Safety, Injury prevention, Recovery and management systems- Video assisted performance analysis technology– Design of Sports equipment and apparel, Application of Sports Science	12
<b>2</b>	Recording and Performance Analysis– Use of electronic timing and computers– Better athletic tracking systems- wearable technologies–Better testing procedures and motion Analysis	11
<b>3</b>	Increased Transparency and Fairness– VAR in Football– Video assisted replay in Tennis.- Enhancing communication- Video assisted umpiring in Cricket	10
<b>4</b>	Connectivity with stake holders- Better viewing experience- Connection between the players and management- Fan engagement technologies- Mobile sports applications and data mining	11
<b>5</b>	Sports Entrepreneurship- Entrepreneur, characteristics of entrepreneur, Entrepreneurial development programmes, institutions for entrepreneurship development and future of entrepreneurship- Business ideas, methods of generating ideas, and opportunity recognition, Meaning and significance of a business plan, components of a business plan, and feasibility study	12

#### References:

1. Sport Technology by Hoshiyar Singh
2. Sports Innovation, Technology and Research by Anthony M J Bull, Dominic F L Southgate, Peter R N Childs,2016
3. Entrepreneurship Development, By Sangeeta Sharma

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## Bachelor of Business Administration (Sports Management)

### Semester - VI

<b>Course Title:</b> Sports Media and Public Relations	<b>Course Code:</b> 25MJBBASM6L3
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

#### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Establish introductory knowledge of the business of sport, media and public relation
2. Be able to understand distinguish differences in various sport events with respect to media coverage
3. Identify, analyze, and discuss ethical issues faced in sport media

Unit	Description	Hours
1	The evolution from print to online platforms for sports media. Sport and Media Industries: Global Players, Media ownerships, The changing role of sports media producers, Globalization and online audiences, Fan base- differences between traditional and newer media, Local TV sports Broadcast (producing, on-air performance, chase and field producing, radio hosting, updates),	12
2	PR: Definitions, Meaning, Objectives and scope, PR and its publics,: New media and the changing role of sports information, Introduction to Public Relations & Public Relation Agencies, Functions of Public Relation - Employee Relations, Media Relations, Community Relations, Government Relations, Investor Relations and financial PR	12
3	PR Campaigns- Accounts, Briefs, Pitch, Role and importance of PR Campaigns, Planning and objectives - Target publics, Message design, Media selection, Action plan, implementation, evaluation and impact, Case studies of a public relations campaign (national and international), Social Media Sport: The fan as a (mediated) participant in spectator sports Sport, new media, and national identity, Fan engagement on game day.	12
4	Managing the sports press and the wider media, PR Planning & Preparing Event Brief, Organizing Event : Mock Press Conference, Plan: objectives, date & suitable day, venue, time, invite, hospitality, refreshments, Mock Press Conference -Equipment, internet facility, Internet coupons, gifts/giveaways, collaterals, infrastructure,	12

	checklist, guests, budget, Licensing & permissions, Equipment, internet facility, Internet coupons, gifts/giveaways, collaterals, infrastructure, checklist, guests, budget, Licensing & permissions	
5	Sport funding through Broadcasting and Endorsements – Broadcasting- Basics of sports broadcasting rights, sports Leagues and their broadcasting rights, benefits to the broadcaster- Endorsement, Sports and celebrity endorsement, Sportspersons and their recent endorsements- Endorsement strategy	8

**References:**

1. Routledge Handbook of Sport and New Media, Edited by: Andrew C. Billings , Marie Hardin , Natalie A. Brown
2. Sport and the Media: Managing the Nexus,By Matthew Nicholson Anthony Kerr Merryn Sherwood
3. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.

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## Semester - VI

<b>Course Title:</b> Sports Law and Ethics	<b>Course Code:</b> 25MJBBASM6L4
<b>Total Contact Hours:</b> 56	<b>No. of Credits:</b> 4
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks:</b> 20	<b>Duration of SEE:</b> 3 Hours
<b>Semester End Exam Marks:</b> 80	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Evaluate identified personal core values and differentiate between ethics and law whilst considering cultural differences and universal ethics
2. Restate and employ basic contractual principles in the sport context
3. Explain ownership structures and concepts of intellectual property
4. Assess risks and mitigation strategies to reduce threats to sports integrity.

Unit	Description	Hours
<b>1</b>	Need for legal definition, History of sports and historical perspectives of sports regulations and various regulatory regimes: Sports Law – Identity Crisis, Sports Culture in India, Classification of Sports. State, federal and organizational regulation specific to sport. Juridification of sports – the role of law, Different types of sporting bodies. Sports and Indian Constitution, Regulations of Amateur Sports: Govt. Regulations relating to Amateur Sports. Role of Amateur Athletic Associations in promotion of Sports. Analysing the legal ramification of Actions of Amateur Athletic Associations and their Athletes.	12
<b>2</b>	Commercialization of Sports - Labour and Contractual Issues, Essentials of a Contract, Offer and acceptance, Capacity of Parties, Minor's Contract, Void Agreements and Voidable Contracts, Participation Agreement, Standard Sponsorship agreement, Model Agreement between clubs and players, Sports Injuries, Contractual obligations and the player's obligations, Prohibition against certain activities, The employer's obligation, Other terms and conditions (primacy and regulatory authorities, term and termination, discipline)	12
<b>3</b>	Alternate dispute mechanisms in sports, Tribunals for resolution of disputes, Judicial review, Sports ombudsman, Law of Evidence, Opinion of experts, Oral Evidence, Documentary Evidence, Burden of proof. Laws regulating Professional Team Sports and Individual sports, Special Issues Betting – Meaning, legalization of Betting in India and Betting in Cricket and other sports.	12
<b>4</b>	Constitutional law and discrimination, antitrust law, agency law, labour law, and collective bargaining, Violence in Sports and Sports Injuries – Meaning, Criminal and Civil Liability, Liability of officials and organizers, Sports and Special Issues Gender Discrimination – Women and sports, The International Olympic committee	12
<b>5</b>	Sources of Value System, Types, Loyalty and Ethical Behaviour. Ethics in sports– Nature, Characteristics and Needs, Ethical practices in the field of Sports, Sports	12

	Code of Conduct, Indian values and ethics- Respect for elders, Hierarchy and Status, nonviolence and tolerance, cooperation. Rights and Duties. Holistic relation between Man, Attitudes, Beliefs	
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Sports Law, third edition, Simon Gardiner and mark James , Cavendish Publishing Ltd.</li> <li>2. Law and the business of sports, David Griffith Jones, Butterworths publishers.</li> <li>3. Sport and the Law: The Scott Perspective, William J Stewart, T&amp;T Clark Edinburgh 2000.</li> <li>4. Mudgal Mukul – Law and Sports in India: Developments, issues and Challenges, Lexis Nexis- Butterworth’s Publication, Wadwa Nagpur, 2015.</li> </ol>		

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## **Bachelor of Business Administration (Sports Management)**

### **Semester - VI**

<b>Course Title:</b> Sports Event Management	<b>Course Code:</b> 25MJBBASM6L5
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<b>Total Contact Hours: 56</b>	<b>No. of Credits: 4</b>
<b>L:T:P</b>	<b>4:0:0</b>
<b>Internal Assessment Marks: 20</b>	<b>Duration of SEE: 3 Hours</b>
<b>Semester End Exam Marks: 80</b>	

### Course Outcomes (COs):

At the end of the course, students will be able to:

1. Demonstrate an understanding of the process of organising major sports events;
2. Develop the skills for effective bidding for events.
3. Demonstrate a thorough understanding of the logistical details relevant to organising major sports events.
4. Understand the various possibilities of generating sponsorship for the event.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
<b>1</b>	Event Conceptualization, Understanding the Sports Event Industry, types of sports events, skill knowledge & traits for success, Event Conceptualization – Event planning, leadership & decision making, brainstorming in event management, purpose of event, choosing the type of event. SWOT Analysis	12
<b>2</b>	Event Bidding, staffing & Budgeting, Bidding process, feasibility studies, bid documents, sports commission, and player auction, Event staffing – organisation chart, identifying necessary staff, outsourcing staff, managing and motivating staff, personnel management style and effective leadership, meeting management, volunteering, team building	12
<b>3</b>	Contract considerations, types of contracts, tips for negotiating contracts, Risk management process, risk management planning, threats to events, Crowd control, crowd management plans, negligence, Disaster preparedness and mitigation strategies	11
<b>4</b>	Event timeline, event registration, tickets sales, food and beverage operations, waste management services, custodial services, transportation services, lighting, Vendor relationship, customer service, award ceremonies	11
<b>5</b>	Event day management, Event flows, alternative plans, communications, Managing staff, managing spectators, managing participants, Managing sponsors, easily missed details, post event promotions, post event media coverage, sponsorship follow ups	10
<b>References:</b>		
1. Managing Sport Events, By T. Christopher Greenwell, Leigh Ann Danzey-Bussell, David Shonk		

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