



**NAGINDAS KHANDWALA COLLEGE OF
COMMERCE, ARTS &
MANAGEMENT STUDIES (AUTONOMOUS)**

Re-accredited by NAAC With 'A' Grade (3rd Cycle)
ISO 9001-2015 Certified

**Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400064**

Programme Code: UHGSM

**Bachelor of Sports Management (BSM Honours)
Global Sports Management**

Three Year Integrated Programme

Six Semesters

Course Structure

**Under Choice Based Credit, Grading and Semester
System**

To be Implemented during Academic Year- 2022-23

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1. Preamble

The Indian Sports sector has seen a significant socio-economic impact contributing to 1-5 percent of national GDP. Sports not only boost the youth and instil pride among citizens, but also facilitate social and economic development of a nation. The last decade has seen the Indian sports industry expanding its boundaries with the rising popularity of various leagues such as the Indian Premier League (aka IPL), the Indian Super League, Hockey India League etc. The performance of our sports teams & icons in various sports like Indian Cricket Team winning the T20 & the Cricket World Cup, Mary Kom, Leander Paes, Saina Nehwal etc winning numerous titles in their respective sports. have also contributed to this fact.

The sports spectrum has expanded its boundaries, with the rising popularity of leagues like IPL in cricket, ISL in football and HIL in hockey. IPL multiplied 5X in value and generated employment for more than 15000 people. The Global Sports Industry is worth more than USD 480-620B and is growing faster than GDP. At 15%, the Indian sports industry is one of the fastest growing industries in the world. Along with the existing league expanding, India has hosted some of the biggest Sports Tournaments in the world – FIFA U17 Football World Cup in 2017, Hockey World Cup in 2018 and the first ever NBA Games in 2019, thus paving the way for more opportunities available to the Sports Managers of the Country.

The Sports Goods Merchandise and Apparel segment has employed more than 5,00,000 people. The last decade has shown a rise in the representation and success of athletes and sportspersons on many international platforms.

The time has come for India to have a centre that trains sports enthusiasts to take up professions in the sports arena. With multiple sports now in the limelight, we need professionals who understand the requirements of the brand and sportspersons. Sports managers after completing the programme will get the knowledge to get the sport to the next level as they will be nurtured to grow as a sports manager in a professional environment.

The objective of our courses is to generate skilled Sports Professionals who wish to integrate their passion with their profession. The institute also extends an opportunity to professionals in the field of sports, to upgrade their knowledge; and to individuals from other fields, who wish to enter the sports world.

1.1 About Khandwala College

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 22 UG, 14 PG and 4 Ph.D. programs and imparts education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country.

The Mission is to serve the society at large and students belonging to linguistic minorities in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016. Khandwala College, as an Autonomous College; is offering a new BMS (Professional Sports Management) Programme as a Three Year Integrated Programme – with Six Semesters Course Structure - Under Choice Based Credit, Grading and Semester System.

1.2 Vision and Mission of Khandwala College

Vision

Education for all

Education for the youth

Education for the future of our country

Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

2. Programme Objectives & Outcomes

2.1 Programme Objectives

1. To prepare graduates to work in the sports, events and leisure sectors.
2. To equip them with knowledge of relevant business practices, theories and methodology.
3. To explore the culture, policy, impact, management, and delivery of sporting opportunities, particularly in a commercial context.
4. To provide engagement with industry practitioners.

2.2 Programme Outcomes

After successful completion of the Programme the learner will be able to:

- PO1 - Demonstrate basic knowledge and understanding of fundamental principles requisite for professional success in the sport management profession. These include, but are not limited to, management theories, sport law, sport marketing, sport communication, operations management, accounting practices, sport finance and sport governance.
- PO2 - Demonstrate the ability to apply an understanding of ethics to the professional arena.
- PO3 - Use and adapt relevant business knowledge and skills to practically engage with a range of problems and issues in work/practice arena
- PO4 - Assess possible marketing and branding initiatives with the sports, events and leisure sector
- PO5 - Assess the relevance of business and organisational strategies for sports, event and leisure companies
- PO6 - Plan, organise and carry out events within the sports and leisure sector
- PO7 - Understand the new developments of sports industries
- PO8 - Demonstrate the ability to use technology effectively in the application of sport management practice.

3. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the three-year course leading to the Degree of BSM (Honours) in Global Sports Management (Hons.), shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or an equivalent qualification in any stream from any recognized Board/ University.

3.1 Eligibility Criterion:

The student must be passed a two-year Pre-University examination/ 12th / Grade 12/ HSC/A level/O level/IBDP/IBCP or equivalent qualification from any Board/ University. Lateral Entry shall be applicable for students who have pursued similar or related Programmes from any University. Eligibility Criteria shall be applicable for lateral entry.

3.2 Selection and Admission Criterion for Eligible Candidates:

The interested students shall register for Aptitude Test and Interview. Reservations as per university rules will be applicable.

The admission of students shall be based on:

- Academic and non- academic credentials till date
- Performance in Aptitude Test [comprising of questions in Mathematics/Statistics, English, Logical Reasoning, Analytical Ability] and Performance in Personal Interview
- The candidate has to fulfil all the prescribed admission requirements / norms of the College
- In all matters relating to admission to the programme the decision of the Management of Khandwala college shall be final
- At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Management of Khandwala college

3.3 Eligibility for the award of the Degree

- A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in Khandwala College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters earning 160 credits. Letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core.
- No dues to the College, Libraries etc.; and
- No disciplinary action is pending against him / her.

3.4 Faculty under which the Degree is awarded

BSM (Honours) in Global Sports Management Programme is awarded under the faculty of Commerce

3.5 Intake & Fees

Intake of 60 Students in the first year with an additional division of 60 students from the second year onwards. Additional 15% shall be permitted to make provision for any cancellation of Admissions. Additional admissions to the extent of 15% will be permitted for foreign students every year.

Programme Fees for each Semester - Rs. 1,62,500/- . The fees can be increased by 12% every year.

3.6 Attendance

- A student has to obtain a minimum 75% cumulative attendance for the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials on the subject conducted in the term.
- 25% allowance in attendance is given to account for activities under NCC / NSS /Cultural / Sports / Minor Medical conditions etc.
- A student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with the “DE” category cannot proceed to the subsequent semester.
- Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
- Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, Internships, Training, cases requiring prolonged medical treatment and critical illness involving hospitalization.
- For medical cases, submission of complete medical history and records with prior information from the parent / guardian to the institute is mandatory. Such condonation is permitted only twice for a student in the entire duration of the programme.

3.7 Eligibility for Faculty

Master’s degree with 55% marks (or an equivalent grade in a point scale wherever grading system is followed) in a relevant/allied subject OR Relevant work experience in the industry or related areas.

4. Scheme of Examination

The Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from course to course but the value of Credits for Under-Graduate Programme shall be of 160 Credits.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load. Notional learning hours include direct contact hours with teachers and trainers, time spent in self learning, preparation for assignments, carrying out assignments and assessments etc.

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	44
2	Year 2	60
3	Year 3	56
	Total Credits for Award of Degree	160

4.1 Credit Based Evaluation System Scheme of Examination

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below:

4.2 Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr. No	Particulars	Marks
1	Class test held in the given semester	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Attendance & Active participation in routine class instructional deliveries (and in practical work, tutorial, field work, cultural activities etc. as the case may be)	5 marks

4.3 Structure of End Examination – 60% = 60 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks.

The Semester End Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (*) for which 40 marks includes test for 15marks, assignment for 20 marks and attendance & code of conduct for 05 marks and 60 marks for two assignments/assessments shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grades as the procedure mentioned below.

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

4.4 Question Paper Pattern

A)Written Class Test (15 Marks) - 30 mins

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (1 Marks each) (Any Six out of Eight)	06 Marks
2.	Answers the following (Attempt Any Two of the Three) (Concept based Questions) (2 Marks each)	04 Marks
3.	Answer in Brief (Attempt Any One of the Two) (5 Marks each)	05 Marks

4.5 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4

F	Less than 40	0
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- The learners shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation (CIE) and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and a minimum of Grade D to pass a particular semester.
- Learners who fail to clear Class Test I or were unable to appear for Class Test I on account of Medical grounds, Bereavement of a family member, Internships/Training or Positioned at Events by the Institute can appear for Class Test II
- If a student fails in Class Test I, he/she shall have the opportunity to appear for Class Test II to improve his/her performance only once in the Semester. The re-conduct of the Class Test shall be completed before the commencement of Semester End Examinations.
- If just prior to or during the CIE a bereavement (of an immediate family member) occurs. (Note: In this case the Death Certificate of the departed and the Parent's note will have to be given to the College within 2 days of returning to College, for this clause to hold).
- A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation (CIE) and Semester End Examination.

4.6 Failure in Class Test II

Students failing to clear the Class Test will have to submit a project on a topic approved by the subject teacher.

The allocation of marks will be as follows:

- Written Assignment – 10 marks
- Presentation- 5 marks

5. Teaching Methodology

1. Classroom Sessions

- **Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the industry in online/offline or blended mode.
- **Assignments and Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with experienced people from the industry.
- **Knowledge Workshops and Industry Seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Event Industry, these workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an event. Students are trained to make a replica of an Event and present it live in the classroom. The exercise gives the student an opportunity to identify the finer nuances of event execution thereby helping them to identify key success factors and areas of improvement.

2. Guest Lectures and Case Studies

- **Guest Lecture:** Eminent people from the Event and Media industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to this industry to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion caters towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analysing and analytical capabilities of our students.

3. Innovative and Interactive Learning Technology

- **Educational wikis:** It keeps track of education-oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
- **Creative Presentation Ideas:** Gone are the days when Microsoft Presentation was the only means to make academic training interactive and engaging. Enliven your material and engage the students with these simple and easy to implement methodologies:
 - **Prezi Presentation:** Prezi is a powerful communication and presentation tool that aims to replace PowerPoint presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to the ever-changing dynamics of the corporate world.
- **Create through Technology:**

- **YouTube Broadcasting:** Harness the power of YouTube as an effective broadcasting medium to create and share your ideas and thoughts with diverse audiences.
- **Communication and Collaboration:** Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), G-Talk (instant messaging and voice/video chat) and Drive (online document creation and sharing).
- **Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.

4. Unparalleled Internships and Practical Training

- **Internships and Practical Training:** These events act like great learning platforms giving them the live experience of managing an event.
- **In-House Events:** Students shall be provided an opportunity to work on the in-house events right from the start to finish, to provide them with hands-on experience, which helps to gain excellent event organization skills.

6. Ad-hoc Board of Studies

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Dr. (Mrs.) Ancy Jose, Director, Khandwala College
- I/c Principal, Prof. Dr. Moushumi Datta, Nagindas Khandwala College
- CA Dr. Varsha Ainapure – M Com., FCA, Ph.D., Post-Doc (USA), Adjunct Professor, Khandwala College
- Mr. Vipul Solanki, MMS
- Ms. Sneha Asar, MBA - Faculty
- Vinit Rughani, CA, CS, CFP, CFA(L2) - Industry Representative
- Varun Mehta, MBA – Faculty & Industry Representative

Bachelor of Sports Management (Honours)
(Global Sports Management)

Three Year Integrated Programme

Six Semesters

Basic Structure: Distribution of Courses

1	Core Course (CC)	13 Papers of 4 Credits Hrs. each (Total Credits Hrs. 13*4) 5 Papers of 6 Credits Hr. each (Total Credits Hr. 5*6)	82
2	Discipline Specific Course (DSC)	2 Papers of 4 Credits Hr. each (Total Credits Hr. 2*4) 1 Papers of 2 Credits Hrs. each (Total Credits Hrs. 1*2) 4 Papers of 6 Credits Hr. each (Total Credits Hr. 4*6) 1 Papers of 8 Credits Hrs. each (Total Credits Hrs. 1*4)	42
3	Discipline Specific Elective (DSE)	2 Papers of 4 Credits Hr. each (Total Credits Hr. 2*4)	8
4	Skill Enhancement Compulsory Course (SEC)	1 Papers of 4 Credits Hrs. each (Total Credits Hrs. 1*4) 1 Papers of 2 Credits Hrs. each (Total Credits Hrs. 1*2)	6
5	Ability Enhancement Compulsory Course (AECC)	2 Papers of 2 Credits Hr. each (Total Credits Hr. 2*2)	4
6	Ability Enhancement Course (AEC)	1 Papers of 4 Credits Hr. each (Total Credits Hr. 1*4) 1 Papers of 2 Credits Hrs. each (Total Credits Hrs. 1*2)	6
7	General Elective (GE)	1 Papers of 4 Credits Hrs. each (Total Credits Hrs. 1*4) 4 Papers of 2 Credits Hr. each (Total Credits Hr. 4*2)	12
	Total Credits Hrs		160

Bachelor of Sports Management (Honours) in Global Sports Management

Under Choice Based Credit, Grading and Semester System

Curriculum Framework

(To be Implemented from Academic year 2022-2023)

FIRST YEAR

Semester - I

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
I	2211UHGSFS	Fundamentals of Sports Management	CC	4	40	60	100
I	2212UHGSAS	Aspects of Sports Framework	CC	6	40	60	100
I	2213UHGSBE 2213UHGSIT	<i>(Any one)</i> Business Economics Information Technology in Business Management	DSE	4	40	60	100
I	2214UHGSMT	Management of Teams & Leagues	AEC	4	40	60	100
I	2215UHGSBC	Business Communication Skills	AECC	2	40	60	100
I	2216UHGS 2216UHGS	<i>(Any one)*</i> Sanskrit Personality Development*	GE	2	40	60	100
		Total		22	200	300	500

Semester – II

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
II	2221UHGS	Sports Marketing	CC	4	40	60	100
II	2222UHGS	Sports Facility Management	CC	6	40	60	100
II	2223UHGS	Business Law	CC	4	40	60	100
II	2224UHGS 2224UHGS	<i>(Any one)</i> Introduction to Accounts & Finance Managing People in Sports Organizations	DSE	4	40	60	100
II	2225UHGS	Foreign Language *	AECC	2	40	60	100
II	2226UHGS 2226UHGS	<i>(Any one)*</i> Yoga & Ethics Nutrition & Lifestyle	GE	2	40	60	100
		Total		22	240	360	600

Bachelor of Sports Management (Honours) in Global Sports Management

Under Choice Based Credit, Grading and Semester System

Curriculum Framework

(To be Implemented from Academic year 2023-2024)

SECOND YEAR

Semester - III

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
III	2331UHGS MC	Merchandise & E-Commerce	CC	4	40	60	100
III	2332UHGS EM	Sports Event Management	CC	4	40	60	100
III	2333UHGS SF	Sports Finance	CC	4	40	60	100
III	2334UHGS RM	Introduction to Research Methods	CC	4	40	60	100
III	2335UHGS IP	Independent Project*	DSC	2	40	60	100
III	2336UHGS WB	Work Based Learning Route*	DSC	6	40	60	100
III	2337UHGS CC	Corporate Communications & Public Relations	SEC	4	40	60	100
III	2338UHGS SA 2338UHGS SE	<i>(Any one)*</i> Sanskrit Selling Skills	GE	2	40	60	100
			Total	30	320	480	800

SEMESTER - IV

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
IV	2341UHGS SM	Sports Media Relations	CC	6	40	60	100
IV	2342UHGS SA	Introduction to Sports Analytics	CC	6	40	60	100
IV	2343UHGS ES	Environmental Studies	CC	4	40	60	100
IV	2344UHGS BS	Business Strategy	CC	6	40	60	100
IV	2345UHGS IE	International Exposure*	DSC	6	40	60	100
IV	2346UHGS SA 2346UHGS SP	<i>(Any one)*</i> Sanskrit Soft Skills & Personality Development	SEC	2	40	60	100
			Total	30	240	360	600

Bachelor of Sports Management (Honours) in Global Sports Management

Under Choice Based Credit, Grading and Semester System

Curriculum Framework

(To be Implemented from Academic year 2024-2025)

THIRD YEAR

Semester – V

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
V	2451UHGSEG	Sports Ethics, Law & Governance	CC	4	40	60	100
V	2452UHGSBA	Sports Branding & Advertising	CC	4	40	60	100
V	2453UHGSBP	Sports Broadcast & Production	DSC	4	40	60	100
V	2454UHGSBP	Business Planning & Entrepreneurial Management	DSC	4	40	60	100
V	2455UHGSRP	Research based project*	DSC	6	40	60	100
V	2456UHGSCE	Campus to Corporate*	DSE	4	40	60	100
V	2457UHGSAA 2457UHGSAP	(Any one) * Sanskrit Effective Presentation Skills	GE	2	40	60	100
			Total	28	280	420	700

Semester – VI

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
VI	2461UHGSMA	Management of Adaptive Sports	CC	4	40	60	100
VI	2462UHGSIB	Introduction to Business of E-Sports	CC	4	40	60	100
VI	2463UHGSMD	Digital Marketing*	CC	4	40	60	100
VI	2464UHGSCE	Capstone Project *	DSC	8	40	60	100
VI	2465UHGSIE	International Exposure*	DSC	6	40	60	100
VI	2466UHGSIR	Human Rights & Indian Constitution*	AEC	2	40	60	100
			Total	28	240	360	600

The syllabus can be updated/revised/modified from time to time to meet industry requirements.

- CC - Core Course
- AECC - Ability Enhancement Compulsory Course
- AEC - Ability Enhancement Course
- DSC - Discipline Specific Compulsory Course
- SEC - Skill Enhancement Course
- GE – General Elective

***Evaluation scheme as per the courses mentioned below:**

(Any one) Sanskrit Personality Development	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Foreign Language	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
(Any one) Yoga & Ethics Nutrition & Lifestyle	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Independent Project	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Work Based Learning Route	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report + Presentation + VIVA =60mks)
(Any one) Sanskrit Selling Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
International Exposure	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report + Presentation + VIVA =60mks)
(Any one) Sanskrit Soft Skills & Personality Development	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Campus to Corporate	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report + Presentation + VIVA =60mks)
Research based project	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report + Presentation + VIVA =60mks)
(Any one) Sanskrit Effective Presentation Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Digital Marketing	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Capstone Project	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report + Presentation + VIVA =60mks)
International Exposure	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report + Presentation + VIVA =60mks)
Human Rights & Indian Constitution	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)

***Bachelor of Sports Management (Honours) in Global Sports
Management
at Semester I
(To be Implemented from Academic Year 2022-2023)***

1. Fundamentals of Sports Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	The Sport Management Environment	15
Module 2	Sport Management Principles	15
Module 3	Financial Management & Marketing in Sports	15
Module 4	Sport Governance and Performance Management	15
	Total	60

Course Objectives

1. To understand and apply the fundamental concepts of Sport Management.
2. To understand the environment in which sport organizations operate, enterprise operations, their functional areas and instrument for analysis.
3. To gain basic knowledge about the financial and marketing management in the sports industry.

Course Outcome

After successful completion of the course the learner will be able to

1. CO1: Identify and understand the concept, features & sectors of sports management and organization. (Level: Remember)
2. CO2: Describe the various structural models which can be implemented in an organization. (Level: Understand)
3. CO3: Describe the financial management involved in the business of sports. (Level: Remember)

Projects

1. Create a brief report on the various types of sports organizations existing in a geographical area and assess the various services or products offered.
2. Analyse the financial reports of any one of the given sports organizations and evaluate their profitability & debt: FIFA (2018-19), BCCI (2016-17), ICC (2019-20)

Detailed Syllabus

Module	Topics	No. of Lectures
1	The Sport Management Environment	15
	<ul style="list-style-type: none"> ● Introduction <ul style="list-style-type: none"> ○ Concept of sports management ○ Unique features of sport ○ Three sectors of sport ● Role of state in sports development <ul style="list-style-type: none"> ○ Defining state in context of sport ○ Why should a state engage in sports ○ Reasons for government intervention ● Non-Profit sport sector <ul style="list-style-type: none"> ○ Non-profit sector & sports ○ Governing bodies of sport ○ Issues with regards to non-profit sport sector ○ The sports club environment ● Professional Sport <ul style="list-style-type: none"> ○ Concept ○ Circuits of promotion ○ Sports circuits ○ Media & Sponsorship ○ Player Management 	
2	Sport Management Principles	15
	<ul style="list-style-type: none"> ● Principles of Strategic Management ● Strategic sports management ● Strategic management process <ul style="list-style-type: none"> ○ Strategic analysis ○ Strategic direction ○ Strategy formulation ○ Strategy implementation ○ Strategy evaluation ● Strategy as change ● Strategy as practice 	
3	Financial Management & Marketing in Sports	15
	<ul style="list-style-type: none"> ● Financial evolution of Sport <ul style="list-style-type: none"> ○ Funding sources for sport ○ Understanding financial information ○ The Balance sheet; Profit and loss statements ○ Cash flow ○ Budgeting systems ● Understanding sport marketing; <ul style="list-style-type: none"> ○ The Sport marketing framework ○ Sport product innovation ○ Sport marketing and social media ○ Sport media relationship 	

	○ Broadcast rights	
4	Sport Governance and Performance Management	15
	<ul style="list-style-type: none"> ● Sport Governance <ul style="list-style-type: none"> ○ Corporate and non-profit governance ○ Governance structural elements ○ Strategic role of the board ○ Principles of good organizational governance ○ Drivers of change in governance ● Sport and performance <ul style="list-style-type: none"> ○ A Balanced scorecard approach to performance management ○ Costs and benefits of a performance management system ○ Risk, uncertainty, and performance 	

Reference Books:

1. Sport Management- Principles & Applications, Fifth Edition by Russell Hoye, Aaron C.T. Smith, Matthew Nicholson, and Bob Stewart.
2. The Business of Sport Management, Second Edition by Pearson
3. International Sports Management, Second Edition by Eric McIntosh

Case studies:

1. Strategic plan of International Paralympic Committee
2. Sports funding in India
3. Balance scorecard by Greek Sport Federation

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2. Aspects of Sports Framework

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Field Sports	15
Module 2	Racquet & Cue Sports	15
Module 3	Combat Sports & Contact Sports	15
Module 4	Government Support for Sports in India	15
Module 5	Equestrian & Motor Sports	15
Module 6	Snow Sports, Aquatic	15
	Total	90

Course Objectives

1. To gain knowledge of of the most popular olympic field sports, racquet & cue sports, combat & contact sports, Equestrian & motor sports, Snow & Aquatic sports practiced and participated in India & Abroad.
2. To gain knowledge about the various events within each of the highlighted sports, their basic rules and regulations.
3. To learn about each sport's International governing body, Indian governing body and the various International & National tournaments organized.

Course Outcome

After successful completion of the course the learner will be able to

1. CO1: Identify the different events within the sports. (Level: Remember)
2. CO2: Explain the rules and regulations of different games. (Level: Understand)

Projects

1. Analyse the functioning of the international sports governing body of a selected sport.
2. Identify opportunities and means for the local governing body of a selected sport to further develop the sport.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Field Sports	15

	<ul style="list-style-type: none"> ● Athletics, Cricket, Football, Volleyball, Basketball, Field Hockey ● Basic Rules & Regulations, Structure of these Sports, Major Events of the Sport 	
2	Racquet & Cue Sports	15
	<ul style="list-style-type: none"> ● Tennis, Table Tennis, Squash, Billiards, Snooker, Pool, Badminton ● Basic Rules & Regulations, Structure of these Sports, Major Events of the Sport 	
3	Combat Sports & Contact Sports	15
	<ul style="list-style-type: none"> ● Kabaddi, Kho Kho, Karate, Boxing ● Basic Rules & Regulations, Structure of these Sports, Major Events of the Sport 	
4	Government Support for Sports in India	15
	<ul style="list-style-type: none"> ● Government schemes to promote sports in India ● Khelo India ● Financial support given by government to Sports Academies 	
5	Equestrian & Motor Sports	15
	<ul style="list-style-type: none"> ● Equestrian, Horse Racing, Polo, Moto GP, Formula 1, Nasa Rally Sport, Super Bike Racing ● Basic Rules & Regulations, Structure of these Sports, Major Events of the Sport 	
6	Snow Sports, Aquatic	15
	<ul style="list-style-type: none"> ● Skiing, Rafting, Swimming, Water Polo ● Basic Rules & Regulations, Structure of these Sports, Government Support for the Sport, Major Events of the Sport in India & Abroad 	

Reference Books:

1. Sports Rules Book - 4th Edition by Myles Schrag, Human Kinetics
2. The Sports Book – 5th Edition by DK
3. Encyclopedia: Sports Encyclopedia by Om Books

Case Studies:

1. Hockey - Field to artificial turf
2. Khelo India

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3. Business Economics

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Scope and Importance of Business Economics	12
Module 2	Demand Analysis	12
Module 3	Supply and Production Decisions and Cost of Production	12
Module 4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	12
Module 5	Pricing Practices	12
	Total	60

Course Objectives

1. To enable the students to understand both the theory and practice of Managerial Economics.
2. To ensure that the students are able to appreciate the finer nuances of the subject.
3. To help the students in applying the knowledge so acquired in policy planning and managerial decision making.

Course Outcome

After successful completion of the course the learner will be able to

1. CO1: Explain the use of key analytical tools in strategy formulation. (Level: Remember)
2. CO2: Identify the best practices in strategy formulation and implementation. (Level: Understand)
3. CO3: Describe how the operations contribute to the competitiveness of the business. (Level: Understand)

Projects:

1. Analyse the economic implications of the Covid-19 Pandemic on the sports industry
2. Analyse the economic implications of the tax revenue of the APAC/different regions during the pandemic.

Detailed Syllabus

Module	Topics	Number of lectures
1	Scope and Importance of Business Economics	12

	<ul style="list-style-type: none"> • Basic tools: Opportunity Cost concepts - Incremental cost and Marginal cost • Basic economic relations - functional relations: Equations • Marginal relations - use of marginal analysis in decision making • The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves 	
2	Demand Analysis	12
	<ul style="list-style-type: none"> • Demand Function - nature of demand curve under different markets • Meaning, significance, types and measurement of elasticity of demand (Price, income, cross price and promotional) - relationship between elasticity of demand and revenue concepts, demand estimation and forecasting • Meaning and significance - methods of demand forecasting: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression) 	
3	Supply and Production Decisions and Cost of Production	12
	<ul style="list-style-type: none"> • Production function: short run analysis and Law of Variable Proportions • Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale • Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run Curve and Long Run curve (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications) 	
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	12
	<ul style="list-style-type: none"> • Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) • Oligopolistic markets: Key attributes of oligopoly: Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples) 	
5	Pricing Practices	12
	<ul style="list-style-type: none"> • Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark-up pricing, 	

	discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)	
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Reference Books:

1. Hirchey..M., Managerial Economics, Thomson South Western (2003)
2. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
3. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
4. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
5. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
6. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)
7. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)

Case Studies:

1. Telecom – Retail Industry
2. Insight the oligopolistic nature of Nike

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4. Information Technology in Business Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to IT Support in Management	15
Module 2	Office Automation using MS-Office	15
Module 3	Email, Internet and its Applications	15
Module 4	E-Security	15
	Total	60

Course Objectives

1. To acquaint students with the core concepts of Information Technology and its role in management
2. To give hands-on-training on latest MS-Office Software
3. To make students understand the basics of E-mails, internets and websites, domains and security
4. To make students recognise security aspects of IT in business.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Describe the basic functions of MS Excel. (Level: Remember)
2. CO2: Explain the basic concepts used in IT. (Level: Understand)
3. CO3: Prepare a presentation in PowerPoint. (Level: Application)

Projects

1. Showcase how IT has played an important/efficient role in Business Management over the past 10 years
2. Study on how IT has enabled/helped businesses operate remotely during the Covid-19 pandemic

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to IT Support in Management	15
	<ul style="list-style-type: none"> ● Information Technology concepts: Data, Information, Knowledge, Database ● Concept of Database ● Introduction to Information Systems and its major components: Types and Levels of Information systems: Computer based Information Systems (CBIS), Office Automation System (OAS), Transaction Processing System (TPS), Management Information System (MIS), Decision Support Systems (DSS), Executive Information System (EIS) Knowledge based system, Expert system ● Success and Failure of Information Technology ● IT Development Trends. Major areas of IT Applications in Management ● Concept of Digital Economy and Digital Organization ● Study of Different Operating Systems 	
2	Office Automation using MS-Office	15
	<ul style="list-style-type: none"> ● Learn Word: Creating/Saving of Document Editing and Formatting Features, designing a title page, Preparing Index, Use of SmartArt, Bookmark and Hyperlink. Mail Merge Feature. ● Spreadsheet application (e.g. MS-Excel) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions: Use of VLookup/ HLookup Data analysis – sorting data, filtering data (Auto filter, Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver ● PowerPoint Presentation ● Prezi Presentation 	
3	Email, Internet and its Applications	15
	<ul style="list-style-type: none"> ● Introduction to Email Writing professional emails Creating digitally signed documents. Use of Outlook: Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook-. Introduction to Bulk Email software ● Concepts of Internet, Intranet, Extranet Networking Basics, 	

	<ul style="list-style-type: none"> • Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN • DNS Basics. Domain Name Registration, Hosting Basics 	
4	E-Security	15
	<ul style="list-style-type: none"> • Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management • IT Risk Definition, Measuring IT Risk, Risk Mitigation and Management • Information Systems Security • Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email • E-Business Risk Management Issues Firewall concept and component, Benefits of Firewall • Understanding and defining Enterprise wide security framework • Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; ECash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions • Threat Hunting Software 	

Reference Books:

1. Microsoft Office 365, 2nd Edition by Peter Weverka
2. Microsoft Office 2019, Peter Weverka
3. Basics of Computer Applications in Business, 3rd Edition by Hem Chand Jain & H.N. Tiwari
4. Information Technology in Business Management by Manan Prakashan.

Case Study:

1. Fortune Five: E-Security

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5. Management of Teams & Leagues

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to sports team management – Managerial activities	15
Module 2	Professional Sports league	15
Module 3	Media, PR & Advertising in managing sports league	15
Module 4	Sponsorship involvement for sports leagues and teams	15
	Total	60

Course Objectives:

1. To gain knowledge about managerial activities of leagues and team
2. To gain knowledge about basics of media, PR & advertising for a sports league
3. To gain knowledge about the sponsorship involvement for sports league and team

Course Outcome:

1. CO1: Explain how leagues and team are managed. (Level: Remember)
2. CO2: Identify the role of media, PR / advertising for a sports league. (Level: Understand)
3. CO3: Describe the role of sponsorship for leagues and team. (Level: Understand)

Projects:

1. Ideate the entire structure and functioning of a unique sports league involving either local sports teams or individuals.
2. Create a report on how sponsorship/advertising has had a positive and negative impact on the brand through sports sponsorships
 - a. Red Bull and R.B Leipzig FC
 - b. Sony Playstation & UEFA Champions League
 - c. Etihad Airways & Manchester City FC
 - d. Pepsi & Indian Premier League

Detailed Syllabus

Module	Topics	No. of lectures
1	Introduction to sports team management – Managerial activities	15
	<ul style="list-style-type: none"> ● Pre-season Managerial Activities – Team list, Kit & Equipment procurement, Code of conduct for team members & players, Medical requirements, Competition ● During season – Competition schedules, Cancellation/Change protocols, Liaison, Practice sessions, Logistics ● Post season – Uniform, Equipment, Media, Reports, Post season activities. ● During game – Reporting, Player requirements, Local conditions monitoring, Food & Beverage arrangements, Security, Medical & First Aid ● Tournament Managerial Activities – Pre-match, During match and Post match ● Minor considerations – Permission, Parent/Agent liaison, Age, Restrictions 	
2	Understanding professional sports league	15
	<ul style="list-style-type: none"> ● Importance of professional sports league ● Governance of sports league ● Understanding risk management & security for leagues & events ● Dynamic Bidding Strategy for Players Auction 	
3	Media, PR / Advertising in managing sports leagues	15
	<ul style="list-style-type: none"> ● Importance of media in managing sports leagues and teams ● Role of PR in managing sports leagues and teams ● Role of advertising in sports leagues and team 	
4	Sponsorship Involvement for sports leagues and team	15
	<ul style="list-style-type: none"> ● Importance of sponsorship for team and athletes, media. ● Importance of league / event, facility sponsorship, governing body sponsorship. ● Benefits of sports sponsorship in the digital age of visual data 	

Reference books:

1. The Organization of Sports Leagues by (Roger G. Noll)
2. Managing Major Sports Events by (Milena M. Parent, Sharon Smith-Swan).
3. Principle and Practices of Sports Management by (Lisa P. Masteralexis) 6th Edition.
4. Managing Sports Teams: Economics, Strategy and Practice by Stefan Walzel, Verena Romisch

Case studies:

1. Tiger Woods
2. A Case Study of Regional Sport Organization

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6. Business Communication Skills

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Fundamentals of Communication	7
Module 2	Effective Communication	7
Module 3	Written Communication Skills	8
Module 4	Oral Communication Skills	8
	Total	30

Course Objectives

1. To develop the skills of the students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes
2. To help students enhance their presentation skills.

Course Outcome

After successful completion of the course the learner will be able to

1. CO1: Mention the fundamentals of Business Communication. (Level: Remember)
2. CO2: Identify the various aspects required for any communication to be deemed as effective. (Level: Understand)
3. CO3: Discuss the various means, methods and aspects of written & oral communication. (Level: Understand)

Projects

1. Evaluate the various aspects & inclusions for an effective public or internal communication.
2. Create an effective written/oral communication plan for a major event of a sports organization.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Fundamentals of Communication	7
	<ul style="list-style-type: none"> ● Definition, Meaning -Types, process and importance 	
2	Effective Communication	7
	<ul style="list-style-type: none"> ● Concept & Practice of Effective Communication ● Barriers to Effective Communication ● Methods to Improve Communication Skills 	
3	Written Communication Skills	8
	<ul style="list-style-type: none"> ● Report Writing ● Letter Writing ● Preparation of Promotional Material 	
4	Oral Communication Skills	8
	<ul style="list-style-type: none"> ● Understanding Audience ● Use of Language & tone ● Understanding Body Language 	

Reference Books:

1. Business Communication (Harvard Business Essentials)
2. Business communication for success, Libraries Publishing
3. Essentials of corporate communications by Cees B. M. van Riel and Charles J. Fombrun
4. Basic Business Communication - Lesikar
5. How to Listen Better? Pramila Ahuja& G Ahuja Sterling Publication
6. Contemporary Business Communication, Scot Biztantra
7. Business Communication for Managers: An Advanced Approach Penrose Thomson learning
8. Business Communication: Essential Strategies for 21st Century Managers by Shalini Verma

Case study:

1. Alexander Castello Branco Communication Strategy

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6. Sanskrit

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Structure of Language	2
Module 2	Nouns and various cases	2
Module 3	Ten conjugations	2
Module 4	Voices	2
Module 5	Causal	2
Module 6	Absolute Locative	2
Module 7	Frequentatives	2
Module 8	Desideratives	2
Module 9	Sandhis	2
Module 10	Compounds	3
Module 11	Gerunds	3
Module 12	Infinitives	3
Module 13	History of Sanskrit Literature	3
	Total	30

Course Objective

- To build the vocabulary of students by equipping them in etymological aspects as per the text

Course Outcome

After the successful completion of course, the learners will be able to:

1. CO1: Explain the complex Vedic language and literature. (Level: Remember)

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6. Personality Development Skills

Module at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Interpersonal Skills	7
Module 2	Phone Etiquette & Professional Communication	8
Module 3	Email Etiquette	7
Module 4	Time Management	8
	Total	30

Course Objective

- To facilitate an all-round development of personality

Course Outcome

After the successful completion of course, the learners will be able to:

1. CO1: Identify and describe the ways to schedule time more effectively and stay on track and keep important goals top of mind. (Level: Understand)
2. CO2: Develop interpersonal skills and handle communication in a better manner. (Level: Create)
3. CO3: Write effective emails. (Level: Create)

Detailed Syllabus

Modules	Topics	No. of Lectures
Module 1	Interpersonal Skills	7
	<ul style="list-style-type: none"> ● Hard Skills and Soft Skills ● Effective Communication ● Skills for successful interview ● Leadership ● Social Empathy 	
Module 2	Phone Etiquette & Professional Communication	8
	<ul style="list-style-type: none"> ● Ways to make a good first impression. ● Effective call handling ● Major steps of outbound / inbound calls ● Hold the process ● off-air ● Using the right voice of voice ● Tips for good telephone etiquette ● Avoid prohibited phrases ● Physical language on the telephone ● Tele-conferencing skills 	
Module 3	Email Etiquette	7
	<ul style="list-style-type: none"> ● Greeting Enclosures , Closing, CC & BCC, Subject Line, Screen Appearance, Spacing, Font ,Replying, Signature ● Sending effective messages ● Structuring paragraphs and sentences ● Punctuation, grammar and spelling ● Tone of the messages ● Softening a negative message ● Responding to messages ● Handling 'Negative' mails 	
Module 4	Time Management	8
	<ul style="list-style-type: none"> ● Shift Focus from Managing Time to Managing Self ● Identify Typical Time Wasters ● Identify Personal Strengths and Development Opportunities to Control Time ● Define Goals Based on Your Role ● Establish Important and Valid Priorities ● Create a Realistic and Productive Schedule ● Use a Robust Planning Process to Analyse and Review Plans 	

	<ul style="list-style-type: none">● Attend Meetings with Purpose and Add Value● Set Clear Expectations with Colleagues, Customers, and Your Boss● Manage Interruptions from Others● Build both Productivity and Efficiency● Re-evaluate Multitasking Strategies● Overcome Procrastination● Manage Technological Distractions● Prioritize and Choose Activities to Balance Life and Work	
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1. Sports Marketing

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Basic Marketing Concepts	12
Module 2	Promotion of Sports	12
Module 3	Marketing through Sports	12
Module 4	The Marketing of Sports	12
Module 5	Strategic Marketing planning for sports	12
	Total	60

Course Objectives

1. To gain basic understanding of sport marketing concepts.
2. To gain understanding of the key marketing concepts and strategies withing collegiate, professional sport contexts.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Describe the sports marketing environment and trends influencing marketers. (Level: Remember)
2. CO2: Explain the sports sponsorship decisions. (Level: Remember)
3. CO3: List the difference between sports products and non-sports products. (Level: Remember)
4. CO4: Discuss the interaction of marketing, management, promotions issues related to sports events. (Level: Understand)

Projects

1. Chose a specific campaign of one of the brands given below and dissect it's marketing strategy.
 - a. Nike
 - b. Adidas
 - c. Budweiser
2. Analyse the impact of Colin Kaepernick's (2018) ads on Nike Products.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Basic Marketing Concepts	12
	<ul style="list-style-type: none"> ● Introduction to sports marketing industry ● The four domains of sports marketing ● Promotion: need and importance 	
2	Promotion of Sports	12
	<ul style="list-style-type: none"> ● Promotion: need and importance ● Promotional Methods and its determinants ● Sales Promotion – Concept, types, objectives, tools & techniques advantages & disadvantages ● Different steps taken by the Indian Government to promote sports 	
3	Marketing through Sports	12
	<ul style="list-style-type: none"> ● Traditional strategies ● Mainstream strategies ● Sponsorship versus Advertising ● Ambush Marketing ● Venue naming rights ● Endorsements; Licensing 	
4	The Marketing of Sports	12
	<ul style="list-style-type: none"> ● Segmentation of Sports Market ● Basic product concepts <ul style="list-style-type: none"> ○ Sports products: Spectator Sports, Participation Sports ○ Strategic initiatives for sports products: Spectator Sports, Participation Sports, Sporting goods-Apparel-Athletic Shoes-Sports related products (SASS) ○ Promotional strategy - Marketing of Sports Products ● Role of technology in sports marketing 	
5	Strategic Marketing planning for sports	12
	<ul style="list-style-type: none"> ● Adopt a systematic approach to examine internal and external environment ● Conceptualizing and developing a marketing plan ● Strategic marketing planning process for sports 	

Reference Books

1. Sports Marketing - Third Edition by Sam Fullerton, McGraw-Hill
2. Sports Marketing A Strategic Perspective by Matthew D. Shank, Mark R. Lyberger (6th Edition)
3. Sports Marketing 2nd Edition by Michael Fetchko, Donald P. Roy, Kenneth E. Clow

Case Studies:

1. The Time Michael Jordan was forced to wear Black
2. Red Bull

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2. Sports Facility Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Sport Facility Management	20
Module 2	Facility Planning	20
Module 3	Facility Construction	25
Module 4	Facility Administration	25
	Total	90

Course Objective

1. To provide foundation of sports facility management
2. To understand varieties of facility and its management
3. To understand about the day to day operation and management of different facilities

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Define the aspects of financial management to a sport facility. (Level: Remember)
2. CO2: Discuss ways to optimize the internal processes of a sport facility. (Level: Remember)
3. CO3: Explain the resources, capabilities and skills of people who collaborate with the facility. (Level: Understand)

Projects:

1. Visit a local sports facility, understand it's various offerings and suggest ideas to further enhance the utilization of the facilities within the current structural framework.
2. Prepare a presentation on the operational changes a sports club had to undergo post the Covid-19 pandemic.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Sport Facility Management	20
	<ul style="list-style-type: none"> ● Concept of facility management ● Importance of facility management ● Facility Manager – Roles & Skills ● History of Sports & Public assembly facilities (Introduction, Facilities in ancient times, Facilities from middle ages to 1800s, Facility management from ancient to modern times) ● The future of sports facilities & trends that will affect future facilities. ● Sports Facility Jobs 	
2	Facility Planning	25
	<ul style="list-style-type: none"> ● Facility Planning <ul style="list-style-type: none"> i) Fundamentals of planning ii) Planning for existing: Money, Personnel, Scheduling, Space Management iii) Planning for future facilities: Community support, Planning committee, Assessment, Type of facility, Feasibility study, Site Planning introduction, Developing & Selling the future plan ● Facility Site & Design <ul style="list-style-type: none"> i) Site Location ii) Site Planning; Size, Promoting the positive (Need to rename this header – Content remains same, Handling opposition iii) Site considerations: Location, Zoning & other regulations, User needs, Community impact iv) Land & Environment considerations: Introduction, Soil testing, core drilling, grading, wetlands & endangered species, accessibility, utilities, Water-Drainage-Sewer) v) Site Cost: Affordability vi) Site Selection vii) Facility Design: Introduction, Building systems, Ancillary facilities, Locker rooms, Concessions, Other areas, Layout, Blueprint ● Considerations to attract senior citizens to sports facility ● Considerations of planning facilities for the specially abled 	
3	Facility Construction	25
	<ul style="list-style-type: none"> ● Introduction ● Construction planning: Builders, Project bids, Contracts 	

	<ul style="list-style-type: none"> ● Pre-Construction phase: Introduction, Documentation, Site Preparation ● Construction elements: Introduction, Foundation elements, Substructure and load, Superstructure ● Exterior elements: Introduction, Roofing, Turf, Watering systems, Other components ● Interior elements: Introduction, Furniture & furnishing, Seating, Flooring, Roofing ● Project cost: Introduction, Cost variables, Construction and other costs, Completion & Analysis 	
4	Facility Administration	20
	<ul style="list-style-type: none"> ● Facility Marketing (Introduction, Marketing new facilities, attracting anchor tenants, Attracting events, Developing relationships) ● Finance and Budgeting of Facilities ● Crisis Management 	

Reference Books

1. Managing Sports Facilities by Gil B. Fried & Matthew Kastel, Fourth Edition.
2. Walker, M. L., & Stotlan, D. K. (1997). Sport facility management. MS: Jones & Bartlett publishers
3. Sports Facility & Event Management by Thomas J. Aicher, Brianna L. Newland, Amanda L. Paule-Koba, 2nd Edition

Case Studies

1. Stadium Design in the Olympic Context
2. Multi- Purpose Hall

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3. Business Law

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Business law	15
Module 2	Contract	15
Module 3	Negotiable instrument act, 1881, Consumer Protection act 2019	15
Module 4	Intellectual property rights	15
	Total	60

Course Objectives

1. To help the learners understand the basic business laws
2. Aid learners to understand the various contracts governing the businesses.
3. Educate the learners about Intellectual property rights.

Course Outcome

After successful completion of the course the learner will be able to

1. CO1: Understand the basic laws driving a business or a company. (Level: Remember)
2. CO2: Identify the various types of businesses. (Level: Remember)
3. CO3: Explain the specifics of Intellectual property rights. (Level: Understand)

Project:

1. Develop and apply for an Intellectual property. (Co-related to Teams & Leagues project)
2. Conduct a study on the below contracts and assess their advantages & disadvantages to all parties involved in the contract
 - a. Non-disclosure agreement
 - b. Partnership agreement

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Business Law	15
	<ul style="list-style-type: none"> ● The Nature of Law ● Company – Definition, Meaning, nature and its characteristics, History ● Company in relation to other forms of business ● Types of companies ● Concept of capital and financing ● Promotion and incorporation of companies ● Transfer and transmission of securities ● Company law 1956 ● Companies act (2013) ● Insolvency and bankruptcy code 	
2	Contracts	15
	<ul style="list-style-type: none"> ● Contracts and conversions: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract ● Transfer of property act 1882 	
3	Negotiable instrument act, 1881, Consumer Protection act 2019	15
	<ul style="list-style-type: none"> ● Negotiable Instrument Act,1881: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. ● Consumer Protection Act 2019, Meaning of the words “Goods and services” – Meaning of the words “Defects and Deficiencies of goods and services” 	
4	Intellectual property rights	15
	<ul style="list-style-type: none"> ● IPR definition/ objectives ● Patent definition. What is patentable? What is not? Invention And its Attributes, Inventors and Applications ● Trademarks, definition, types of trademarks, infringement and passing off. ● Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. ● Geographical indications 	

Reference Books:

1. Taxmann's Company Law, 5th Edition by Anil Kumar
2. Spain Business Law Handbook Volume 1 Strategic Information and Basic Laws (World Business and Investment Library)

3. Business law Ninth Edition – Sarah riches and Vida Allen
4. Company law- Institute of company secretaries of India

Case Studies:

1. Edward Vs British Athletic Federation
2. Wolves Football Club – Logo

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4. Introduction to Accounts & Finance

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Accounting	12
Module 2	Trial Balance	12
Module 3	Cost of Capital	12
Module 4	Cost Concepts	12
Module 5	Statement of Cash Flow & Ratio Analysis	12
	Total	60

Course Objectives

1. To understand the mechanics of accounting.
2. To learn combine practice and theoretical knowledge of financial accounting.
3. To gain knowledge on the detailed understanding of the accounting information system, accounting concepts, accounting principles, accounting cycle and financial statement concepts.

Course Outcome

After successful completion of the course the learner will be able to

1. CO1: Prepare a balance sheet, income statement, statement of cash flow etc. (Level: Apply)
2. CO2: Develop decision making skills in the financial analysis context. (Level: Apply)
3. CO3: Prepare the financial statements. (Level: Apply)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Accounting	12
	<ul style="list-style-type: none"> ● Introduction - Branches - Objectives of Accounting - Importance of Accounting - Users of accounting information - Basic Terminology in accounting-Systems of accounting ● Accounting concepts and conventions - Accounting equation - Types of accounts - Rules for debit and credit ● Journal- Journalisation - Subdivision of Journal - Ledger posting 	
2	Trial Balance	12
	<ul style="list-style-type: none"> ● Trial balance - Concept of errors - Types of errors ● Final accounts with adjustments (Sole Proprietor) – Meaning, importance of Trading a/c and Profit and Loss a/c, Balance sheet- Proforma, importance and benefits. Various adjustments ● Financial management- Introduction, Meaning, Scope & Objectives, Functions ● Concept of time value of money ● Long term & Short term sources of finance 	
3	Cost of Capital	12
	<ul style="list-style-type: none"> ● Cost of capital: Definition - Cost of debt - Cost of preference share - Cost of Equity - Cost of retained earnings – WACC ● Working capital management: Definition - Components - Determinants - Estimation - Types of working capital 	
4	Cost Concepts	12
	<ul style="list-style-type: none"> ● Cost concept (Definition, types of cost concept and classification) Elements of cost, cost sheet (Introduction, component and advantages of cost sheet) ● Budgets and budgetary control: Definition, Objectives and importance of budgetary control, Types of budgets,- Cash budget & flexible budget ● Break even analysis (Definition, How to calculate, Examples) ● Revenues and Costs; Stadium revenue; Naming rights; Media revenue; Player costs. 	
5	Statement of Cash flow & Ratio analysis	12
	<ul style="list-style-type: none"> ● Statement of Cash flow ● Ratio Analysis – Meaning and Definitions, Importance, types of ratios, Numerical on ratio analysis and Interpretation. 	

Reference Books:

1. Accounting all in one by Kenneth Boyd, 2nd Edition

2. Gupta, RL and Radhaswamy, M : Financial Accounting ; Sultan Chand and Sons
3. Ashoke Banerjee: Financial Accounting, Excel Books
4. Maheshwari: Introduction to Accounting, Vikas Publishing
5. ECB funding model

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4. Managing People in Sports Organisations

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Human Resource Management	15
Module 2	Recruitment & Selection	15
Module 3	Performance Management	15
Module 4	Employee Relations	15
	Total	60

Course Objectives

1. To gain an understanding of range of strategic human resource management approached that can be used by sport organizations.
2. To gain an understanding of the core concepts of HRM in Sports.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the design and evaluation of performance management program. (Level: Remember)
2. CO2: Develop and implement employee orientation, training and development programs applicable to sports organizations. (Level: Apply)

Project

1. Develop and implement orientation, training & development programs for a sports event. (Follows Management of teams & leagues/IPR)
2. Conduct a role-play on poor employee-management relations and it's impact on the employee's productivity

Detailed Syllabus

Module	Topics	No. of Lectures
1	Human Resource Management	15
	<ul style="list-style-type: none"> ● Strategic Human resource management ● Difference between HRM and SHRM ● Key elements of SHRM's good practice ● Human resource planning. 	
2	Recruitment & Selection	15
	<ul style="list-style-type: none"> ● Recruitment and selection for sport organizations ● Job Analysis; Job Descriptions; Orientation and Organizational Culture ● Training and Development in sports organizations 	
3	Performance Management	15
	<ul style="list-style-type: none"> ● Performance management ● Motivation and rewards management in sports organization 	
4	Employee Relations	15
	<ul style="list-style-type: none"> ● Sports organizations and employee relation ● Sports organizations and diversity management ● Managing change and future challenges in sport organizations 	

Reference Books:

1. Managing People in Sport Organizations by Tracy Taylor – 2nd Edition
2. Human Resources in Sports: A Managerial Approach by Bonnie Tiell & Kelly Walton
3. Human Resource Management in Sport & Recreation – 3rd Edition by Packianathan Chelladurai & Shannon Kerwin

Case Studies:

1. Anchor Homes
2. Diverse Leadership in Sport

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5. Foreign Language (Spanish)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Basic Vocabulary	15
Module 2	Grammar	15
Module 3	Culture	15
Module 4	Everyday Vocabulary	15
	Total	60

Course Objective

1. To enable the students to acquire Spanish language skills.

Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Discuss the main points and key information in simple everyday material. (Level: Remember)
2. CO2: Explain the clear speech on a range of familiar topics. (Level: Remember)
3. CO3: Identify the description of events and expression of ideas, opinions and attitudes in simple texts. (Level: Understand)
4. CO4: Use a range of structures and vocabulary with reasonable accuracy. (Level: Apply)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Basic Vocabulary	15
	<ul style="list-style-type: none"> ● Alphabets, Sounds, Greetings ● Numbers, Days of week, Months ● Articles, Nouns, Plurals, Verbs ● Question words, Colors, Time ● Adjectives, Negative sentences, Preposition, Weather 	
2	Grammar	15
	<ul style="list-style-type: none"> ● Number and gender ● Articles: definite and indefinite ● Demonstrative pronouns ● Personal pronouns ● Interrogative pronouns ● Noun-adjective agreement ● Present tense of basic verbs like <i>ser, estar, trabajar, vivir, tener, llevar</i> ● Quantifiers: <i>muy, bastante</i> 	
3	Culture	15
	<ul style="list-style-type: none"> ● The differences in the use of <i>tú/usted</i> and <i>vosotros/ustedes</i> between Spain and Latin American countries. ● Cultural differences when meeting people. ● Spanish language in the world. 	
4	Everyday Vocabulary	15
	Nationalities, Occupation, Ser-Estar, tener Verbs, Food Items, Body parts, Clothes Tenses, More adjectives, Eating and Drink Possessives adjective, To know, To ask, Paragraphs for Translation, Situational Vocabulary	

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5. Yoga & Ethics

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Yoga	6
Module 2	Yama and Niyama	6
Module 3	Asanas	6
Module 4	Breathing Exercising	6
Module 5	Yoga and Meditation	6
	Total	30

Course Objectives

1. To understand the fundamentals of Yoga.

Course Outcome

1. CO1: Describe the history and fundamentals of yoga. (Cognitive Level: Remember)
2. CO2: Summarise the General Guidelines for Yoga practice. (Cognitive Level: Understand)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Yoga	6
	<ul style="list-style-type: none"> ● What is Yoga? ● History and Development of Yoga ● Fundamentals of Yoga ● Traditional Schools of Yoga ● Yogic practices of Health and Wellness ● General Guidelines for Yoga practice ● Food for thought 	
2	Yama and Niyama	6
	<ul style="list-style-type: none"> ● Yama (Ahimsa, Satya, Asteya, Brahmacharya, Aparigraha) ● Niyama (Shauch, Santosh, Tapa, Swadhyaya, Ishwarpranidhan) 	
3	Asanas	6
	<ul style="list-style-type: none"> ● Standing (Tadasana, Vrikshasana, Pada-Harkasana, Ardha-Chakrasana, Trikonasana) ● Sitting (Bhadrasana, Vajrasana, Ushtrasana, Shashankasana, Vakrasana) ● Prone (Makarasana, Bhujangasana, Sulabhasana) ● Supine (Setu Bandhasana, Uttanapadasana, Pavanamuktasana) 	
4	Breathing Exercises	6
	<ul style="list-style-type: none"> ● Kapalabhati ● Pranayama—Anuloma-Viloma, Shitali, Bhramari 	
5	Yoga and Meditation	6
	<ul style="list-style-type: none"> ● Prayer ● Dhyana ● Yoga Geet 	

Reference Books:

1. Module I, III, IV, V – (As per common yoga protocol for International Day of Yoga) Ministry of AYUSH
2. Module II – (As per Patanjala Yogasutra)
 - a. Yoga Sutra with Bhashya (Marathi) – Shri Rele, Prasad Prakashan, Pune
 - b. Yoga Sutra with Bhasgya (Hindi) – Darshan Mahavidyalaya, Parsodi, Gujarat
 - c. Yogasutra (Marathi) – Shri Kolhatkar, Prasad Prakashan, Pune