



Nagindas Khandwala College (Autonomous)

**Name of the Programme- Master's Degree - Sports Management (MSM)
Programme Code - PMCSM**

PROGRAMME OBJECTIVES

PO-1: To provide intensive theoretical & practical knowledge of management.

PO-2: To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical knowhow.

PO-3: To impart understanding of the five stages of sports management : research, design, planning, coordination, and evaluation.

PO-4: To learn how to manage time effectively, to manage human resources , venues, spectators etc.

PO-5: To have insight into hiring vendors for sports equipment, venue management and other resources.

PO-6: To be knowledgeable about risk-management procedures and tactics.

PO-7: To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements.

PO-8: To understand budgeting, pricing, and accounting as they relate to sports management.

PROGRAMME OUTCOMES:

After completion of the two years Master of Sports Management (MSM) Programme, the learner will:

PO-1: Demonstrate comprehensive knowledge and understanding of fundamental principles of management theories, sport law, sport marketing, sport communication, operations management, accounting practices, sport finance and sport governance and relevant concepts applicable in the sports industry that help them to have a successful career in sport management profession.

PO-2: Develop self-awareness and adaptability, flexibility, and curiosity in pursuit of personal and professional growth to become competent sports management professionals or entrepreneurs.



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PO-3: Develop and hone professional skills through a steady progression of internships and industry engagements which makes them industry ready.

PO-4: Analyse sport-related business problems and devise solutions using critical thinking, research related skill, decision-making skills.

PO-5: Demonstrate exemplary communication and presentation skills both individually and in groups using appropriate digital technologies & tools.

PO-6: Incorporate an understanding of ethical, legal, environment and socio-cultural issues in managerial decision making and policy determinations in sports at the local, regional, national and global level.



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Semester 1

1811MSFSD: Fundamentals of Sports & New Age Dynamics

Course Objectives:

1. To gain insights into the history of sports and other forms of organized physical activity
2. To gain a deeper understanding of the International Olympic Committee (IOC) and how it functions.
3. To describe the Guiding Principles for Conduct of Team Sports.
4. To learn about early physical education and the modern age
5. To learn the current Indian model of Sports Governance

Course Outcome:

1. CO1 - Recall the history of modern sports and other forms of organized physical activity. (Cognitive level: Remember)
2. CO2 - Identify the role and functions of National and International Sports Organizations. (Cognitive level: Understand)
3. CO3 - Identify the guiding principles for conduct of team sports. (Cognitive level: Understand)
4. CO4 - Identify and explain the governance of Individual Sports. (Cognitive level: Understand)
5. CO5 – Identify and explain contemporary issues in sports. (Cognitive level: Understand)

1812MSMLT: Management of Sports Leagues & Teams

Course Objectives:

1. To discover methods and practices of regulation and control in sports industry
2. To explain how non-profit sector relates with the sports sector
3. To understand how plays are managed in professional sports
4. To understand the gradual change in sports in terms of production and consumption
5. To analyze the challenges for a sports organization



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Course Outcome:

1. CO1 – Define the role of State in Sports Development. (Cognitive level: Remember)
2. CO2 – Give examples of the issues faced by non-profit sports sector. (Cognitive level: Understand)
3. CO3 – Explain Sports Circuits. (Cognitive level: Understand)
4. CO4 – Discuss the strategic management principles in Sports. (Cognitive level: Understand)
5. CO5 – Describe the performance management model appropriate for sports. (Cognitive level: Understand)

1813MSSFP: Sports Facilities Planning & Management

Course Objectives:

1. To understand the functions of managers in the facility domain.
2. To understand how facilities are planned and managed
3. To understand influential factors of a facility in terms of site selection, cost and location
4. To enlist security management planning working steps and context.
5. To understand the crucial phases of facility management.

Course Outcome:

1. CO1 - Define the fundamentals of facility planning. (Cognitive level: Remember)
2. CO2 – Explain the phases of facility construction. (Cognitive level Understand)
3. CO3 – Discuss the systems required while planning for facilities. (Cognitive level: Understand)
4. CO4 – Summarize the responsibilities of facilities managers. (Cognitive level: Understand)
5. CO5 – Explain the requirements and basics of event planning and production at sports facility. (Cognitive level: Understand)

1814MSLPS: Leadership Principles in Sports

Course Objectives:



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1. To understand impact of athlete behavior on Sport
2. To discuss leaders as an outcome of genetic formulation or consistent hard work and vision.
3. To understand essentials of teamwork
4. To apply leadership qualities of sports in day to day life and corporate management as well.
5. To understand vitality of lack of leadership principles in sports

Course Outcome:

1. CO1 – Define the concept of leadership in Sports. (Cognitive level: Remember)
2. CO2 – Restate the traits of good leadership. (Cognitive level: Understand)
3. CO3 – Explore the relationship between team and sports. (Cognitive level: Understand)
4. CO4 – Recognize the importance of leadership in sports. (Cognitive level: Remember)
5. CO5 – Explore the relationship between good decision making, leadership and sports. (Cognitive level: Understand)
6. CO6 – Identify the moral practices in sports. (Cognitive level: Understand)

1815MSETM: Sports Equipment & Technology Management

Course Objectives:

1. To identify the category of products under sports equipment
2. To understand the standards of equipment management.
3. To describe concepts of direct purchase, bid purchase, sponsorship, return and refund policy
4. To apply learning of Quality and manufacturing standards of equipment procured
5. To understand the significance of tagging and its ease in utilization of equipment, maintenance of records and financial analysis

Course Outcome:

1. CO1 – Identify objectives, guidelines, goals of equipment management in sports. (Cognitive level: Remember)
2. CO2 – State the advantages, standards and importance of equipment management.



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(Cognitive level: Remember)

3. CO3 – Explain the procurement process, sales and after sales services of equipment. (Cognitive level: Understand)
4. CO4 – Explain the storage, maintenance and safety of equipment. (Cognitive level: Understand)

1816MSBPS: Basics of Practical Sports Management - I

Course Objectives:

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

Course Outcome:

1. CO1- Apply theoretical concepts learnt so far to practical grounds in the sports industry. (Cognitive level: Apply)
2. CO2 – Compose a Report. (Cognitive level: Create)

Semester II

1821MSENT: Sports & Entertainment Marketing

Course Objectives:

1. To understand and describe key basics of Sports marketing
2. To determine how to market products and services through sports including promotions, sponsorships and endorsements.
3. To identify and understand different pricing strategies and factors affecting price.
4. To understand legal issues involved in sports and entertainment industry including laws and contracts, licensing and unions.



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5. To identify distribution channels for the sports and entertainment industry.
6. To understand the marketing functions relatable to sports and entertainment industry

Course Outcome:

1. CO1 - List down the channels of distribution in sports and distribution. (Cognitive level: Remember)
2. CO2 - Outline the marketing functions relatable to sports and entertainment industry (Cognitive level: Understand)
3. CO3 – Distinguish between media and non-media promotions. (Cognitive level: Understand)
4. CO4 – Define the key concepts of Sports Marketing. (Cognitive level: Remember)
5. CO5 – Explain the components of the Marketing game plan. (Cognitive level: Understand)
6. CO6 – Explain the concepts of trademarks, copyrights, and royalties in sports. (Cognitive level : Understand)

1822MSSFF: Sports Funding & Financial Management

Course Objectives:

1. To understand different sources of funding in Sports.
2. To understand the basics of Budgeting in Sports.
3. To understand different methods of constructing budgets.
4. To understand different methods for setting prices for sports goods and services.
5. To understand the process and strategies of Fundraising.
6. To identify the differences between different business structures.

Course Outcome:

1. CO1 – Identify different types of budgets. (Cognitive level: Remember)
2. CO2 – Differentiate between different types of business structure. (Cognitive level: Understand)
3. CO3 – Identify and explain different types of funding. (Cognitive level: Understand)
4. CO4 – Explain the phases of sponsorship. (Cognitive level: Understand)
5. CO5 – List down the benefits of endorsements. (Cognitive level: Remember)



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1823MSMBJ: Sports Media, Broadcasting & Journalism

Course Objectives:

1. To be able to explain the concept of Sports News and Reporting on various platforms
2. To be able to explain the code of conduct followed by a sports journalist.
3. To be able to create titles that not only add interest to a piece, but communicate what a story is about
4. To be able to explain concept of sports media and journalism
5. To be able to explain the importance of business and media in today's society.

Course Outcome:

1. CO1 - List down the points that will be helpful in covering important sport conferences. (Cognitive level: Remember)
2. CO2 – Identify traits of a perfect sports journalist. (Cognitive level: Remember)
3. CO3 - Use the titles that add interest to a piece and communicate the story of sports and articles itself. (Cognitive level: Apply)
4. CO4 – Identify and learn the reporting of different story. (Cognitive level: Understand)
5. CO5 – Demonstrate an understanding of the production and technical skills required in sports broadcasting. (Cognitive level: Apply)

1824MSPSA: PR, Sponsorship & Advertising in Sports

Course Objectives:

1. To understand the concept of Sports Public Relations
2. To learn the process of developing and selling a Sponsorship Proposal
3. To understand the steps required to develop an advertising strategy
4. To understand ethical dilemmas present in sport public relations
5. To learn different methods of post-evaluation of sponsorship

Course Outcome:



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1. CO1 - Outline the characteristics and value of sports PR. (Cognitive level: Remember)
2. CO2- Identify the key components of a sponsorship proposal, developing and selling a proposal. (Cognitive level: Understand)
3. CO3- List down the objectives of Advertising. (Cognitive level: Remember)
4. CO4 – Explain the advantages and disadvantages of PR. (Cognitive level: Understand)
5. CO5- Discuss different methods of post-evaluation of sponsorship. (Cognitive level: Understand)
6. CO6 - Prepare advertising strategies that can be helpful in creating advertising messages and conducting the selection of advertising media. (Cognitive level: Apply)

1825MSSEM: Sports Event Management

Course Objectives:

1. To understand the origins and importance of sports events.
2. To understand the role of event organizations and sports event manager
3. To understand different planning components of an event.
4. To learn and understand the event planning process
5. To identify ways to serve customers in a sports event
6. To learn basics of serving media at event site

Course Outcome:

1. CO1 – Define Sports Events and Sports Festivals. (Cognitive level: Remember)
2. CO2- Describe the planning process and components required for a sports event. (Cognitive level: Understand)
3. CO3- Explain the commercial components of a sports event. (Cognitive level: Understand).
4. CO4- Prepare a budget for a sports event. (Cognitive level: Apply)
5. CO5 – Identify crowd control and management plans at a sports event. (Cognitive level: Remember)
6. CO6- Explain the post event promotions and media coverage. (Cognitive level: Understand)

1826MSBPS: Basics of Practical Sports Management - II



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Course Objectives:

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

Course Outcome:

1. CO1 - Demonstrate good working practices to show a developing maturity and sense of responsibility. (Cognitive level: Apply)

Semester III 1831MSMED: Media Management

Course Objectives:

1. To understand Media Planning, Strategy and Management with reference to current business scenario.
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.
3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the different Media Buys.

Course Outcome:

1. CO1 – Identify different types of media. (Cognitive level: Remember)
2. CO2 - Explain the characteristics of media and establish media objectives. (Cognitive level: Understand)
3. CO3 – Chart out a media plan. (Cognitive level: Apply)

1832MSEGV: Ethics & Governance

Course Objectives:



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1. To enable students to understand the significance of ethics and ethical practices in businesses which are indispensable for the progress of a country.
2. To make students learn the applicability of ethics in functional areas like marketing, finance and human resource management.
3. To make students understand the emerging need and growing importance of good governance and CSR by organisations.
4. To make the students study the ethical business practices, CSR and Corporate Governance practiced by various organisations.

Course Outcome:

1. CO1 - Define the concept of Ethics, evolution of Ethics and nature of Ethics. (Cognitive level: Remember)
2. CO2- Outline the myths about ethical performance in Businesses in India. (Cognitive level: Understand)
3. CO3 – Summarize various ethical issues in Marketing, Finance & HR (Cognitive level: Understand)
4. CO4 – Explain the concept of Corporate Governance and CSR. (Cognitive level: Understand)

1833MSLRM: Sports Law & Risk Management

Course Objectives:

1. To learn the legalities related to Sports
2. To learn about various sports authorities and its functions

Course Outcome:

1. CO1 - Identify and list down the legalities related to Sports (Cognitive level: Remember)
2. CO2 - Summarize the importance of contract act, legal terms, valid essentials, discharge and breach of contracts in sports (Cognitive level: Understand)
3. CO3 – Explain the application of torts in sports, legal maxims and case laws. (Cognitive level: Understand)



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4. CO4 – Demonstrate an understanding of different types of insurance. (Cognitive level: Understand)

1834MSGST: Global Sports Tourism

Course Objectives:

1. To gain a holistic understanding of the sports tourism system
2. To display an understanding of the production, implementation and impacts of sports tourism development locally, nationally and internationally

Course Outcome:

1. CO1 - Define sports tourism, the supply side and the sport tourism system. (Cognitive level: Remember)
2. CO2- Explain the characteristics of Sport tourist destination areas (Cognitive level: Understand)
3. CO3 – Identify challenges and benefits of destination branding. (Cognitive level: Remember)
4. CO4 – Demonstrate an understanding of risk management in adventure tourism. (Cognitive level: Apply)
5. CO5- Discuss tourist motivations and ways to build visitor experience. (Cognitive level: Understand)

1835MSSHN: Sports Health & Nutrition

Course Objectives:

1. To understand the health aspects related to sports
2. To learn to interpret and apply nutrition concepts to evaluate and improve the nutritional health

Course Outcome:

1. CO1 – Memorize the role & importance of nutrition. (Cognitive level: Remember)



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2. CO2 – Explain the effect of training on heart and lung performance. (Cognitive level: Understand)
3. CO3 – Identify and explain the basic principles of sports injuries. (Cognitive level: Understand)
4. CO4 – Explain the importance of various nutrients. (Cognitive level: Understand)
5. CO5 - Prepare a diet chart for Athletes and design a weight maintenance plans (Cognitive level: Apply)

1836MSPIE: Professional Industry Engagement Practical Training/Internship

Course Objectives:

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals

Course Outcome:

1. CO1 – Evaluate the working style and culture of different companies in the industry. (Cognitive level: Evaluate)
2. CO2 – Create a training report. (Cognitive level: Create)

Semester IV 1841MSTMK: Tourism Marketing

Course Objectives:

1. To make the students understand the concepts of tourism marketing.
2. To help them understand the tourism marketing environment and consumer behaviour.



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3. To help students understand the marketing mix.

Course Outcome:

1. CO1 – Define the basic concepts of Tourism Services. (Cognitive level: Remember)
2. CO2 – Discuss the growth and problem areas of tourism services in India. (Cognitive level : Understand)
3. CO3- Chart out a marketing mix for a tourist organization. (Cognitive level: Apply)
4. CO4 – Demonstrate an understanding of promotion mix for tourism product. (Cognitive level: Understand)

1842MSPSY: Sports Psychology

Course Objectives:

1. To explain the role of sport psychology
2. To elaborate the concept of nature of attitude, measurement of attitude and formation of attitude on sports.
3. To explain the situational factors affecting aggression in sport.
4. To explain the situational factors affecting aggression in sport.
5. To understand the techniques of Stress Management

Course Outcome:

1. CO1 – Define Sports Psychology. (Cognitive level: Remember)
2. CO2- Explain the formation of attitudes to sport. (Cognitive level: Understand)
3. CO3- Identify and distinguish different theories of aggression. (Cognitive level: Understand)
4. CO4- Demonstrate an understanding of various trait theories. (Cognitive level: Understand)
5. CO5 – Discuss the application of social learning theory to sport. (Cognitive level: Apply)
6. CO6 – Identify the factors inducing anxiety and stress. (Cognitive level: Understand)

1843MSISM: International Sports Management

Course Objectives:



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1. To understand the strategic management process as it relates to global market entry and management
2. To understand the structure and governance of sport in United States
3. To understand about European Sport Law
4. To understand the structure of international sport
5. To understand the role of governing bodies in the governance of international sports

Course Outcome:

1. CO1 -Outline the reasons for Strategic Management to enter the global marketplace. (Cognitive Level: Understand)
2. CO2 – Identify the structure and governance of sports in North America and Europe. (Cognitive Level: Remember)
3. CO3 – Explain the structure, governance, revenue sources of Professional Sports Leagues. (Cognitive Level: Understand)
4. CO4 – Demonstrate an understanding of marketing and sponsorship in global economy. (Cognitive level: Apply)

1844MSEPM: Entrepreneurship & Project Management

Course Objectives:

1. To understand the need, objectives, phases and evaluation of Entrepreneurship Development Programmes
2. To explain the meaning of charisma along the qualities, characteristics and types of Charismatic Leaders
3. To describe the contemporary issues in leadership
4. To describe the meaning, concepts and categories of Project and Project Management

Course Outcome:

1. CO1- List down the characteristics, functions and types of entrepreneurship. (Cognitive level: Remember)
2. CO2- Classify the role of entrepreneurship in economic development. (Cognitive level: Understand)
3. CO3 – Demonstrate an understanding of different leadership styles. (Cognitive level: Apply)



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Apply)

4. CO4 – Demonstrate an understanding of components of project management. (Cognitive level: Apply)

1845MSSTT: Sports Training & Tactics

Course Objectives:

1. To explain the concept of sports training
2. To explain the conditional ability of strength, speed & endurance in detail.
3. To explain the concept of motor ability, coordinative ability, flexibility in sports.
4. To understand the concept of tactical & technical training and the preparation required for it
5. To recognize the benefits and modes of fitness

Course Outcome:

1. CO1- List down the aims and tasks of Sports Training. (Cognitive Level: Remember)
2. CO2- Describe the factors determining strength and outline general guidelines for strength training. (Cognitive Level: Understand)
3. CO3 – Classify the forms of flexibility, factors determining flexibility and the training methods for flexibility improvement. (Cognitive level: Understand)
4. CO4 – Demonstrate an understanding of technical and tactical training. (Cognitive level: Understand)
5. CO5 - Show the skill set required by a Personal trainer. (Cognitive level: Apply)

1846MSMFPR:Final Project Report

Course Objectives:

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management



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Course Outcome:

1. CO1 - Apply research, Conceptualization & Ideation ideas in project. (Cognitive level: Apply)
2. CO2 – Compose a Project Report. (Cognitive level: Create)

PO CO Mapping Matrix



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Semester	Subject	Course Code	PO1	PO2	PO3	PO4	PO5	PO6
Semester 1	Fundamentals of Sports & New Age Dynamics	1811MSFSD	*	*			*	*
	Management of Sports Leagues & Teams	1812MSMLT	*	*			*	*
	Sports Facilities Planning & Management	1813MSSFP	*	*			*	*
	Leadership Principles in Sports	1814MSLPS	*	*			*	*
	Sports Equipment & Technology Management	1815MSETM	*				*	*
	Basics of Practical Sports Management - I	1816MSBPS		*	*	*	*	
Semester 2	Sports & Entertainment Marketing	1821MSENT	*	*			*	*
	Sports Funding & Financial Management	1822MSSFF	*	*			*	*
	Sports Media, Broadcasting & Journalism	1823MSMBJ	*	*			*	*
	PR, Sponsorship & Advertising in Sports	1824MSPSA	*	*			*	*
	Sports Event Management	1825MSSEM	*	*			*	*
	Basics of Practical Sports Management II	1826MSBPS		*	*	*	*	



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Semester 3	Media Management	1831MSMED	*	*			*	
	Ethics & Governance	1832MSEGV	*				*	*
	Sports Law & Risk Management	1833MSLRM	*				*	*
	Global Sports Tourism	1834MSGST	*	*			*	*
	Sports Health & Nutrition	1835MSSHN	*	*			*	
	Professional Industry Engagement Practical Training/Internship	1836MSPIE		*	*	*	*	
Semester 4	Tourism Marketing	1841MSTMK	*	*			*	
	Sports Psychology	1842MSPSY	*				*	*
	International Sports Management	1843MSISM	*				*	*
	Entrepreneurship & Project Management	1844MSEPM	*	*		*	*	
	Sports Training & Tactics	1845MSSTT	*	*			*	
	Final Project Report	1846MSFPR	*	*	*	*	*	