



**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-400 064**

**Bachelor of Management Studies – Sports
Management (BMS - SM)**

Three Year Integrated Programme -

Six Semesters

Course Structure

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

Implemented during Academic Year - 2018-21

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1. Preamble

The Bachelor of Management studies (Sports Management) BMS-SM is a programme that will help students to develop the skills to design, plan, create, implement, manage, and market the various aspects of the sports industry. Students will examine the scope of the sports industry, learn how to manage the various aspects of the industry in a sustainable manner, and evaluate event outcomes.

1.1 About Khandwala College

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 23 UG, 6 PG, 4 Add On, 3 Ph. D with 9 Departments and 2 Research Centres imparting 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 minority 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 Bachelor of Tourism & Travel Management (BTTM) 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 provide intensive theoretical & practical knowledge of management
2. To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical knowhow.
3. To learn to how to manage time effectively, to manage human resources , venues, spectators etc.
4. To have insight into hiring vendors for sports equipments, venue management and other resources.
5. To be knowledgeable about risk-management procedures and tactics.
6. To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements.
7. To understand budgeting, pricing, and accounting as they relate to sports management

2.2 Programme Outcomes

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

1. Apply a fundamental knowledge and practical understanding of sport marketing, communication, and event management principles.
2. Demonstrate adequate knowledge and competencies needed to be successful sports management professionals in a variety of settings.
3. Apply knowledge and skills learned throughout the curriculum in real world settings.
4. Apply critical thinking and reasoning skills as sport management professionals.
5. Communicate, orally and in writing, as a sports management professional within various sport settings.

3. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the three-year course leading to the Degree of Bachelor of Management Studies (Sports Management), shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or an equivalent qualification in any stream from a recognized Board/ University or Body recognized as equivalent thereof by the Senate of the University.

3.1 Eligibility Criterion:

10+2 in any discipline with and having English as a subject

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 /Interview/Interview/Project/other
- 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 Nagindas 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 Nagindas 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 Nagindas 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 144 credits, and have completed 8 credits earned by successfully completing the required certifications, and 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

Bachelor of Management Studies (Sports Management) Programme is awarded under the faculty of Commerce

3.5 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.

3.6 Eligibility for Faculty

Bachelor's / Master's degree with 55% marks or an equivalent grade in a point scale wherever grading system is followed in a relevant/allied subject.

Relevant work experience in the Sports Industry or relevant work experience in Marketing, Advertising, Public Relations, Journalism, Accounting, Finance, Economics, Operations, Information Technology, Human Resource Management etc

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 144 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	48
2	Year 2	48
3	Year 3	48
	Total Credits from Academics	144
	Additional Credits	8
	Total Credits for Award of Degree	152

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)	15 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)	10 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 End Semester Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with asterix symbol (*) for which assignments/assessments for 100 marks 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 (15Marks) - 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

- 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

4.7 Approved Certifications for Additional Credits (Any from the below mentioned totalling to 8 credits)

Sr No	Certification	Credits
2	Google Digital Marketing Certification (Online)	4
4	Certification in Excel & Advance Excel	4
5	Online Certification in relevance to the areas of Sports as per Faculty recommendation	4
6	Other Options with Prior Approval by the Faculty	4

All Bachelor of Management Studies (Sports Management) students graduating from Nagindas Khandwala College will earn 8 (Eight) additional credits under autonomy. It is compulsory for every student to earn these credits for grant of a degree. Students have to complete Additional Certifications in semesters 3 & 5.

5. Teaching Methodology

1. Classroom Sessions

- **Regular Lectures:** Lectures shall be delivered by experienced faculties along with

visiting faculties and experts from the Industry.

- **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 sports organization skills.

Bachelor of Management Studies (Sports Management)

Three Year Integrated Programme

Six Semesters

Basic Structure: Distribution of Courses

1	Core Course (CC)	20 Papers of 4 Credits Hrs. each (Total Credits Hrs. 20*4) 2 Papers of 2 Credits Hrs. each (Total Credits Hrs. 2*2)	84
2	General Elective (GE)	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. 5*4)	20
3	Ability Enhancement Compulsory Course (AECC)	1 Papers of 1 Credits Hr. each (Total Credits Hrs. 1*4)	04
4	Skill Enhancement Compulsory Course (SEC)	1 Papers of 4 Credits Hr. each (Total Credits Hrs. 1*4)	04
5	Discipline Specific Compulsory Course (DSC)	5 Papers of 4 Credits Hr. each (Total Credits Hr. 5*4) 1 Papers of 12 Credits Hr. each (Total Credits Hrs. 1*12)	32
	Total Credits Hrs		144

Bachelor of Management Studies (Sports Management)

Under Choice Based Credit Semester System Curriculum Framework FIRST YEAR

Sr No	Semester I	Subject code	Credits	Sr. No	Semester II	Subject code	Credits
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
1	CC - 1 Fundamentals of Sports & New Age Dynamics	1814BSFSD	4	1	CC-3 Management of Sports Leagues & Teams	1823BSMLT	4
2	CC-2 Leadership Principles in Sports	1815BSLPS	4	2	CC-4 Sports Facilities Planning & Management	1824BSSPF	4
				3	CC-5 Sports Equipment & Technology Management	1825BSETM	4
	<i>General Elective (GE)</i>				<i>General Elective (GE)</i>		
3	GE-1 Principles of Management	1811BSPOM	4	4	GE-3 Human Resource Management	1821BSHRM	4
4	GE-2 Business Economics	1812BSBEC	4	5	GE-4 Marketing Management	1822BSMMT	4
	<i>Ability Enhancement Compulsory Course (AECC)</i>						
5	AECC-1 Business Communication & Soft Skills	1813BSBCS	4				
	<i>Discipline Specific Compulsory Course (DSC)</i>						
6	DSC-1 Basics of Practical Sports Management - I (Training)*	1816BSBPS	4	6	DSC-2 Basics of Practical Sports Management – II (Training) *	1826BSBPS	4
		TOTAL	24			TOTAL	24

SECOND YEAR

Sr. No	Semester III	Subject code	Credits	Sr. No	Semester IV	Subject code	Credits
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
1	CC-6 Sports & Entertainment Marketing	1931BSENT	4	1	CC-11 Sports Law & Risk Management	1842BSLRM	4
2	CC-7 Sports Funding & Financial Management	1932BSSFF	4	2	CC-12 Global Sports Tourism	1843BSGST	4
3	CC-8 Sports Media , Broadcasting & Journalism	1933BSMBJ	4	3	CC-13 Sports Health & Nutrition	1844BSSHJN	4
4	CC-9 PR, Sponsorship & Advertising in Sports	1934BSPSA	4	4	CC-14 Sports Psychology	1845BSPSY	4
5	CC-10 Sports Event Management	1935BSSEM	4				
					<i>General Elective (GE)</i>		
				5	GE-5 Brand Management	1841BSBMT	4
	<i>Discipline Specific Compulsory Course (DSC)</i>				<i>Discipline Specific Compulsory Course (DSC)</i>		
6	DSC-3 Professional Industry Engagement (Training)*	1936BSPIE	4	6	DSC-4 Work Based Learning Route (Internship)*	1846BSWBL	4
		TOTAL	24			TOTAL	24

THIRD YEAR

Sr. No	Semester V	Subject code	Credits	Sr. No	Semester VI	Subject code	Credits
	<i>Core Course (CC)</i>						
1	CC-15 Media Management	1851BSMED	4	1	CC – 19 Management of Adaptive Sports	1861BSMAS	4
2	CC-16 Ethics & Governance	1852BSEGV	4	2	CC-20 Soft Skills & Personality Development	1862BSSPD	2
3	CC-17 International Sports Management	1853BSISM	4	3	CC – 21 Case Studies	1863BSCS	2
4	CC-18 Sports Training & Tactics	1854BSSTT	4	4	CC-22 Sports & allied Industry Research	1864BSIEP	4
	<i>Skill Enhancement Course (SEC)</i>						
5	SEC-1 Entrepreneurship & Project Management	1855BSEPM	4				
	<i>Discipline Specific Compulsory Course (DSC)</i>				<i>Discipline Specific Compulsory Course (DSC)</i>		
6	DSC-5 Advanced Practical Sports Management (Internship)*	1856BSAPS	4	5	DSC-6 Final Project & Viva	186BSFPV	12
		TOTAL	24			TOTAL	24