

**ST. JOSEPH'S COLLEGE (AUTONOMOUS) DEVAGIRI, CALICUT**  
(Affiliated to the University of Calicut)



**BACHELOR OF BUSINESS ADMINISTRATION HONOURS**  
**(SPORTS MANAGEMENT)**  
**PROGRAMME STRUCTURE AND SYLLABUS**

**2025 ADMISSION ONWARDS**

**BACHELOR OF SPORTS MANAGEMENT HONOURS**  
**COURSE STRUCTURE**

<b>Semester 1</b>							
<b>Course</b>	<b>Title</b>	<b>Course code</b>	<b>Cont act Hour s</b>	<b>Credit s</b>	<b>Intern al</b>	<b>Extern al</b>	<b>Total</b>
AEC1 (P) (E)			4	3	25	50	75
AEC2(OL)			3	0			
MDC1	Introduction to Global Sports Industries	BBS1FM105	3	3	25	50	75
Core Course 1	Economics of Sports	BBS1CJ101	4	4	30	70	100
Core Course 2	Management Theory and Practices	BBS1CJ102	4	4	30	70	100
Core Course 3	Marketing Management	BBS1CJ103	4	4	30	70	100
SEC1	Spreadsheet for Decision Making	BBS1FS111	3	3	25	50	75
			<b>25</b>	<b>21</b>			<b>525</b>

<b>Semester 2</b>							
<b>Course</b>	<b>Title</b>	<b>Course code</b>	<b>Cont act Hour s</b>	<b>Credit s</b>	<b>Intern al</b>	<b>Extern al</b>	<b>Total</b>
AEC3 (P) (E)			4	3	25	50	75
AEC4(OL)			3	3			
SEC 2	Sports Entrepreneurship	BBS2FM106	4	3	25	50	75
Core Course 4	Principles and Practices of Sports Management	BBS2CJ101	4	4	30	70	100
Core Course 5	Finance & Accounting for sports	BBS2CJ102	4	4	30	70	100
Core Course 6	Business Statistics	BBS2CJ103	4	4	30	70	100
			<b>23</b>	<b>21</b>			<b>450</b>

<b>Semester 3</b>							
<b>Course</b>	<b>Title</b>	<b>Course code</b>	<b>Contact Hours</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
SEC 3	Expressive Skills	BBS3FS113	4	3	25	50	75
MDC3(KS) E/OL			3	3	25	50	75
Core Course 7	Organizational Behaviour	BBS3CJ201	4	4	30	70	100

Core Course 8	Sports Governance & Policies	BBS3CJ202	4	4	30	70	100
Core Course 9	Indian Financial System	BBS3CJ203	4	4	30	70	100

Core Course 10	Logistics Management	BBS3CJ204	4	4	30	70	100
			<b>23</b>	<b>22</b>			<b>550</b>

<b>Semester 4</b>							
<b>Course</b>	<b>Title</b>	<b>Course code</b>	<b>Cont act Hour s</b>	<b>Credit s</b>	<b>Intern al</b>	<b>Extern al</b>	<b>Total</b>
VAC1	Social Sensitivity Skills	BBS4FE108	3	3	25	50	75
VAC3 (E)			3	3	25	50	75
Core Course 11	Sports Law	BBS4CJ203	4	4	30	70	100
Core Course 12	Sports Marketing Strategy	BBS4CJ204	5	4	30	70	100
Core Course 13	Human Resource Management	BBS4CJ205	5	4	30	70	100
Core Course 14	Sports Analytics Management	BBS4CJ206	4	4	30	70	100
			<b>24</b>	<b>22</b>			<b>550</b>

<b>Semester 5</b>							
<b>Course</b>	<b>Title</b>	<b>Cours e code</b>	<b>Cont act Hour s</b>	<b>Credit s</b>	<b>Intern al</b>	<b>Extern al</b>	<b>Total</b>
SEC	Business Communication	BBS5FS114	3	3	25	50	75
Core Course 15	Operations Management in Sports	BBS5CJ301	4	4	30	70	100
Core Course 16	Technology in Sports	BBS5CJ302	4	4	30	70	100
Core Course 17	Sports facility planning & Management	BBS5CJ303	4	4	30	70	100
Major- A (Specialisation paper 1)	Sports Event Management	BBS5EJ301	4	4	30	70	100
Major- A (Specialisation paper 2)	Networking & Negotiation skills	BBS5EJ302	4	4	30	70	100
SEC	Internship-1	BBS5FS115	-	4		100	100
			<b>23</b>	<b>27</b>			<b>675</b>

<b>Semester 6</b>							
<b>Course</b>	<b>Title</b>	<b>Course code</b>	<b>Contact Hours</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
VAC 3	Contract drafting techniques	BBS6FS113	3	3	25	50	75
Core Course 18	Scouting & Athletic Management (Practical)	BBS6CJ304	5	4	30	70	100
Core Course 19	Sports Public Relations	BBS6CJ305	4	4	30	70	100
SEC	Sports Tourism	BBS6CJ306	4	4	30	70	100
Major- A (Specialization paper 3)	Sports Franchise Management	BBS6EJ301	4	4	30	70	100
Major- A (Specialisation	Research Methodology	BBS6EJ302	4	4	30	70	100
paper 4)							
Total			<b>24</b>	<b>23</b>			<b>575</b>
<b>TOTAL CREDITS FOR THREE YEARS</b>				<b>133</b>			<b>3325</b>

<b>Semester 7</b>							
<b>Course</b>	<b>Title</b>	<b>Course code</b>	<b>Contact Hours</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
Core Course 20	Data Analytics	BBS7CJ401	5	4	30	70	100
Core Course 21	Sports Organization and Administration	BBS7CJ402	5	4	30	70	100
Elective 5	Sports Sciences	BBS7CJ403	5	4	30	70	100
Elective 6	Sports Psychology	BBS7CJ404	5	4	30	70	100
Elective 7	Statistical tools for research methodology	BBS7CJ405	5	4	30	70	100
Open Elective	Strategic Management in Sports	BBS7OE401	5	4	30	70	100
SEC	Internship	BBS7FS117	0	4	100	-	100
<b>Total</b>			<b>25</b>	<b>24</b>			<b>600</b>

<b>Semester 8</b>							
<b>Course</b>	<b>Title</b>	<b>Course code</b>	<b>Contact Hours</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
Elective 8	Sports Funding & Budget Management	BBS8CJ406	4	4	30	70	100
Elective 9	Emerging trends in Sports	BBS8CJ407	4	4	30	70	100
Elective 10	Ethics in Sports	BBS8CJ408	4	4	30	70	100
SEC (Project 2)	Project -2 (in Honours programme)		8	8	60	140	200
SEC (Research Project)	Research Project (in Honours with Research programme)		20	20	150	350	500
			<b>20</b>	<b>20</b>			<b>500</b>
<b>TOTAL CREDITS FOR FOUR YEARS</b>				<b>177</b>			<b>4425</b>

## **ELIGIBILITY FOR ADMISSION**

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45% marks in aggregate

is eligible for admission, However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

### **MEDIUM OF INSTRUCTION**

The medium of instruction and examination shall be English.

### **PROGRAMME OUTCOMES (PO):**

At the end of the graduate programme at St. Joseph's College (Autonomous), Devagiri, Calicut., a student would:

PO1	Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.
PO2	Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.
PO3	Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO4	Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.
PO5	Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.
PO6	Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.
PO7	Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

### **PROGRAMME SPECIFIC OUTCOMES (PSO):**

At the end of the BBA (SPORTS MANAGEMENT) Honours programme at St. Joseph's College (Autonomous), Devagiri, Calicut., a student would:

PSO1	Demonstrate professional development on fundamentals of management and personal development through engagement in real world business scenario
PSO2	Exhibit critical thinking and managerial competencies through effective communication, teamwork, problem solving, decision making, ICT and project management skills.
PSO3	Create innovative systems and best practices in both domestic and global areas of work that are replicable and feasible.
PSO4	Emerge as intrapreneur/entrepreneur leveraging on opportunities with relevant traits of a visionary leader



**NOTE:**

1. There will be no pathway for BBA (SPORTS MANAGEMENT) students.
2. Students from other disciplines can choose Minor Groups in BBA (SPORTS MANAGEMENT).
3. If a student from other department chooses two Minor groups in BBA (SPORTS MANAGEMENT) (Major with Minor Pathway), then the title of the Minor will be **Functional Business Administration**.
4. The above-mentioned minor courses are offered by BBA (SPORTS MANAGEMENT) Department to other department students. So, they must attend the minor course classes along with BBA (SPORTS MANAGEMENT) students (core course) depending on the intake capacity of each department as per University Regulations.

**EVALUATION SCHEME**

1. The evaluation scheme for each course contains two parts: internal evaluation (about 30%) and external evaluation (about 70%). Each of the Major courses is of 4-credits. It is evaluated for 100 marks, out of which 30 marks is from internal evaluation and 70 marks, from external evaluation. Each of the General Foundation course is of 3-credits. It is evaluated for 75 marks, out of which 25 marks is from internal evaluation and 50 marks, from external evaluation.
2. The 4-credit courses (Major courses) are of two types: (i) courses with only theory and (ii) courses with 3-credit theory and 1-credit practicum.
  - In 4-credit courses with only theory component, out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 10 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.
  - In 4-credit courses with 3-credit theory and 1-credit practicum components, out of the total 5 modules of the syllabus, 4 modules are for theory and the fifth

module is for practicum. The practicum component is internally evaluated for 20 marks. The internal evaluation of the 4 theory modules is for 10 marks.

3. 3-credit courses (General Foundational Courses) in BBA (SPORTS MANAGEMENT) are of two types: (i) courses with only theory and (ii) courses with 2-credit theory and 1-credit practicum.

- In 3-credit course with only theory out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 5 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.
- In 3-credit courses with 2-credit theory and 1-credit practicum components, out of the total 5 modules of the syllabus, 4 modules are for theory and the fifth module is for practicum. The practicum component is internally evaluated for 15 marks. The internal evaluation of the 4 theory modules is for 10 marks.

Sl. No.	Nature of the Course		Internal Evaluation in Marks (about 30% of the total)		External Exam on 4 modules (Marks)	Total Marks
			Open-ended module / Practicum	On the other 4 modules		
1	4-credit course	only theory (5 modules)	10	20	70	100
2	4-credit course	Theory (4 modules) + Practicum	20	10	70	100
3	3-credit course	Only Theory (5 modules)	5	20	50	75
4	3-credit course	Theory (4 modules) + Practicum	15	10	50	75

## 1. MAJOR COURSES and GENERAL FOUNDATION COURSES

### 1.1. INTERNAL EVALUATION OF THEORY COMPONENT

Sl. No.	Components of Internal Evaluation of Theory Part of a Major Course	Internal Marks for the Theory Part of a Major Course of 4-credits	
		Theory Only	Theory +Practicum

		4 Theory Modules	Open-ended Module	4 Theory Modules	Practicum
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*..There is no specific format for practicum summary report. It can be decided by teacher-in-charge according to the type of practicum chosen.		
Total Marks	20	

Sl. No.	Evaluation of Practicum Component of Credit-1 in a SEC Course	Marks for Practicum	Weightage
1	Continuous evaluation of practicum performed in classes by the students by using any kind of formative/summative methods given in the detailed syllabus.	8	50%
3	Evaluation of the practicum summary report submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	7	50%
*..There is no specific format for practicum summary report. It can be decided by teacher-in-charge according to the type of practicum chosen.			
Total Marks		15	

### 1.3. EXTERNAL EVALUATION OF THEORY COMPONENT

External evaluation carries 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system.

#### PATTERN OF QUESTION PAPER FOR MAJOR COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
2 Hours	Short Answer	10	8 – 10	3	24
	Paragraph/ Problem	8	6 – 8	6	36
	Essay	2	1	10	10
Total Marks					70

#### PATTERN OF QUESTION PAPER FOR GENERAL FOUNDATION COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
1.5 Hours	Short Answer	10	8 – 10	2	16
	Paragraph/ Problem	5	4 – 5	6	24
	Essay	2	1	10	10
Total Marks					50

## 2. INTERNSHIP

<b>Programme</b>	BBA (SPORTS MANAGEMENT)				
<b>Course Code</b>					
<b>Course Title</b>	<b>Internship-1 &amp; Internship- 2</b>				
<b>Type of Course</b>	<b>SEC</b>				
<b>Semester</b>	5 & 7				
<b>Academic Level</b>					
<b>Course Details</b>	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	-	-		120
<b>Pre-requisites</b>					
<b>Course Summary</b>	This course is designed for undergraduate students to provide educational and career development opportunities to students by providing practical experience in a field or discipline, provide possible opportunities to learn, understand, and sharpen the real-time technical/managerial skills required on the job, understand the psychology of the workers and their habits, attitudes and approach to problem solving.				

The candidates must undergo two internships in any business organisation/local industries/Agriculture, health and allied sectors/Local Government institutions like Panchayats, Municipalities for a period of 120Hrs duration during summer vacation. Internship-1 should be completed preferably before the beginning of 5th Sem, and Internship- 2 should be completed preferably before the beginning of 7th Sem and prepare a report based on the information collected.

### 2.1. GUIDELINES FOR INTERNSHIP

1. Internship can be in Management or allied disciplines.
2. There should be minimum 120 hrs. of engagement from the student in the Internship.
3. Summer vacations and other holidays can be used for completing the Internship.
4. The students should make regular and detailed entries in to a personal log book through the period of Internship. The log book will be a record of the progress of the Internship and the time spent on the work, and it will be useful in writing the final report. All entries should be dated. The Internship supervisor should periodically examine and countersign the log book.
5. The log book and the typed report must be submitted at the end of the Internship.

6. The institution at which the Internship will be carried out should be prior-approved by the Department Council of the college where the student has enrolled for the UG (Honours) programme.

## **2.2. EVALUATION OF INTERNSHIP**

- The evaluation of Internship shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council of the college where the student has enrolled for the UG (Honours) programme.
- The credits and marks for the Internship will be awarded only at the end of semester 5 & semester 7.
- The scheme of continuous evaluation and the end-semester viva-voce examination based on the submitted report shall be as given below:

Component of Evaluation of Internship	Weightage	Marks/100
Continuous Evaluation of internship through interim presentation and reports by the committee internally constituted by the Department Council.	40%	40
End-Semester viva-voce examination to be conducted by the committee internally constituted by the Department Council.	35%	35
Evaluation of the day-to-day records and final report submitted for the end semester viva-voce examination by the committee internally constituted by the Department Council.	15%	15
Business Organization/ Local Industries/ Agriculture, Health and allied sectors/Local Government Institutions	10%	10

## **REPORT FORMAT**

1. The report must be typed (double spaced), in APA format. Use standard margins (1” to 1.25”) and font (Times New Roman, 12) and should contain maximum of 10-15 pages.
2. The report consists of the following information in this order:  
Starting Pages
  1. Title Page
  2. Acknowledgement

### 3. Executive Summary

### 4. Table of Contents

#### Chapter 1: Brief Industry Profile

#### Chapter 2: Introduction of Company

#### Chapter 3: Organizational Analysis

#### Chapter 4: Internee Experience

- a. A brief overview of the main business processes that the internee worked around
- b. A brief overview of various departmental functions that the internee had the opportunity to observe
- c. A narrative of personal experience in the intern's own words that may include: any new discoveries or observations made during the internship, any problems identified, personal account of interactions with others at the workplace, and specific skills learned.

#### Chapter 5: Future recommendations for a suitable course of action in the organizational context

#### Chapter 6: A short essay identifying the gaps in classroom learning and experiential learning at the internship.

### 7. Appendices

#### **EVALUATION CRITERIA FOR INTERIM PRESENTATION**

<b>Understanding of the Field (15 Marks)</b>	<b>Challenges and Solutions (15Marks)</b>	<b>Communication Skills (5Marks)</b>	<b>Use of Visual Aids (5Marks)</b>

#### **EVALUATION CRITERIA FOR VIVA-VOCE**

<b>Depth of Understanding (15 Marks)</b>	<b>Integration of Academic Knowledge and Practical Application (10 Marks)</b>	<b>Communication Skills (2Marks)</b>	<b>Project Report (8 Marks)</b>

### **3. PROJECT**

#### **PROJECT IN HONOURS PROGRAMME**

- In Honours programme, the student should do a Project of 8-credits in semester 8.

- The Project can be done in the same institution/ any other higher educational institution (HEI)/ research centre/ training centre.
- The Project in Honours programme can be a short research work or an extended internship or a skill-based training programme.
- A faculty member of the respective institution, where the student does the Project, should be the supervisor of the Project.

<b>Programme</b>	BBA (SPORTS MANAGEMENT)				
<b>Course Code</b>					
<b>Course Title</b>	<b>Project -2</b>				
<b>Type of Course</b>	<b>SEC</b>				
<b>Semester</b>	8				
<b>Academic Level</b>	400 – 499				
<b>Course Details</b>	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	8	8	-		240
	<i>The teacher should have 8hrs/week of engagement in the guidance of the Project(s) in Honours programme, while each student should have 16 hrs/week of engagement in the Project work. Total hours are given based on the student's engagement.</i>				
<b>Course Summary</b>	This course is designed for undergraduate honours students across all disciplines, offering them an opportunity to delve deeply into a topic of their choice, underpinned by rigorous research and creative methodology. It is an invitation to embark on an academic voyage that prioritizes critical thinking, problem-solving, and innovation, all within the framework of scholarly research. Students will engage in a self-directed project that not only contributes to their field of study but also encourages a personal journey of discovery and intellectual growth.				

## EVALUATION OF PROJECT

1. The evaluation of project work shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council.
2. The remaining 70% shall be awarded by the external examiner appointed by the University.
3. The scheme of continuous evaluation and the end-semester viva-voce of the project

<b>Component of Evaluation of Project</b>	<b>Weightage</b>	<b>Marks/200</b>
Continuous Evaluation of project through interim presentation and reports by the	30%	60



committee internally constituted by the Department Council.		
End-Semester viva-voce examination to be conducted by the external examiner appointed by the University.	50%	100
Evaluation of the day-to-day records and final report submitted for the end semester viva-voce examination by the committee internally constituted by the External Examiner	20%	40

#### 4. EVALUATION CRITERIA FOR INTERIM PRESENTATION

<b>Clarity of Research Question (15Marks)</b>	<b>Originality and Creativity (10 Marks)</b>	<b>Methodological Rigor (15 Marks)</b>	<b>Progress and Milestones (15 Marks)</b>	<b>Communication&amp; Presentation Skills (5 Marks)</b>

#### 5. EVALUATION CRITERIA FOR VIVA-VOCE

<b>Comprehension and Depth of Knowledge (10 Marks)</b>	<b>Methodological Rigor and Integrity (10 Marks)</b>	<b>Contribution &amp;Implications (20 Marks)</b>	<b>Communication Skills (10 Marks)</b>	<b>Response to Questions (20 Marks)</b>	<b>Project Report (30 Marks)</b>

#### FORMAT OF PROJECT REPORT

The report shall be printed and bound (preferably hard paper bound) with not less than 60 (A4 size) pages. The matter should be typed with double line spacing. The Font Size for the text should be 12 with style Times New Roman. One inch margin should be left on top and bottom of the page, as well as left and right side of the typed pages.

- A. Preface Section: - Title page of the report - Declaration by the student - Certificate from supervisory faculty counter Signed by Head of the Institution. - Acknowledgement - Chapter content – List of tables- List of figures
- B. Executive Summary (Minimum 1 page)
- C. Chapters

Chapter 1: Introduction (includes statement of the problem, objectives of the study, scope of the study, hypotheses if any, methodology employed, and limitations of the study)

Chapter 2: Industry profile/ Company profile/ Product profile/ Unit of study

Chapter 3: Review of literature (the review should be conducted by referring similar nature of studies conducted in academic journals, books, magazines, newspapers and other published sources)

Chapter 4: Data analysis and interpretation (data should be described and the collected data should be analyzed using appropriate tools)

Chapter 5: Findings, Conclusion and Recommendations

#### D. Bibliography

It should be prepared based on the guidelines prepared and updated by the American Psychological Association (APA style).

### **PROJECT IN HONOURS WITH RESEARCH PROGRAMME**

- Students who secure 75% marks and above (equivalently, CGPA 7.5 and above) cumulatively in the first six semesters are eligible to get selected to Honours with Research stream in the fourth year.
- A relaxation of 5% in marks (equivalently, a relaxation of 0.5 grade in CGPA) is allowed for those belonging to SC/ ST/ OBC (non-creamy layer)/ Differently-Abled/ Economically Weaker Section (EWS)/ other categories of candidates as per the decision of the UGC from time to time.
- In Honours with Research programme, the student has to do a mandatory Research Project of 20-credits in semester 8.
- The approved research centres of University of Calicut or any other university/ HEI can offer the Honours with Research programme. The departments in the affiliated colleges under University of Calicut, which are not the approved research centres of the University, should get prior approval from the University to offer the Honours with Research programme. Such departments should have minimum two faculty members with Ph.D., and they should also have the necessary infrastructure to offer Honours with Research programme.
- A faculty member of the University/ College with a Ph.D. degree can supervise the research project of the students who have enrolled for Honours with Research. One such faculty member can supervise maximum five students in Honours with Research stream.

- The maximum intake of the department for Honours with Research programme is fixed by the department based on the number of faculty members eligible for project supervision, and other academic, research, and infrastructural facilities available.
- If a greater number of eligible students are opting for the Honours with Research programme than the number of available seats, then the allotment shall be based on the existing rules of reservations and merits.

<b>Programme</b>	BBA (SPORTS MANAGEMENT)				
<b>Course Code</b>					
<b>Course Title</b>	<b>Research Project</b>				
<b>Type of Course</b>	<b>SEC</b>				
<b>Semester</b>	8				
<b>Academic Level</b>	400 – 499				
<b>Course Details</b>	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	20	20	-		600
	<i>The teacher should have 20 hrs/week of engagement) in the guidance of the Project(s) in Honours with Research programme, while each student should have 40 hrs/week of engagement in the Project work. Total hours are given based on the student's engagement.</i>				
<b>Course Summary</b>	This course is designed for undergraduate honours students across all disciplines, offering them an opportunity to delve deeply into a topic of their choice, underpinned by rigorous research and creative methodology. It is an invitation to embark on an academic voyage that prioritizes critical thinking, problem-solving, and innovation, all within the framework of scholarly research. Students will engage in a self-directed project that not only contributes to their field of study but also encourages a personal journey of discovery and intellectual growth.				

## EVALUATION OF PROJECT

1. The evaluation of project work shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council.
2. The remaining 70% shall be awarded by the external examiner appointed by the University.
3. The scheme of continuous evaluation and the end-semester viva-voce of the project

<b>Component of Evaluation of Project</b>	<b>Weightage</b>	<b>Marks/600</b>
Continuous Evaluation of project through interim presentation and reports by the	30%	180

committee internally constituted by the Department Council.		
End-Semester viva-voce examination to be conducted by the external examiner appointed by the University.	50%	300
Evaluation of the day-to-day records and final report submitted for the end semester viva-voce examination by the committee internally constituted by the External Examiner	20%	120

### EVALUATION CRITERIA FOR INTERIM PRESENTATION

<b>Clarity of Research Question (40Marks)</b>	<b>Originality and Creativity (30 Marks)</b>	<b>Methodological Rigor (40 Marks)</b>	<b>Progress and Milestones (50 Marks)</b>	<b>Communication &amp; Presentation Skills (20 Marks)</b>

### EVALUATION CRITERIA FOR VIVA-VOCE

<b>Comprehension and Depth of Knowledge (40 Marks)</b>	<b>Methodological Rigor and Integrity (40Marks)</b>	<b>Contribution &amp; Implications (60 Marks)</b>	<b>Communication Skills (30 Marks)</b>	<b>Response to Questions (40 Marks)</b>	<b>Project Report (90 Marks)</b>

### FORMAT OF PROJECT REPORT

The report shall be printed and bound (preferably hard paper bound) with not less than 100 (A4 size) pages. The matter should be typed with double line spacing. The Font Size for the text should be 12 with style Times New Roman. One inch margin should be left on top and bottom of the page, as well as left and right side of the typed pages.

#### 1. Title Page

The title page should succinctly capture the essence of the research while being inviting to a broad audience. It includes the thesis title, author's name, the institution, and the date. A compelling title can spark interest and set the stage for the narrative journey of the thesis.

#### 2. Abstract

A well-crafted abstract serve as a microcosm of the research, providing a concise summary of the thesis's aim, methodology, findings, and implications. In this section, creativity lies in the ability to distil complex ideas into accessible language that entices a diverse readership.

### 3. Dedication and Acknowledgments

This section allows for personal expression, dedicating the work to individuals or groups who have been instrumental in the research journey. Acknowledgments give a human touch to the academic endeavour, highlighting the collaborative nature of knowledge creation.

### 4. Table of Contents

A navigational tool that should not only be functional but also reflective of the thesis's structure and creativity. Creative formatting and clear organization can make the table of contents an inviting roadmap to the thesis.

### 5. Introduction

The introduction lays the foundation, stating the research problem, objectives, and significance. Here, storytelling can be employed to weave a compelling narrative that frames the research question within a broader context, making it relevant to real-life situations.

### 6. Literature Review

A critical survey of existing literature, this section is an opportunity to creatively synthesize and critique previous work, highlighting gaps the thesis aims to fill. The use of visual aids, such as mind maps or infographics, can enrich this section by providing innovative summaries of complex academic dialogues.

### 7. Theoretical Framework

The theoretical framework in research is a vital component that underpins and guides the entire research process. It serves as the foundation upon which the research is built, providing a lens through which the study is conducted and understood. Essentially, the theoretical framework offers a structured approach to understanding, explaining, and making predictions about a given phenomenon or topic of interest. It does this by integrating concepts, theories, and models that are relevant to the research question or problem.

### 8. Methodology

Detailing the research design, methods, and analysis techniques, this section benefits from clarity and precision. Creative methodologies that utilize emerging technologies or interdisciplinary approaches can be highlighted here, showcasing the thesis's innovative edge.

### 9. Results and Discussion

This section presents the findings and interprets their implications. Creativity can be expressed through the use of visual storytelling with charts, graphs, and illustrations to make data compelling and digestible. A narrative approach to discussing the results can link them to broader themes and real-world implications.

### 10. Conclusion and Recommendations

The conclusion synthesizes the findings, reflects on the research's limitations, and suggests future research directions. This section can be an avenue for visionary thinking, proposing creative applications of the research and its potential impact on society.

### 11. References

Adherence to academic standards is crucial in the references section, but creativity can be shown in the organization and presentation style, making it easier for readers to explore the cited works.

## 12. Appendices

This section can house supplementary material in various formats, including datasets, code, questionnaires, or multimedia elements. Creatively integrating digital content can enhance the thesis's accessibility and engagement.

## 13. Digital and Interactive Elements

Incorporating digital elements like hyperlinks to datasets, online platforms for interactive visualizations, or even augmented reality (AR) experiences can revolutionize the way findings are presented and engaged with.

**Eg:**

### Journals

1. Diamond, D. (1984). Financial intermediation and delegated monitoring. *Review of Economic Studies*, 51, 393-414.
2. Corter, J.E. and Chen, Y.J. (2006). Do investment risk tolerance attitudes predict portfolio risk? *Journal of Business and Psychology*, 20(3), 369-381.

### Working Papers

1. González-Hermosillo, B.(2008, April). Investors' Risk Appetite and Global Financial Market Conditions.( IMF Working Paper no WP/08/85). <https://www.imf.org/external/pubs/ft/wp/2008/wp0885.pdf>

### News Paper Article

1. Rukhaiyar, A. (2023, June 11). Retail investors' rush into India's equity markets has slowed; here is what's happening. *Business Today*.<https://www.businesstoday.in/magazine/deep-dive/story/retail-investors-rush-into-indias-equity-markets-has-slowed-here-is-whats-happening-383209-2023-05-29>

### Book

1. Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 3rd ed., Sage.

## 4. LETTER GRADES AND GRADE POINTS

- Mark system is followed for evaluating each question.
- For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given below.
- The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester.
- The Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.

- Only the weighted grade point based on marks obtained shall be displayed on the grade card issued to the students.

### **LETTER GRADES AND GRADE POINTS**

Sl. No.	Percentage of Marks (Internal & External Put Together)	Description	Letter Grade	Grade Point	Range of Grade Points	Class
1	95% and above	Outstanding	O	10	9.50 – 10	First Class with Distinction
2	Above 85% and below 95%	Excellent	A+	9	8.50 – 9.49	
3	75% to below 85%	Very Good	A	8	7.50 – 8.49	
4	65% to below 75%	Good	B+	7	6.50 – 7.49	First Class
5	55% to below 65%	Above Average	B	6	5.50 – 6.49	
6	45% to below 55%	Average	C	5	4.50 – 5.49	Second Class
7	35% to below 45% aggregate (internal and external put together) with a minimum of 30% in external valuation	Pass	P	4	3.50 – 4.49	Third Class
8	Below an aggregate of 35% or below 30% in external evaluation	Fail	F	0	0 – 3.49	Fail
9	Not attending the examination	Absent	Ab	0	0	Fail

- When students take audit courses, they will be given Pass (P) or Fail (F) grade without any credits.
- The successful completion of all the courses and capstone components prescribed for the three-year or four-year programme with 'P' grade shall be the minimum requirement for the award of UG Degree or UG Degree (Honours) or UG Degree (Honours with Research), as the case may be.

#### **5.1. COMPUTATION OF SGPA AND CGPA**

- The following method shall be used to compute the Semester Grade Point Average (SGPA):

The SGPA equals the product of the number of credits ( $C_i$ ) with the grade points ( $G_i$ ) scored by a student in each course in a semester, summed over all the courses taken by a student in the semester, and then divided by the total number of credits of all the courses taken by the student in the semester,

$$\text{i.e. SGPA } (S_i) = \sum_i (C_i \times G_i) / \sum_i (C_i)$$

where  $C_i$  is the number of credits of the  $i^{\text{th}}$  course and  $G_i$  is the grade point scored by the student in the  $i^{\text{th}}$  course in the given semester. Credit Point of a course is the value obtained by multiplying the credit ( $C_i$ ) of the course by the grade point ( $G_i$ ) of the course.

$$\text{SGPA} = \frac{\text{Sum of the credit points of all the courses in a semester}}{\text{Total credits in that semester}}$$

#### ILLUSTRATION – COMPUTATION OF SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3 x 8 = 24
I	Course 2	4	B+	7	4 x 7 = 28
I	Course 3	3	B	6	3 x 6 = 18
I	Course 4	3	O	10	3 x 10 = 30
I	Course 5	3	C	5	3 x 5 = 15
I	Course 6	4	B	6	4 x 6 = 24
	Total	20			139
	SGPA				139/20 = 6.950

- The Cumulative Grade Point Average (CGPA) of the student shall be calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students.

CGPA for the three-year programme in FYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in six semesters}}{\text{Total credits in six semesters (133)}}$$

CGPA for the four-year programme in FYUGP shall be calculated by the following formula.



$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in eight semesters}}{\text{Total credits in eight semesters (177)}}$$

- The SGPA and CGPA shall be rounded off to three decimal points and reported in the transcripts.
- Based on the above letter grades, grade points, SGPA and CGPA, the University shall issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.

#### **6. Study Tour**

Study tour to an Industrial or Business centre will form part of curriculum. The fourth / fifth semester BBA (SPORTS MANAGEMENT) students of regular colleges shall be taken, under the supervision of faculty members, to a Business or Industrial centre so as to enable them to have firsthand knowledge about location, and operations of the Business or Industry. The report submitted by the students in this respect shall be considered as one of the assignments of the any one of the courses in the concerned semester.

## SEMESTER I

Programme	BBS HONOURS				
Course Code	BBS1FM105				
Course Title	Introduction to Global Sports Industries				
Type of Course	<b>MDC</b>				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	An understanding on any of the sports events and related fields. Additionally, interest on various games and the managerial levels of sports field will be an advantage to explore the subject.				
Course Summary	The curriculum covers the globalization possibilities of any of the sports industry or event. This course provides an in-depth understanding of the management practices within the global sports industry. Existing challenges and diversities in the field explaining the preparation for entrepreneurial opportunities in the field.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop strategic management skills applicable to global sports industries.	U	C	Projects
CO2	Understand the global structure and governance of sports organizations.	Ap	E	Tests
CO3	Understand the challenges and scope of sports industries in a global perspective	U	An	Tests
CO4	Explore contemporary issues and trends in global sports.	Ap	F	Project/Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Global Sports Industry – Overview</b>		<b>9</b>
	1	Overview of the global sports landscape	3
	2	Key players and stakeholders in global sports	2
	3	Historical development of international sports	4
<b>II</b>	<b>Future of global sports industries</b>		<b>7</b>
	5	International governing bodies (e.g., IOC, FIFA)	3
	6	Roles and responsibilities of national and regional sports organizations	2
	7	Challenges and future outlook for global sports management	2
	8		
<b>III</b>	<b>Cultural influences on global sports</b>		<b>9</b>
	9	Cultural diversity and its impact on sports management	4
	10	Globalization of sports and cultural exchange	3
	11	Managing multicultural teams and events	2
<b>IV</b>	<b>Political and legal factors in Global Sports</b>		<b>10</b>
	18	Government policies and their impact on sports	4
	19	Political challenges in global sports management	3
	20	Contemporary Issues and Trends in Global Sports	3
<b>V</b>	<b>Open Ended Module:</b>		<b>10</b>
	1	Student presentations on selected topics - Analysis and discussion of global sports case studies	10

## REFERENCES

1. Masteralexis, L. P., Barr, C. A., & Hums, M. A. (2019). *Principles and Practice of Sport Management*. Jones & Bartlett Learning.
2. Hoye, R., & Parent, M. M. (2016). *The SAGE Handbook of Sport Management*. SAGE Publications.
3. Tomlinson, A., & Young, C. (2012). *International Sport: A Comparative Analysis*. Routledge
4. Beech, J., & Chadwick, S. (2013). *The Business of Sport Management*. Pearson.
5. Westerbeek, H., & Smith, A. (2013). *Sport Business in the Global Marketplace*. Palgrave Macmillan.

## SUGGESTED READING

- Maguire, J. (2014). *Sport and Globalization: Transnational Dimensions*. Polity Press.
- Houlihan, B., & Malcolm, D. (2015). *Sport and Society: A Student Introduction*. SAGE Publications.

Programme	BBS HONOURS				
Course Code	BBS1CJ101				
Course Title	Introduction to Sports Economics				
Type of Course	<b>MAJOR</b>				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	4	-	60
Pre-requisites					
Course Summary	This course provides a foundational understanding of sports economics, and application of basic economic concepts such as demand, supply, market structures, and pricing in sports. It covers the scope and emerging sub-areas within sports economics by discussing the economics of sports participation, including models of sports consumption and market for professional sports.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Analyze the demand for sports, the market power of teams, the use of price discrimination and the establishment of anti-trust laws in sports.	U	C	Question-Answer sessions
CO2	Understand the role of sports leagues and league structure in professional sports.	Ap	P	Assignment
CO3	Describe and compare the tools that are used to promote competitive balance	Ap	P	Test
CO4	Evaluate whether professional sports teams create economic benefits to justify government subsidies.	U	C	Test
CO5	Identify the costs and benefits of intercollegiate sports to a university, and explain why colleges might want to support athletics even if they are not profitable.	Ap	P	Test
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**Detailed Syllabus:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
<b>I</b>	<b>Introduction to Sports Economics</b>		
	1	Understanding concept of Sports Economics	
	2	Linkage between Sports and Economics	
	3	Scope of sports economics- Emerging sub areas in the branch	
	4	Economic Methodology- Economic Models (introduction only)	
	5	Economic organization of Sport, Economics of Mega Sporting Events	
<b>II</b>	<b>Basic Economic concepts</b>		
	1	Demand and its determinants, Laws of Demand, Demand Curve, Exceptions to the law	
	2	Elasticity of Demand, supply and its determinants, Law of supply side, Supply curve, Elasticity of Supply side	
	3	Market structure, Market Equilibrium, Types of Market.	
	4	Pricing ceiling, concept of revenue and costs, Theory of firm, Concepts of utility	
<b>III</b>	<b>Economics of Sports Participation</b>		
	1	A general economic model of sports consumption. Dual decision hypothesis- Income, Leisure trade off	
	2	Demand for sport	
	3	Derived demand for sports- An integrated framework for consumer choice	
	4	The supply of sports goods and services, The private sector, informal participation	
<b>IV</b>	<b>The Market for Professional Sports</b>		
	1	The transition to professionalism- sports competition as Economic content (contest/tournament theory), Uncertainty of outcome hypothesis	
	2	The economic benefits of hosting major sports events	
	3	The peculiar Economics of sports, The league as Natural Monopoly or cartel	

	4	The Indian and International experience of Leagues	
V	<b>Open Ended Module:</b>		
	1	Growth of Sports Industry in India – Case study, Examples of various sports sponsorships	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

- Downward, P., Dawson, A., & Dejonghe, T. (2009). *Sports Economics: Theory, Evidence, and Policy*. Routledge.
- Leeds, M. A., & von Allmen, P. (2013). *The Economics of Sports*. Prentice Hall.
- Késenne, S. (2014). *The Economic Theory of Professional Team Sports: An Analytical Treatment*. Edward Elgar Publishing.
- Fort, R., & Winfree, J. (2013). *Sports Economics*. Pearson
- Gratton, C., & Solberg, H. A. (2007). *The Economics of Sports Broadcasting*. Routledge.

### SUGGESTED READINGS:

- *Sports Economics* by Paul Downward, Alistair Dawson, Trudo Dejonghe
- *The Economics of Sports* by Michael A Leeds, Peter Von, Victor
- Mote V.L., Paul Samuel, Gupta G.S. – *Managerial Economics* – TMH New Delhi

Programme	BBA HONOURS (Sports Management)				
Course Code	BBS1FS111				
Course Title	<b>Spreadsheet for Decision Making</b>				
Type of Course	SEC				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	3	3	-		45
Pre-requisites					
Course Summary	This course provides a comprehensive introduction to using spreadsheets for data analysis. Students will learn essential spreadsheet functionalities, data organization and manipulation techniques, and data analysis tools for extracting insights from datasets.				

### Course Outcomes (CO):

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category #	Evaluation Tools used
C O1	Clean and organize raw data for analysis	Ap	P	Case study
C O2	Apply formulas and functions to manipulate and analyze data	Ap	P	Practice exercises
C O3	Create informative charts and graphs to visualize trends and insights	An	P	Practice exercises
C O4	Build dashboards and reports to communicate findings effectively	An	P	Practice exercises
C O5	Use spreadsheet tools for what-if analysis and scenario planning	An	P	Practice exercises
C O6	Translate data insights into actionable recommendations for business decisions	An	P	Practice exercises



## Detailed Syllabus:

Module	Unit	Content	Hrs (45)
I	Introduction to excel		10
	1	Introduction to data analytics, Introduction to data for decision making, types of data analytics, business analytics, Analytics process model  Introduction to excel, creating simple worksheets, creating graph, Fill series	
	2	Working with formula in excel, Mathematical operations, Logical operations, Conditional formatting	
	3	Sorting, filtering, Data validation, circling invalid data, removing duplicates, subtotal.	
II	<b>Functions in excel</b>		12
	4	Introduction to functions, Text functions, Date functions, logical functions	
	5	Math functions, statistical functions, financial function	
	6	sum, sumif, sumifs, count, countif, countifs, averageif, averageifs functions	
	7	Lookup, Vlookup and Hlookup functions, Applications of look up functions	
III	<b>What if analysis</b>		11
	8	What if analysis tools (Goal seek, scenario manager, single variable Data table, two variable data table), Applications of what if analysis tools	
	9	Data summarisation, Pivot table for multidimensional analysis, index and match, Pivot chart, Slicers	
IV	<b>Visualisation using dashboards</b>		10
	10	Creating simple dashboards in excel, Adding tables and charts to dashboard, adding dynamic contents to dashboard	
	11	Creating simple dashboards in excel, Adding tables and charts to dashboard, adding dynamic contents to dashboard	
	12	Macro What is VBA, Recording a Macro, Running a macro	
V	<b>Open ended module:</b> Presentation on real uses of spreadsheet in business and management		2
	13	Create excel worksheets for practicing addition, subtraction, multiplication and division  Create excel worksheets for practicing data validation, pivot table and subtotal  Create excel sheets for practicing functions and what if analysis tools  Create excel sheets for creating dashboards and also macros	

### **Text books and Reference Books**

- Walkenbach, J. (2023). *Excel 2023 Bible* (6th ed.). John Wiley & Sons.
- Lonergan, M., & Moskal, B. (2022). *Microsoft Excel 2021 step by step* (15th ed.). Microsoft Press.
- McComb, J., & Stranks, J. (Eds.). (2021). *Excel for dummies* (6th ed.). John Wiley & Sons.
- Alexander, M., & Kusleika, D. (2018). *Excel 2019 All-in-One For Dummies*. For Dummies.
- Winston, W. L. (2019). *Microsoft Excel 2019 Data Analysis and Business Modeling*. Microsoft Press.
- Jelen, B. (2018). *Excel 2019 in Depth*. Que Publishing.
- Alexander, M., & Walkenbach, J. (2016). *Excel Dashboards & Reports*. John Wiley & Sons.
- Albright, S. C., Winston, W. L., & Zappe, C. (2019). *Data Analysis and Decision Making with Microsoft Excel*. Cengage Learning.
- Gottung, T. (2018). *Excel 2019 Power Programming with VBA*. John Wiley & Sons.

## SEMESTER II

Programme	BBS HONOURS				
Course Code	BBS2FM106				
Course Title	Sports Entrepreneurship				
Type of Course	<b>MDC</b>				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	3	-	45
Pre-requisites					
Course Summary	This course introduces students to the features of sports entrepreneurship, covering the fundamentals of creating and managing a sports-related venture. It explores the essential skills, and the scope of entrepreneurship in the sports industry.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	
CO2		Ap	P	
CO3		Ap	P	
CO4		U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Sports Entrepreneurship</b>		
	1	Meaning and concept of entrepreneurship	
	2	Types of entrepreneurs, The skills/ traits required to be an entrepreneur	
	3	Definition and Scope of Sports Entrepreneurship, Role of sports entrepreneurship in industry development	
	4	Barriers to entrepreneurship	
<b>II</b>	<b>Sports Business Planning and Development</b>		
	1	Mission, Vision and strategy formulation in business	
	2	Exploring business opportunities in sports, Trends in the sport industry	
	3	Major sports industries/Companies/Clubs/Franchisees	
	4		
<b>III</b>	<b>Innovation and Technology in Sports</b>		

	1	Technology Trends: Wearable tech, data analytics, VR, AR technologies, in sports	
	2	Facility management	
		Smart stadiums	
	3	Fan engagement, and athlete performance enhancement	
	4	Future Trends: Emerging technologies and their potential impact on the sports industry	
<b>IV</b>	<b>Financing and Investment in Sports Ventures</b>		
	1	Sources of funds, (Venture capital, angel investors, crowdfunding, and grants)	
	2	Securing and managing sponsorships and endorsements	
<b>V</b>	<b>Open Ended Module:</b>		
	1	Business idea presentation, Discussion on different sports start-ups	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

## REFERENCES

- Ratten, V. (2018). *Sports Entrepreneurship: Theory and Practice*. Springer.
- Smith, A., & Waddington, I. (2020). *Entrepreneurship in the Sport, Exercise, and Health Sciences*. Routledge.
- Rein, I., Shields, B., & Grossman, A. (2015). *The Sports Strategist: Developing Leaders for a High-Performance Industry*. Oxford University Press.
- Miller, L. K., & Hoyer, R. (2021). *Sport Business Management: Decision Making Around the Globe*. Routledge.

## SUGGESTED READINGS:

- Ratten, V., & Ferreira, J. J. (2016). *Sports Innovation Management*. Routledge.
- Howard, D. R., & Crompton, J. L. (2014). *Financing Sport. Fitness Information Technology*.

Rosner, S., & Shropshire, K. (2011). *The Business of Sports: Text and Cases on Strategy and Management*. Jones & Bartlett Learning.

Programme	BBS HONOURS				
Course Code	BBS2CJ101				
Course Title	Principles and Practices of Sports Management				
Type of Course	<b>MAJOR</b>				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course provides an insight into the management concepts and their specific application in the sports industry.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand concepts associated with sport, management and Sport Management	U	C	Test
CO2	Describe the nature and scope of professional opportunities within the field and explain the functions performed by sports managers	Ap	P	Assignment
CO3	Demonstrate an understanding of various theories as they apply to management, leadership and organizational behaviour	Ap	P	Test
CO4	Identify and evaluate major challenges confronting the sport industry.	U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Management</b>		
	1	Nature and concept of Management- Definition, Scope of management.	
	2	Nature and concept of Sports Management	
	3	Evolution of Management- Scientific Management to Contemporary Management.	
	4	Qualities of a good manager/ Role of a sports manager	
<b>II</b>	<b>Planning &amp; Organizing</b>		
	1	Planning- Definition, Scope of Planning, Steps in planning	
	2	Advantages and disadvantages of planning, Types of Plans	
	3	Departmentalization- Coordination(Techniques) MBO concept	
	4	Organizing- Steps in organizing- Organizational structures	
<b>III</b>	<b>Controlling</b>		
	1	Controlling function- definition, types of control	
	2	Control techniques- Budgets, Reporting.	
	3	Basics of human resources management- recruiting and staffing, talent management	
<b>IV</b>	<b>Management in Sports Industry</b>		
	1	Management career in sports industry	
	2	Planning procedures in sports sector.	
	3	Types of organizations associated with various sports	
	4	Managing people in sports, Sports Celebrity management.	
<b>V</b>	<b>Open Ended Module:</b>		
	1	Managerial activities such as role play, GD, Case study	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

- Robbins, S. P., & Coulter, M. (2018). *Management* (14th ed.). Pearson.
- Hoye, R., Smith, A., Nicholson, M., & Stewart, B. (2015). *Sport management: Principles and applications* (4th ed.). Routledge.

### SUGGESTED READINGS:

- Certo, S. C., & Certo, S. T. (2021). *Modern management: Concepts and skills* (15th ed.). Pearson.
- Slack, T., & Parent, M. M. (2020). *Understanding sport organizations: Applications for sport managers* (3rd ed.). Human Kinetics.
- Jones, G., & George, J. M. (2022). *Essentials of contemporary management* (9th ed.). McGraw-Hill Education.

Programme	BBS HONOURS				
Course Code	BBS3CJ201				
Course Title	Finance & Accounting for Sports				
Type of Course	<b>MAJOR</b>				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites					
Course Summary	Introducing the financial management principles in the sports industry, covering basic financial concepts and financial analysis. The course also explores the financial dynamics that make sports enterprises profitable and valuable, focusing on budgeting and valuation specific to sports events and organizations.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Learn fundamental aspects of sports finance and its application	U	C	Test
CO2	Students also learn the preparation of financial statement	Ap	P	Test
CO3	Understand the latest updates on financial knowledge and practice	Ap	P	Discussions
CO4	Able to demonstrate the financial management skills	U	C	Assignment
CO5	Acquire accounting, budgeting skills	Ap	P	Test
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to sports finance</b>		
	1	Introduction to Sports Finance - Foundations of Sports Finance (Economics & Organizing the Sports Enterprise) Basic Financial Concepts -Financial systems and how they operate.	3
	2	Basic accounting concepts and Conventions – Rules for Debit and Credit.	2
	3	Preparation of Journal, Ledger, Trial balance.	5
	4	Preparation of final accounts – Trading account, P&L account, Balance Sheet	5
<b>II</b>	<b>Principles of financial analysis</b>		
	1	Principles of financial analysis - Financial	4



		Statements, Forecasts,	
	2	Capital structuring: Types of funding – short term borrowing, long term borrowing, Common Stock, Preferred Stock, Corporate bonds.	3
	3	Working Capital Management – review of current assets and current Liabilities	4
<b>III</b>	<b>Basic concepts in Costing</b>		
	1	Basics of cost: classification of cost, cost centers, cost unit, preparation of cost sheet	5
	2	Standard Costing: Meaning, Advantages, Limitations, Steps in setting up of standard costs.	2
	3	Marginal costing – meaning and its applications. Break-even analysis, Break even chart, Cost Volume Profit analysis - Meaning, Assumptions, Techniques.	6
<b>IV</b>	<b>Budgeting</b>		
	1	Basics of budgeting	3
	2	Budgeting and Valuation in sports: What makes sports profitable, what makes sports valuable – Market capitalization	3
<b>V</b>	<b>Open ended Module</b>		
	1	Budgeting for a sports event	4

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

1. Brown, M., Rascher, D., Nagel, M. & McEvoy, C. (2010). Financial Management in the Sport Industry, Holcomb Hathaway, Publishers, Inc.
2. Sawyer, T.H., Hypes, M.G., & Hypes, J.A. (2004). Financing the Sport Enterprise. Champaign, IL: Sagamore Publishing.

## SUGGESTED READINGS:

1. Sport Funding and Finance, By Bob Stewart- Routledge; 2 edition (July 31, 2014)
2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)

Programme	BBS HONOURS				
Course Code	BBS3CJ202				
Course Title	Sports governance & Policies				
Type of Course	<b>MAJOR</b>				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		-	60
Pre-requisites					
Course Summary	This course gives an overview of the sports organizations and its governance in multiple aspects. This is an introduction to the various committees and sports related laws and regulations				

## Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the principles of governance and how an organisation develops strategic goals as part of a robust system of governance that fits the particular circumstances of the applicable sport	U	C	
CO2	Identify the broad conceptual principles of governance and policy development and how those principles might be applied on an operational level	Ap	P	
CO3	Critically evaluate the mechanisms and benchmarks an organisation and its board can utilise as part of its organisational structure to ensure best practice	Ap	P	
CO4	Demonstrate a critical understanding of policy development, implementation and methods for monitoring and assessing policy effectiveness	U	C	
CO5	Identify the steps involved in policy development for sporting organisations	Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Sports governance</b>		
	1	Definition and importance of Sports Governance, Organization of Governance: Organizational units and documentation in Sports Governance, Committees, constitutions, and by laws,	
	2	Ethics in Sports organizations: Definition and importance of ethics in Sports Governance, Ethical decision making	
	3	development, Strategic management- Definition and importance, Policy: definition and importance, Developing policy.	
<b>II</b>	<b>Sports Governance Fundamentals</b>		
	1	Team structure: Elements, Issues, Inter organizational relationship.	
	2	Team position, roles, and responsibilities, Non-profit boards, Roles of individual board members. Team selection - Role of Board, right to govern, Voting systems, Board compositions	
	3	Team work - Board behavior and culture, Teamwork guidelines, Board behavior model, Board culture and meeting.	
	4	Team leadership - Dual leadership challenges, Dual leadership, Power and influence in decision making, Board staff relations, Professionalism.	
<b>III</b>	<b>Sports and Community</b>		
	1	Our sports: History of community and youth sports, Inactivity of youth, Youth sports coaches and policies, Campus recreation:	
	2	Sports and Governance, Marketing and fund raising, Sports and discipline Violence in sports: Parental involvement,	
	3	Injury and medical issues, Media involvement in sports: social media, Enforcement, Financial aid.	
<b>IV</b>	<b>Frameworks of Sports Governance</b>		
	1	State and local sports, Sports organizations in India: BCCI, SAI, AAFI etc.	
	2	International Sports organizations, FIFA, IAF etc.	
	3	Olympic and Para Olympic	

	4	Professional Sports Leagues	
<b>V</b>	<b>Open Ended Module:</b>		
	1		

## REFERENCES

1. Governance and policy in sports organizations Third Edition, Mary A. Hums, Joanne C MacLean
2. Sportpolicy Acomparativeanalysisofstabilityandchange-Nils Asle Bergsgard, Barrie Houlihan, Per Mangset, SveinIngve Nodland, Hilmer Rommetvedt
3. Sport policy and governance Local perspective, Dr. Neil King
4. Research Handbook on Sport Governance Edited by Mathieu Winand, Christos Anagnostopoulos

Programme	BBS HONOURS				
Course Code	BBS4CJ203				
Course Title	Sports law				
Type of Course	<b>MAJOR</b>				
Semester	IV				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	
Pre-requisites	Basic understanding about laws				
Course Summary	This course describes the laws, rules and regulations related to various sports games and the industry.				

## Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Evaluate identified personal core values and differentiate between ethics and law whilst considering cultural differences and universal ethics	U	C	Assignment
CO2	Restate and employ basic contractual principles in the sport context	Ap	P	Test
CO3	Explain ownership structures and concepts of intellectual property	Ap	P	
CO4	Assess risks and mitigation strategies to reduce threats to sports integrity.	U	C	
CO5	Evaluate the role that the law plays in	Ap	P	

	protecting the rights of athletes and holding sporting bodies to account.			
CO6	Examine human rights, diversity, and inclusion issues in sport from a legal, sport, and business perspective.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Sports law</b>		
	1	. The court and legal systems in India, Constitution and Sports in India. Challenging Sports Decisions, Impact of Non-Profit Laws on Sports in India.	
	2	Current Issues within Sports Law in India, Public Interest Litigation and Sports in India.	
	3	Privacy Issues and Sports in India, Image Rights and Sports in India.	
	4	Broadcasting of Sports in India, Commercialisation of Sports and Indian Franchise Leagues, Way Forward for Sports in India.	
<b>II</b>	<b>Contract Laws</b>		
	1	Contract Laws- application of contract laws in sports.	
	2	The standard player contract, Bonus and addendum clauses to contract.	
	3	Guaranteed contract, Negotiation of standard contract.	
	4	Endorsement contract, Coaches contract.	
<b>III</b>	<b>Tort and Risk Management</b>		
	1	Tort and Risk Management- Application of Tort Law to Sports, Negligence.	
	2	Defamation, right to privacy & publicityrights. Premises liability, spectator injuries, participant vs participant liability.	
	3	Medicalmalpractice, liabilityofcoaches, liabilityof officialsandreferees.	

	4	Trot defences, workers compensation.	
<b>IV</b>	<b>An Overview of the Sportswear Market</b>		
	1	Discrimination – Racial discrimination. Sex discrimination, religious discrimination, Sexual harassment.	
	2	Agediscriminationanddiscriminationagainstpeoplewith disability.	
	3	International sports and jurisdiction.	
	4	Court of Arbitration in Sports (CAS), Representative cases.	
<b>V</b>	<b>Open Ended Module:</b>		
	1		

#### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

#### REFERENCES

1. Sports Law in India- Policy, Regulation and Commercialisation, **Edited by:** Lovely Dasgupta, Shameek Sen- Assistant Professor(Law), W.B. National University of Juridical Sciences, Kolkata.
2. Sports Law by Patrick K Thornton, Johns and Bartlett publisher.

#### SUGGESTED READINGS:

Programme	BBS HONOURS				
Course Code	BBS4CJ204				
Course Title	Sports Marketing Strategy				
Type of Course	<b>MAJOR</b>				
Semester	IV				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	4	-	60
Pre-requisites					
Course Summary	This course covers the basic concepts of marketing, and delve into the area of sports marketing where the various marketing concepts and strategies suitable for sport events and sport related business are discussed.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the sports marketing environment and trends influencing marketers	U	C	
CO2	Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings.	Ap	P	
CO3	Able identify and use or implement the marketing research resources necessary to successfully evaluate the viability of a target market segment or any other aspect of the marketing mix	Ap	P	
CO4	Able to understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting	U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Sports Marketing</b>		
	1	Introduction to Sports Marketing – Definition and Scope - Overview of sports industry	
	2	Environmental Analysis of sports industry – PESTEL - SWOT	
	3	Components of marketing plan	
	4	Identifying market opportunity in sports industry	
<b>II</b>	<b>Introduction to Market segmentation</b>		
	1	Mass marketing , Niche Marketing and Segment marketing	

	2	Market segmentation – Importance of market segmentation	
	3	Market segmentation process – Effective segmentation criteria	
	4	Market segmentation of Sports Product, Examples from real world	
<b>III</b>	<b>Target Marketing &amp; Product positioning</b>		
	1	Targeting, Importance, Identifying target audience	
	2	Product positioning – Positioning process	
	3	Product Differentiation – Types of product differentiation	
	4	Targeting, product position and product differentiation for sports products and brands	
<b>IV</b>	<b>Retail Marketing</b>		
	1	Introduction to retail marketing – Basics of store retailing – Merchandising	
	2	E-commerce industry	
	3	Marketing channel – Multi channel and Omni channel marketing	
	4	E-Sports Marketing	
<b>V</b>	<b>Open Ended Module:</b>		
	1	Debate on ethical dilemmas in sports marketing, Group project to develop a segmentation strategy for a sports brand	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

- "Sports Marketing: A Strategic Perspective" by Matthew D. Shank and Mark R. Lyberger
- "The Business of Sports" by Scott Rosner and Kenneth Shropshire



Programme	BBS HONOURS				
Course Code	BBS4CJ205				
Course Title	Business Statistics				
Type of Course	<b>MAJOR</b>				
Semester	IV				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic mathematical skills				
Course Summary	This course on introduces the fundamental concepts of both descriptive and inferential statistics, highlighting their importance, scope, and limitations.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To familiarize the students with Statistical concepts and their applications in business and research.	U	C	
CO2	To equip the students with Statistical tools which support business research and help in making better decisions.	Ap	P	
CO3	To develop skills in structuring and analyzing business problems statistically.	Ap	P	
CO4	To understand manufacturing, marketing, financial and other functions of an organization with statistical techniques.	U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Statistics: An Over View</b>		
	1	Growth and development of Statistics- Definition- Descriptive and inferential statistics Importance and scope of Statistics- Limitations of statistics-	
	2	Classification and tabulation of data- Diagrammatic and graphic representation of data.	
	3	Arithmetic mean- Weighted mean- Median- Mode- Range- Quartile deviation- Mean Deviation- Standard deviation- Coefficient	

		of variation.	
	4	Meaning of Skewness, Karl Pearson's and Bowley's coefficients of Skewness, Meaning of Kurtosis.	
<b>II</b>	<b>Linear Correlation and Regression</b>		
	1	Correlation analysis, methods to measure correlation, Scatter diagram-	
	2	Karl Pearson's and Spearman's methods	
	3	Linear regression, Regression coefficients- Lines of regression-	
	4	Relation between correlation coefficient and regression coefficients	
<b>III</b>	<b>Sampling Distributions and Estimation</b>		
	1	The need for sampling distributions, sampling distribution of the mean and the proportion,	
	2	sampling from finite populations, standard error and its utility.	
	3	Estimation- Point and interval estimation- statistic, parameter	
	4	confidence interval estimation (concept only).	
<b>IV</b>	<b>Tests of Significance</b>		
	1	Null and alternative hypotheses- Significance level- Confidence level-	
	2	Type I and Type II Errors, Critical region, one tailed and two tailed tests.	
	3	Large and small sample tests- Z and T tests for mean and proportion	
	4	Oneway ANOVA	
	5	Chi-square test for goodness off it and independence of attributes.	
<b>V</b>	<b>Open Ended Module:</b>		
	1		

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										

CO 5										
CO 6										

## REFERENCES

- Moore, D. S., McCabe, G. P., Alwan, L. C., & Craig, B. A. (2016). *Introduction to the Practice of Statistics* (9th ed.). W.H. Freeman and Company
- Freedman, D., Pisani, R., & Purves, R. (2007). *Statistics* (4th ed.). W.W. Norton & Company.
- Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2016). *Statistics for Business and Economics* (13th ed.). Cengage Learning.
- Agresti, A., & Franklin, C. (2017). *Statistics: The Art and Science of Learning from Data* (4th ed.). Pearson.

## SUGGESTED READINGS:

Programme	BBS HONOURS				
Course Code	BBS5FS112				
Course Title	Business Communication				
Type of Course	SEC				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary					

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	
CO2		Ap	P	
CO3		Ap	P	
CO4		U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Communication</b>		
	1	Basic Principles of Communication: Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace.	
	2	Types and Channels of Communication: Introduction, Types of Communication, Classification of Communication Channels.	
	3	The Nature of Business Communication: Introduction, Types of Business Communication, Communication Network in Organizations.	
	4	The Importance of Listening in the Workplace: Introduction, What is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context.	
<b>II</b>	<b>Written Business Communication</b>		
	1	Lines for Written Business Communication: Introduction, General Principles of Writing, Principles of Business Writing, 0	
	2	Developing Oral Business Communication Skills: Introduction, Advantages of Oral Communication, Oral Business Presentations.	
	3	Skills for Effective Business Communication: Introduction, what is reading? Types of reading, SQ3R Technique of Reading.	
	4	Internal Business Communication: Guidelines for Meetings: Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings. Internal Business Communication: Writing Memos, Circulars and Notices: Introduction, Memo, Circulars and Notices.	
<b>III</b>	<b>External Business Communication</b>		
	1	Internal Business Communication – Writing Business Letters: Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters.	
	2	Forms of External Business Communication: Introduction, Communication with Media through News Releases, Communication about the Organization through Advertising.	
	3	Internal and External Business -Communication – Writing Business Reports: Introduction, what is a Report? Types of Business Reports, Format for Business Reports, Steps in Report Preparation.	

	4	ymment Communication – Resumes and Cover Letters: Introduction, writing a Resume, Writing Job Application Letters, Other Letters about Employment.	
<b>IV</b>	<b>Employment Communication</b>		
	1	ymment Communication – Group Discussions and Interviews: Introduction, Group Discussion, Attending Job Interviews.	
	2	Drafting the Employment Notice, Job Application Letter.	
	3	An offer of employment; Job Description; Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.	
	4	Preparations of Curriculum Vitae/ Resumes.	
<b>V</b>	<b>Open Ended Module:</b>		
	1	Preparing resume, writing letters and mail by giving a context, Group discussions	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

Programme	BBS HONOURS				
Course Code	BBS5CJ301				
Course Title	Operations Management in Sports				
Type of Course	<b>MAJOR</b>				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	4	-	60
Pre-requisites					
Course Summary	This course explores the fundamental principles of Operations Management, including strategies, functions, and the impact of technology. It covers Materials Management, focusing on procurement and supply chain integration, and delves into Logistics Management, emphasizing inventory control and queuing theory.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	
CO2		Ap	P	
CO3		Ap	P	
CO4		U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Operations Management</b>		
	1	Definition of Operations Management: An Outline of Operations Strategy; Factors Affecting Operations Management	
	2	Objectives of Operations Management; Functions and Scope of Operations Management: Planning, Organizing, Controlling, Manufacturing and Non-Manufacturing Operations	
	3	Operations Strategy: Meaning of Operations Strategy- Hierarchy and Flow Current Global Business Conditions; Operations Strategy as a Competitive Weapon; Elements of Operations Strategy; Operations Strategy in Services	
	4	Operations Technology: Importance of Operations Technology: Types of Operations Technology	

<b>II</b>	<b>Materials Management</b>		
	1	Overview of Materials Management: Definition of Materials Management, Functions of Materials Management, Importance of Materials Management	
	2	Concept of Purchase Management: The Objectives of Purchasing, The Functions of a Purchase Department	
	3	Supply Chain Management: Definitions of Supply Chain Management (SCM): Evolution, Nature, Concept and Relevance of SCM, Functions and Contributions of Supply Chain Management, Objectives of SCM	
	4	Value Chain: Supply Alliances, Purchasing, Logistics, Warehousing, Information Technology in Supply Chain: E-Commerce, Electronic Data Interchange (EDI), Data Warehousing (DW), Radio Frequency Identification (RFID)	
<b>III</b>	<b>Logistics Management</b>		
	1	Role of Logistics in Sports: Introduction, Objectives of logistics, Types of logistics, Difference between Logistics and Supply Chain Management	
	2	Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventories	
	3	Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs	
	4	Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline	
<b>IV</b>	<b>Introduction to Retailing</b>		
	1	Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing channels, Retail value chain	
	2	Understanding the Retail Consumer: Retail consumer behavior, Factors	

		influencing the Retail consumer, Customer decision making process, Types of decision making	
	3	Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision	
	4	Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix, POP Displays	
<b>V</b>	<b>Open Ended Module:</b>		
	1		

#### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

#### REFERENCES

Heizer, J., Render, B., & Munson, C. (2020). *Operations management* (13th ed.). Pearson.

**Stevenson, W. J. (2021).** *Operations management* (14th ed.). McGraw-Hill Education.

**Krajewski, L. J., Malhotra, M. K., & Ritzman, L. P. (2019).** *Operations management: Processes and supply chains* (11th ed.). Pearson

#### SUGGESTED READINGS:

Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Patterson, J. L. (2015). *Purchasing and supply chain management* (6th ed.). Cengage Learning.

Chopra, S., & Meindl, P. (2019). *Supply chain management: Strategy, planning, and operation* (7th ed.). Pearson.



Programme	BBS HONOURS				
Course Code	BBS5CJ302				
Course Title	Technology in Sports				
Type of Course	<b>MAJOR</b>				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course is an intersection of technology and sports, focusing on the application of advanced analytics, data visualization, and machine learning in sports. It explores various technological innovations such as geospatial data analysis, simulation and modelling, and social network analysis, and their impact on performance and decision-making in sports.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	
CO2		Ap	P	
CO3		Ap	P	
CO4		U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>		<b>Understanding Analytics</b>	
	1	. Sports Analytics Applications, Complex Data and the "Data Age" in sports.	
	2	Introduction to Interactive Visualisation technology and applications in sports.	
	3	Introduction to Geospatial Data Analysis technology and its application in sports.	
	4	Introduction to Simulation and Modelling technology and its application in sports	
<b>II</b>		<b>Introduction to Spatio-Temporal Analysis and application in sports</b>	
	1	Introduction to Social - Network Analysis.	

	2	Machine Learning and Sport.	
	3	Introduction to Genomics in Sports.	
	4	Knowledge Discovery in Databases and Data Mining, Data Management and Infrastructure.	
<b>III</b>	<b>Introduction to Artificial Intelligence and Implications for Sport Officiating</b>		
	1	Surface Classification, Function, Construction and Maintenance.	
	2	Mechanical testing and characterization of sports surfaces.	
	3	Sports Surfaces- performance, biomechanics and Injury, Human-Shoe-Surface Interaction.	
	4	Natural Turf Sports Surfaces, The Future of Sports Surfaces.	
<b>IV</b>	<b>An Overview of the Sportswear Market</b>		
	1	Fibres for Sportswear, Fabric Properties and Their Characteristics, Fabrics for Performance Clothing.	
	2	Composite Fabrics for Functional Clothing, Smart Materials for Sportswear.	
	3	Applications of Compression Sportswear, Impact-Resistant Materials and Their Potential, Seamless Knitting and Its Application. nt Fit and Consumer Perception of Sportswear, Application of Pressure Sensors in Monitoring Pressure, Body Scanning and Its Influence in Garment Development.	
<b>V</b>	<b>Open Ended Module:</b>		
	1		

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										

CO 5										
CO 6										

## REFERENCES

- Bunker, R., & Thabtah, F. (2020). *Sports analytics: A guide for sports professionals* (2nd ed.). Routledge.
- Nevill, A. M., & Holder, R. L. (2021). *Introduction to sports data analytics*. Wiley.
- Davis, J., & Dykes, J. (2018). *Interactive visualization for data analysis in sports*. Springer.
- Goodchild, M. F., & Li, L. (2021). *Geospatial data analysis in sports: Theory and applications*. CRC Press.

## SUGGESTED READINGS:

- Montoya, D., & Smith, C. (2019). *Simulation and modeling technologies in sports*. Springer.
- Cressie, N., & Wikle, C. K. (2020). *Spatio-temporal analysis and its application in sports*. Wiley.

Programme	BBS HONOURS				
Course Code	BBS5CJ303				
Course Title	Sports Facility Planning & Management				
Type of Course	<b>MAJOR</b>				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course provides an examination of the history, development, and management of sport and public assembly facilities. It covers the evolution from ancient to modern times, focusing on facility management, planning, and design.				

## Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	
CO2		Ap	P	
CO3		Ap	P	
CO4		U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)
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### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Sport Facility Management</b>		
	1	History and Future of Sport and Public Assembly Facilities, Facilities in Ancient Times, Facilities From the Middle Ages to the 1800s, Facility Management From Ancient to Modern Times. Training, Other Labor Issues	
	2	ion of Professional and Collegiate Facilities, Facility Focus, The Future of Sport Facilities, Trends That Will Affect Future Facilities.	
	3	Facility Management, Introduction to Facility Management, The Facility Manager's, Responsibilities, Managerial Functions	
<b>II</b>	<b>Facility Development</b>		
	1	Facility Planning, Fundamentalsof Planning, PlanningforExisting Facilities, Planningfor Future Facilities.	
	2	Facility Site and Design, Site Location, Site Cost, Site Selection,.	
	3	Facility Design, facility requisites, meetingstandard specification& requirements	
	4	Facility Construction, Construction Planning, Preconstruction Phase, Project Costs,Understanding sport specific surfaces and materials, Completion and Analysis, Network Analysis.	
<b>III</b>	<b>Managing Specific Facilities</b>		
	1	Stadium Management, Stadium Operations, Operational Concerns	
	2	Arena Management, Arena Operations, Fitness and Recreation Center Management, Fitness and Recreation Center Operations	
	3	Parks and Sportsplex Management, Facility Operations	
	4	Multiuse High School & College Facility Management, Multiuse High School Facilities Operations	
<b>IV</b>	<b>Facility Administration</b>		
	1	Marketing and Sales, Marketing Concepts, The Marketing Process, Facility Marketing, Sales.	

	2	Finance and Budgeting, Financial Concepts, Revenue and Expenses Financial Analysis, Budgeting, New Facility Financing, Selling a Facility.	
	3	Legal Responsibilities, Basic Law, Tort Law, Risk Management and Insurance, Contracts, Property Law, Constitutional Law, Merchandising, Housekeeping and Maintenance	
<b>V</b>	<b>Open Ended Module:</b>		
	1	<b>An event Management activity</b>	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

## REFERENCES

Schreiber, J. (2016). *The history of sport and public assembly facilities*. University Press.

Ancel, R. E., & Goss, A. (2018). *Facility management: An introduction* (3rd ed.). Routledge.

Schwarz, E. (2020). *Facility planning and design: An introduction* (2nd ed.). Wiley.

## SUGGESTED READINGS:

McCarthy, J., & Smith, R. (2021). *Stadium and arena management: Operations and concerns* (5th ed.).

Routledge.Lankford, W. T., & Ormsby, J. (2019). *Facility administration: Marketing, finance, and legal considerations* (2nd ed.). McGraw-Hill Education.

Programme	BBS HONOURS				
Course Code	BBS5EJ301				
Course Title	Sports Event Management				
Type of Course	<b>MAJOR</b>				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	4		60
Pre-requisites					
Course Summary	<b>Sports Event Management</b> provides an in-depth understanding of the management of sports events, covering the roles and responsibilities of various stakeholders, including organizers, sponsors, athletes, and media. It explores the event development lifecycle, from planning and organizing to executing and evaluating sporting events.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	
CO2		Ap	P	
CO3		Ap	P	
CO4		U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>		<b>Sports Event industry</b>	
	1	Introduction to the sports event industry	
	2	Stakeholders in sports events (organizers, sponsors, athletes, spectators, media)	
	3	The event development lifecycle (planning, organizing, executing, evaluating)	
	4	Types of sporting events (professional, amateur, community-based) Different types of competition format – Fixtures	
<b>II</b>		<b>Event Bidding, Staffing &amp; Volunteering</b>	
	1	Event concept development and feasibility analysis	
	2	Budgeting and financial planning for sporting events	
	3	Venue selection and management, Event logistics (equipment, staffing, transportation, security)	

	4	Risk management and contingency planning. Crowd control, crowd management plans, Disaster Management	
<b>III</b>	<b>Event Marketing and Branding</b>		
	1	Developing a targeted marketing strategy for sporting events	
	2	Utilizing various marketing channels (traditional and digital)	
	3	Sponsorship acquisition and management, Building brand partnerships and activations	
	4	Public relations and media relations for events	
<b>IV</b>	<b>Event Day Management and Post Event Evaluation</b>		
	1	Volunteer recruitment, training, and management	
	2	Operational procedures for different event stages (pre-event, event day, post-event)	
	3	health and safety considerations	
	4	event evaluation and reporting, identifying areas for improvement and future planning	
<b>V</b>	<b>Open Ended Module:</b>		
	1	Classroom Procedure (Mode of transaction) Lecture Method, Group discussion, Case studies	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

- Shone, A., & Parry, B. (2013). *Successful Event Management: A Practical Handbook* (4th ed.). Cengage Learning.
- Bowdin, G. A. J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events Management* (3rd ed.). Routledge
- Mallen, C., & Adams, L. J. (2017). *Event Management in Sport, Recreation and Tourism: Theoretical and Practical Dimensions* (3rd ed.). Routledge.
- Masterman, G. (2014). *Strategic Sports Event Management: Third Edition* (3rd ed.). Routledge.

## SUGGESTED READINGS:

Silvers, J. R. (2009). *Risk Management for Meetings and Events*. Routledge.

Programme	BBS HONOURS				
Course Code	BBS5EJ302				
Course Title	Networking & Negotiation Skills				
Type of Course	<b>MAJOR A (Specialization paper 2)</b>				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	Introduction to business communication and understanding about the sports industry				
Course Summary	This course focuses on building professional relationships, effective communication strategies required for the sports industry. Also equip students in mastering negotiation tactics and focuses on building successful careers in sports management.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	
CO2		Ap	P	
CO3		Ap	P	
CO4		U	C	
CO5		Ap	P	
CO6		Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Fundamentals of Networking in Sports</b>		
	1	Importance of networking in the sports industry, types of networks (personal, professional, online).	
	2	Strategies for initiating and maintaining professional contacts, leveraging alumni and industry events.	
	3	Using LinkedIn and other platforms effectively for sports management professionals.	



<b>II</b>	<b>Introduction to Negotiation in Sports</b>		
	1	Key concepts, stages of negotiation,	
	2	Types of negotiation (distributive vs. integrative).	
	3	Player contracts, sponsorship deals, media rights, and other sports-specific negotiations.	
	4	Importance of clear and persuasive communication in successful negotiations.	
<b>III</b>	<b>Advanced Negotiation Techniques</b>		
	1	Bargaining Strategies: Techniques such as BATNA (Best Alternative to a Negotiated Agreement), ZOPA (Zone of Possible Agreement).	
	2	Conflict Resolution in Negotiations, mediation techniques, and ensuring win-win outcomes.	
	3	Understanding cultural differences and their impact on negotiation in international sports contexts.	
	4	Transfer negotiations in football, endorsement deals	
<b>IV</b>	<b>Networking Strategies and Ethics for Career Advancement</b>		
	1	Strategic Networking, Identifying key industry contacts	
	2	Importance of creating a networking plan aligned with career goals.	
	3	Leveraging Events and Conferences, Maximizing networking opportunities at sports events, seminars, and conferences.	
	4	Building mentor relationships and finding sponsors within the sports industry.	
	5	Ethics, maintaining integrity, avoiding conflicts of interest, and building trust in professional relationships.	
	6	Fairness, transparency, and honesty in negotiations.	
<b>V</b>	<b>Open Ended Module:</b>		
	1	Analysis of high-profile sports negotiations, Simulating a negotiation scenario in a sports setting, Case study discussions on successful networking stories in sports management	

### Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO										

3										
CO 4										
CO 5										
CO 6										

### SUGGESTED READINGS:

- "Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond" by Deepak Malhotra and Max H. Bazerman
- "Sports Marketing: A Strategic Perspective" by Matthew D. Shank and Mark R. Lyberger
- "The Business of Sports Agents" by Kenneth L. Shropshire and Timothy Davis
- "Getting to Yes: Negotiating Agreement Without Giving In" by Roger Fisher, William Ury, and Bruce Patton

Programme	BBS HONOURS				
Course Code	BBS6CJ304				
Course Title	Scouting & Athlete Management				
Type of Course	<b>MAJOR A</b>				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites					
Course Summary	This course is an introduction to scouting and the roles of a sports agent, including representing players, recruiting clients, and managing client relationships. It covers various aspects of athlete representation and understanding collective bargaining agreements (CBAs). The course also explains an LTAD Model and financial planning for the athletes.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1		U	C	Class test
CO2		E	P	Case study
CO3		Ap	P	
CO4		U	C	

CO5		U	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Scouting and Sports Agents</b>		
	1	Concept of Sports Scouting – Sports agents	
	2	The player agent- relationship, Duties & Responsibilities of an agent	
	3	Representing Players, Recruiting Clients, Managing Clients.	
	4	The Representation Agreement, League Commissioner, Commissioner's Authority	
		Reaching Free Agency, CBA Analysis, Sports Arbitrations	
<b>II</b>	<b>Early Stages of Professionalism and Selecting an Agency</b>		
	1	Minor League & Role of Academies in player development.	
	2	Identifying young athletes in the early years, Long-Term Athlete Development Model, Key Factors in LTAD	
	3	Free Contracts & The Rookie Pool, Product Endorsement Agreements	
	4	Building relationships with coaches from high school, Amateur sports teams, University, Club, International Scouting, Talent identification.	
	5	Team scouting preparation, Methods of Team evaluation, Drafting a professional scouting report.	
	6	Scouting techniques and software, Analyse performance statistics of prospective athletes	
<b>III</b>	<b>Representing the Peak Professional Athlete &amp; Matured athletes</b>		
	1	Marketing an Athlete, Brand Management	
	2	Representing Peak Professional Athletes, Financial Planning for Peak Professional Athletes.	
	3	Rehabilitating an Athlete's Brand, Endorsements by Tarnished Athletes.	
	4	Computing the Salary Cap, Signing Bonus Proration, Minimum Salary Benefit Contracts	
		- Representing Mature Athletes	
<b>IV</b>	<b>Income Protection and Life After Retirement</b>		
	1	Identifying Client's for Retirement,	
	2	Financial Planning for Mature and Retired Athletes.	
	3	Players' Assumption of Risk, Career-Ending Injuries, Concussions in Sports Insurance and Risk Management of Athletes.	
	4	Representing Individual Sport Athletes, Building a Brand On and Off the Field.	

	5	Diversification Efforts for a Superstar Client, WTA Media Deal, The LPGA Media Rights Agreement.	
V	<b>Open Ended Module:</b>		
	1	Role play of a negotiation between a sports agent and a team owner or league commissioner regarding a player's contract or free agency, A talk on industry expert to speak about their experiences and the challenges they face in their profession.	

### Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

- *Long-Term Athlete Development*, by Istvan Balyi Richard Way, Colin Higgs.
- *How to be a Sports Agent*, by: Mel Stein, MarkLevinstein.
- *Representing the professional athlete*, Peter Carfagna
- Jackson, R. (2013). *Branding and Athlete Marketing: The Marketing of Sports Personalities and Sporting Teams*. Butterworth-Heinemann.

### SUGGESTED READINGS:

Parkhouse, B. L. (2005). *The Management of Sport: Its Foundation and Application*. McGraw-Hill.

Programme	BBS HONOURS				
Course Code	BBS6CJ305				
Course Title	Sports Public Relations				
Type of Course	<b>MAJOR A</b>				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course focuses on the principles and practices of managing a sports franchise. It covers the operational, financial, marketing, and strategic aspects of sports franchise management.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the structure and operations of sports franchises	U	C	Class test
CO2	Analyze financial management and revenue generation strategies for sports franchises.	E	P	Case study
CO3	Develop marketing and brand management skills specific to sports franchises.	Ap	P	
CO4	Learn the strategic planning and management necessary for successful franchise operation.	U	C	
CO5	Explore legal and ethical issues in sports franchise management	U	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>		Introducing Sport Public Relations	
	1	, Definition of Sport Public Relations.	
	2	Evolution of Sport Public Relations, Sport Public Relations in Practice,	

	3	Integrating Public Relations with Strategic Management, Public Relations as a Strategic.	
	4	Management Driver, Organizational Stakeholders and Publics.	
	5	Stakeholder Communication, Reputation Management.	
<b>II</b>		<b>Social Media Use in Public Relations.</b>	
	1	Social Networking Sites - Strategic Considerations for Social Media Use	
	2	Careers in Social Media Management.	
	3	Engaging Key Publics via Other Forms of Digital Media, Digital Media Use in Sport Public Relations.	
	4	Website Development, Websites for Specific Stakeholders	
	5	Blogs Podcasts, New Media Limitations and Problems.	
<b>III</b>		<b>Media legacy</b>	
	1	Print Organizational Media - Electronic Media.	
	2	Corporate Communications.	
	3	Basics of sports broadcasting rights, Sports Leagues and their broadcasting rights, benefits to the broadcaster.	
	4	Media Relationship - Definition of Mass Media, Mass Media and Sport History, Today's Media Sport	
	5	Serving Media at Organizational Events. Reporting Statistics, Reporting Play-By-Play Information.	
	6	Employing News Media Tactics, Media Policy Development. News Releases, Media Pitches, Interviews, Media Tours	
<b>IV</b>		<b>Communicating in Times of Crisis</b>	
	1	Nature of Crises and the Need to Plan for them Preparing for a Crisis, Managing a Crisis, Assessing a Crisis Response.	
	2	Cultivating Positive Relationships in the Community, Uniqueness of Sport Corporate Social Responsibility, Evolution of Sport Social Responsibility.	
	3	Strategic Sport Social Responsibility, Communication of Corporate Social Responsibility.	
	4	Advanced Communications with External and Internal Publics, Customer and Member	

	5		Relationships, Sponsor Relationships, Donor Relationships. Government Relationships, Employee Relationships, Investor Relationships.	
V			<b>Open Ended Module:</b>	
	1		Create a plan for the media campaign for an upcoming sports event	

### Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

Sport Public Relations 3rd Edition by G. Clayton Stoldt Stephen W. Dittmore Mike Ross Scott E. Branvo

### SUGGESTED READINGS:

Programme	BBS HONOURS				
Course Code	BBS6CJ306				
Course Title	Sports Tourism				
Type of Course	<b>MAJOR A</b>				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	4	-	60
Pre-requisites	Understanding about different sports events and popular games.				
Course Summary	This course is an exploration of sports tourism, covering its, scope and types including event-based and activity-based tourism. The course examines the role of mega-events and iconic sports destinations in tourism development, analysing its various impacts and future trends.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1				
CO2				
CO3				
CO4				
CO5				
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Sports Tourism</b>		
	1	Sports tourism and its scope.	
	2	Historical development of sports tourism,	
	3	Types of sports tourism (event-based, activity-based, nostalgia-based)	
	4	Sports tourism possibilities in India	
<b>II</b>	<b>Sports Events and Tourism Development</b>		
	1	Role of mega-events (Olympics, World Cup) in tourism	
	2	IOC and its operations	
	3	Sports events as tourism attractions	
	4	Iconic sports destinations and their appeal	
	5	Adventure and recreational sports tourism	
	6	Sports tourism – global perspective	



III	Economic, Social, Cultural and environmental Impact of Sports Tourism		
	1	Economic benefits and costs of sports tourism, social benefits and challenges	
	2	Cultural exchange and preservation,	
	3	Economic impact from sports events,	
	4	Positive and negative environmental impacts	
	5	Sustainable practices in sports tourism, Challenges in maintaining sustainable practices in the field.	
IV	Future Trends in Sports Tourism		
	1	Emerging trends and innovations,	
	2	Impact of technology on sports tourism,	
	3	Advanced technologies affecting the growth of sports tourism	
	4	Future challenges and opportunities,	
V	Open Ended Module:		
	1	Case studies of sports tourism destinations, Analysis of successful sports tourism initiatives, Guest lectures from industry professionals	

#### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

#### REFERENCES

- Gibson, H. (1998). *Sport Tourism: A Critical Analysis of Research*. Routledge.
- Higham, J., & Hinch, T. (2009). *Sport Tourism Development*. Channel View Publications
- Kurtzman, J., & Thompson, G. (1990). *The Role of Mega-Events in Sport Tourism*. Journal of Sport & Tourism, 5(1), 21-35.
- Weed, M., & Bull, C. (2004). *Sports Tourism: Participants, Policy and Providers*. Elsevier.

## SUGGESTED READINGS:

1. Preedy, V. R., & Watson, R. R. (Eds.). (2010). *Handbook of Sport and Tourism*. CRC Press.
2. Chalip, L. (2004). *The Role of Sport in Sustainable Tourism Development*. *Journal of Sustainable Tourism*, 12(3), 217-231.
3. Mason, D. S. (2008). *Sport and Tourism: A Review of the Current Status*. *International Journal of Sport Management and Marketing*, 3(2), 129-146.

Programme	BBS HONOURS				
Course Code	BBS6EJ301				
Course Title	Sports Franchise Management				
Type of Course	<b>MAJOR</b>				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course focuses on the principles and practices of managing a sports franchise. It covers the operational, financial, marketing, and strategic aspects of sports franchise management.				

## Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the structure and operations of sports franchises	U	C	Class test
CO2	Analyze financial management and revenue generation strategies for sports franchises.	E	P	Case study
CO3	Develop marketing and brand management skills specific to sports franchises.	Ap	P	
CO4	Learn the strategic planning and management necessary for successful franchise operation.	U	C	
CO5	Explore legal and ethical issues in sports franchise management	U	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**Detailed Syllabus:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
<b>I</b>	<b>Introduction to Sports Franchises</b>		
	1	Definition and types of sports franchises	
	2	History and evolution of sports franchises	
	3	the role of sports franchises in the sports industry,	
	4	Managing cultural differences and global operations	
<b>II</b>	<b>Franchise Governance &amp; Management</b>		
	1	Governance and management structures	
	2	Relationship with leagues and governing bodies	
	3	Fan engagement and loyalty programmes Securing and managing sponsorships	
	4	Building and maintaining corporate partnerships, Case studies of successful sponsorship deals	
<b>III</b>	<b>Financial sourcing</b>		
	1	Revenue streams (ticket sales, sponsorships, merchandise, broadcasting rights)	
	2	financial challenges and risk management, Ticket pricing strategies	
	3	Sales techniques and customer relationship management	
	4	Innovations in ticketing and sales technology	
<b>IV</b>	<b>Legal and Ethical Issues</b>		
	1	Legal and Ethical Issues in Sports Franchise Management	
	2	Understanding franchise agreements and contracts	
	3	Ethical considerations and compliance	
<b>V</b>	<b>Open Ended Module:</b>		
	1	Case studies of successful sponsorship deals, Contract drafting skills, Game Day experience, Analysis of successful sports franchises	

### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

### REFERENCES

### SUGGESTED READINGS:

Programme	BBS HONOURS				
Course Code	BBS6EJ302				
Course Title	Research Methodology				
Type of Course	<b>MAJOR A</b>				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	4	-	60
Pre-requisites					
Course Summary	This course serves as a comprehensive introduction to research methods. The curriculum emphasizes hands-on experience, guiding participants in conducting research, formulating research synopses and reports, and utilizing statistical tools.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1				
CO2				
CO3				

CO4				
CO5				
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to research</b>		
	1	Research – Meaning, Definition, objectives, Types, Ethical issues in research.	4
	2	Research process - Steps involved in research process	4
	3	Identification of variables – Independent, dependent and intervening variables	3
	4	Hypothesis –, Definition, Characteristics and Importance Types of hypotheses	3
<b>II</b>	<b>Research Design</b>		
	1	Research Design – Meaning, Types of Research Design	4
	2	Research Problem Identification, Identifying Research Gap	3
	3	Steps In Developing a Research Design.	3
	4	Sampling – meaning, Types, Determination of sample size	5
<b>III</b>	<b>Data collection and Analysis</b>		
	1	Types of Data and methods of collecting data- Primary data, Secondary data	5
	2	Survey- Types, Questionnaire preparation.	4
	3	Analysis under Different Types of Measurements – Percentages, Frequency Table	5
	4	Reliability and Validity.	3
<b>IV</b>	<b>Report writing</b>		
	1	Plagiarism and use of plagiarism detection software	3
	2	Report Writing –Integral part of a report, contents of report.	4
	3	Guidelines for Writing Research Reports, Qualities of a Good Report	3
	4	Citation – Footnotes – References – Bibliography – APA and MLA Formats in Writing References and Bibliography.	4
<b>V</b>	<b>Open Ended Module:</b>		
	1	Lecture Method, Group discussion, Presentation	

**Mapping of COs with PSOs and POs:**

	PSO1	PSO2	PSO3	PSO4	PO1	PO2	PO3	PO4	PO5	PO6
CO 1										
CO 2										
CO 3										
CO 4										
CO 5										
CO 6										

**REFERENCES**

- Research Methods and Design in Sport Management 2nd Edition epub With Web Resource, Damon P.S. Andrew, Paul M. Pedersen , Chad D. McEvoy
- Research Methodology: Methods and Techniques by C. R. Kothari (Author)

