

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



BACHELOR OF SPORTS MANAGEMENT
HONOURS
PROGRAMME STRUCTURE AND SYLLABUS

2024 ADMISSION ONWARDS

BACHELOR OF SPORTS MANAGEMENT HONOURS
COURSE STRUCTURE

Semester 1							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
AEC1 (P) (E)				3			
AEC2(OL)				3			
MDC1	Introduction to Global Sports Industries	BSM1FM105	3	3	25	50	75
Major- A	Economics of Sports	BSM1CJ101	4	4	30	70	100
Minor B			4	4	30	70	100
Minor C			4	4	30	70	100

Semester 2							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
AEC3 (P) (E)				3			
AEC4(OL)				3			
MDC2	Sports Entrepreneurship	BSM2FM106	3	3	25	50	75
Major- A	Principles and Practices of Sports Management	BSM2CJ101	4	4	30	70	100
Minor B			4	4	30	70	100
Minor C			4	4	30	70	100

Semester 3							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
VAC1 (E)				3			
MDC3(KS) E/OL				3			
Major -1	Finance & Accounting for sports	BSM3CJ201	4	4	30	70	100
Major- 2	Sports Governance & Policies	BSM3CJ202	4	4	30	70	100
Minor B			4	4	30	70	100
Minor C							

Semester 4							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
VAC2(E)				3			
VAC3(OL)				3			
SEC1(P) (E)				3			
Major- 1	Sports Law	BSM4CJ203	4	4	30	70	100
Major- 2	Sports Marketing Strategy	BSM4CJ204	4	4	30	70	100
Major- 3	Business Statistics	BSM4CJ205	4	4	30	70	100

Semester 5							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
SEC 2	Business Communication	BSM5FS112	3	3	25	50	75
Major- 1	Operations Management in Sports	BSM5CJ301	4	4	30	70	100
Major- 2	Technology in Sports	BSM5CJ302	4	4	30	70	100
Major- 3	Sports facility planning & Management	BSM5CJ303	4	4	30	70	100
Major- A (Specialisation paper 1)	Sports Event Management	BSM5EJ301	4	4	30	70	100
Major- A (Specialisation paper 2)	Networking & Negotiation skills	BSM5EJ302	4	4	30	70	100

Semester 6							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
SEC 3	Contract drafting techniques	BSM6FS113	3	3	25	50	75
Major- A	Scouting & Athletic Management (Practical)	BSM6CJ304	4	4	30	70	100
Major- A	Sports Public Relations	BSM6CJ305	4	4	30	70	100
Major- A	Sports Tourism	BSM6CJ306	4	4	30	70	100
Major- A (Specialization paper 3)	Sports Franchise Management	BSM6EJ301	4	4	30	70	100
Major- A (Specialisation paper 4)	Research Methodology	BSM6EJ302	4	4	30	70	100
Internship				2			
Total							

Semester 7							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
Major- A	Data Analytics	BSM7CJ401	4	4	30	70	100
Major- A	Sports Organization and Administration	BSM7CJ402	4	4	30	70	100
Major- A	Sports Sciences	BSM7CJ403	4	4	30	70	100
Major- A	Sports Psychology	BSM7CJ404	4	4	30	70	100
Major- A	Statistical tools for research methodology	BSM7CJ405	4	4	30	70	100
Total				20			

Semester 8							
Course	Title	Course code	Contact Hours	Credits	Internal	External	Total
Major- A	Sports Funding & Budget Management	BSM8CJ406	4	4	30	70	100
Major- A	Emerging trends in Sports	BSM8CJ407	4	4	30	70	100
Major- A	Ethics in Sports	BSM8CJ408	4	4	30	70	100

SEMESTER I

Programme	BSM HONOURS				
Course Code	BSM1FM105				
Course Title	Introduction to Global Sports Industries				
Type of Course	MDC				
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
I	Global Sports Industry – Overview		9
	1	Overview of the global sports landscape	3
	2	Key players and stakeholders in global sports	2
	3	Historical development of international sports	4
II	Future of global sports industries		7
	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		
III	Cultural influences on global sports		9
	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
IV	Political and legal factors in Global Sports		10
	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
V	Open Ended Module:		10
	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	BSM HONOURS				
Course Code	BSM1CJ101				
Course Title	Introduction to Sports Economics				
Type of Course	MAJOR				
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:

Module	Unit	Content	Hrs
I	Introduction to Sports Economics		
	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	
II	Basic Economic concepts		
	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	
III	Economics of Sports Participation		
	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	
IV	The Market for Professional Sports		
	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	Open Ended Module:		
	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*

SEMESTER II

Programme	BSM HONOURS				
Course Code	BSM2FM106				
Course Title	Sports Entrepreneurship				
Type of Course	MDC				
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
I	Introduction to Sports Entrepreneurship		
	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	
II	Sports Business Planning and Development		
	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		
III	Innovation and Technology in Sports		

	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	
IV	Financing and Investment in Sports Ventures		
	1	Sources of funds, (Venture capital, angel investors, crowdfunding, and grants)	
	2	Securing and managing sponsorships and endorsements	
V	Open Ended Module:		
	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., & Hoye, 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	BSM HONOURS				
Course Code	BSM2CJ101				
Course Title	Principles and Practices of Sports Management				
Type of Course	MAJOR				
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
I	Introduction to Management		
	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	
II	Planning & Organizing		
	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	
III	Controlling		
	1	Controlling function- definition, types of control	
	2	Control techniques- Budgets, Reporting.	
	3	Basics of human resources management- recruiting and staffing, talent management	
IV	Management in Sports Industry		
	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.	
V	Open Ended Module:		
	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	BSM HONOURS				
Course Code	BSM3CJ201				
Course Title	Finance & Accounting for Sports				
Type of Course	MAJOR				
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
I	Introduction to sports finance		
	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
II	Principles of financial analysis		
	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
III	Basic concepts in Costing		
	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
IV	Budgeting		
	1	Basics of budgeting	3
	2	Budgeting and Valuation in sports: What makes sports profitable, what makes sports valuable – Market capitalization	3
V	Open ended Module		
	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	BSM HONOURS				
Course Code	BSM3CJ202				
Course Title	Sports governance & Policies				
Type of Course	MAJOR				
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
I	Introduction to Sports governance		
	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.	
II	Sports Governance Fundamentals		
	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.	
III	Sports and Community		
	1	our sports: History of community and youth sports, Inactivity of youth, Youth sports coaches and policies, Campus recreation:	
	2	es and Governance, Marketing and fund raising, Sports and discipline Violence in sports: Parental involvement,	
	3	ing and medical issues, Media involvement in sports: social media, Enforcement, Financial aid.	
IV	Frameworks of Sports Governance		
	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	
V	Open Ended Module:		
	1		

REFERENCES

1. Governance and policy in sports organizations Third Edition, Mary A. Hums, Joanne C MacLean
2. Sport policy A comparative analysis of stability and change -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	BSM HONOURS				
Course Code	BSM4CJ203				
Course Title	Sports law				
Type of Course	MAJOR				
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	
I	Introduction to Sports law			
	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.		
II	Contract Laws			
	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.		
III	Tort and Risk Management			
	1	Tort and Risk Management- Application of Tort Law to Sports, Negligence.		
	2	Defamation, right to privacy & publicity rights. Premises liability, spectator injuries, participant vs participant liability.		
	3	Medical malpractice, liability of coaches, liability of officials and referees.		

	4	Trot defences, workers compensation.	
IV	An Overview of the Sportswear Market		
	1	Discrimination – Racial discrimination. Sex discrimination, religious discrimination, Sexual harassment.	
	2	Age discrimination and discrimination against people with disability.	
	3	International sports and jurisdiction.	
	4	Court of Arbitration in Sports (CAS), Representative cases.	
V	Open Ended Module:		
	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	BSM HONOURS				
Course Code	BSM4CJ204				
Course Title	Sports Marketing Strategy				
Type of Course	MAJOR				
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
I	Introduction to Sports Marketing		
	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	
II	Introduction to Market segmentation		
	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	
III	Target Marketing & Product positioning		
	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	
IV	Retail Marketing		
	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	
V	Open Ended Module:		
	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	BSM HONOURS				
Course Code	BSM4CJ205				
Course Title	Business Statistics				
Type of Course	MAJOR				
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
I	Statistics: An Over View		
	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	

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	BSM HONOURS				
Course Code	BSM5FS112				
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
I	Introduction to Communication		
	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.	
II	Written Business Communication		
	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	Reading 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. External Business Communication: Writing Memos, Circulars and Notices: Introduction, Memo, Circulars and Notices.	
III	External Business Communication		
	1	External 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.	

Programme	BSM HONOURS				
Course Code	BSM5CJ301				
Course Title	Operations Management in Sports				
Type of Course	MAJOR				
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
I	Introduction to Operations Management		
	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	

II	Materials Management		
	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)	
III	Logistics Management		
	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	
IV	Introduction to Retailing		
	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	
V	Open Ended Module:		
	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	BSM HONOURS				
Course Code	BSM5CJ302				
Course Title	Technology in Sports				
Type of Course	MAJOR				
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
I	Understanding Analytics		
	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	
II	Introduction to Spatio-Temporal Analysis and application in sports		
	1	Introduction to Social - Network Analysis.	

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	BSM HONOURS				
Course Code	BSM5CJ303				
Course Title	Sports Facility Planning & Management				
Type of Course	MAJOR				
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)

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Sport Facility Management		
	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	Evolution 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	
II	Facility Development		
	1	Facility Planning, Fundamentals of Planning, Planning for Existing Facilities, Planning for Future Facilities.	
	2	Facility Site and Design, Site Location, Site Cost, Site Selection,.	
	3	Facility Design, facility requisites, meeting standard specification & requirements	
	4	Facility Construction, Construction Planning, Preconstruction Phase, Project Costs, Understanding sport specific surfaces and materials, Completion and Analysis, Network Analysis.	
III	Managing Specific Facilities		
	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	
IV	Facility Administration		
	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	
V	Open Ended Module:		
	1	An event Management activity	

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	BSM HONOURS				
Course Code	BSM5EJ301				
Course Title	Sports Event Management				
Type of Course	MAJOR				
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	Sports Event Management 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
I	Sports Event industry		
	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	
II	Event Bidding, Staffing & Volunteering		
	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	
III	Event Marketing and Branding		
	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	
IV	Event Day Management and Post Event Evaluation		
	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	
V	Open Ended Module:		
	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	BSM HONOURS				
Course Code	BSM5EJ302				
Course Title	Networking & Negotiation Skills				
Type of Course	MAJOR A (Specialization paper 2)				
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
I	Fundamentals of Networking in Sports		
	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.	

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	BSM HONOURS				
Course Code	BSM6CJ304				
Course Title	Scouting & Athlete Management				
Type of Course	MAJOR A				
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
I	Introduction to Scouting and Sports Agents		
	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	
II	Early Stages of Professionalism and Selecting an Agency		
	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	Player 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	Pre-season scouting preparation, Methods of Team evaluation, Drafting a professional scouting report.	
	6	Advanced scouting techniques and software, Analyse performance statistics of prospective athletes	
III	Representing the Peak Professional Athlete & Matured athletes		
	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	
IV	Income Protection and Life After Retirement		
	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	Open Ended Module:		
	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	BSM HONOURS				
Course Code	BSM6CJ305				
Course Title	Sports Public Relations				
Type of Course	MAJOR A				
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
I		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.	
II	Social Media Use in Public Relations.		
	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.	
III	Media legacy		
	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 MediaSport	
	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	
IV	Communicating in Times of Crisis		
	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			Open Ended Module:
	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	BSM HONOURS				
Course Code	BSM6CJ306				
Course Title	Sports Tourism				
Type of Course	MAJOR A				
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
I	Introduction to Sports Tourism		
	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	
II	Sports Events and Tourism Development		
	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	BSM HONOURS				
Course Code	BSM6EJ301				
Course Title	Sports Franchise Management				
Type of Course	MAJOR				
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
I	Introduction to Sports Franchises		
	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	
II	Franchise Governance & Management		
	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	
III	Financial sourcing		
	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	
IV	Legal and Ethical Issues		
	1	Legal and Ethical Issues in Sports Franchise Management	
	2	Understanding franchise agreements and contracts	
	3	Ethical considerations and compliance	
V	Open Ended Module:		
	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	BSM HONOURS				
Course Code	BSM6EJ302				
Course Title	Research Methodology				
Type of Course	MAJOR A				
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
I	Introduction to research		
	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
II	Research Design		
	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
III	Data collection and Analysis		
	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
IV	Report writing		
	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
V	Open Ended Module:		
	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)

