Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly West Bengal University of Technology)

Syllabus for BBA (Sports Management)

(Effective for Academic Session 2019-2020)

Curriculum structure

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	BSM-101	English	2	0	0	2	2
2	BSM-102	Computer application-1	3	1	0	3	4
3	BSM-103	Business Communication – I	3	0	0	3	3
4	BSM-104	Fundamental of Sports Management	2	0	0	2	2
5	BSM-105	Business Economics-I	3	0	0	3	3
6	BSM-106	Foundation Course in Physical Education	3	1	0	4	4
Practical/ Sessional							
1	BSM-181	Language laboratory	0	0	2	2	2
		Total	**20**				
SEMESTER II							
Theory							
1	BSM-201	Marketing Management	2	1	0	3	3
2	BSM-202	Computer application-II	2	1	0	3	3
3	BSM-203	Sports Organization & Administration	2	0	0	2	2
4	BSM-204	Industrial Law	3	0	0	3	3
5	BSM-205	Business Communication-II	2	1	0	3	3
	BSM-206	Sports Law	2	0	0	2	2
Practical/ Sessional							
1	BSM-281	Public Speaking On Assigned	0	0	2	2	2
2	BSM-282	Computing Lab	0	0	2	2	2
		Total	**20**				

2NDYEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BSM-301	**Financial Accounting**	2	1	0	3	3
2	BSM-302	**Business Law**	2	1	0	3	3
3	BSM-303	**Sports training**	3	0	0	3	3
4	BSM-304	**Foundation of Human Skills**	3	0	0	3	3
5	BSM-305	**Business Environment**	3	0	0	3	3
6	BSM-306	**Sports HRM**	2	1	0	3	3
Practical/ Sessional							
1	BSM-381	**Sports training practical**	0	0	2	2	2
		Total				20	
SEMESTER IV							
Theory							
1	BSM-401	**Sports Management**	2	1	0	3	3
2	BSM-402	**Business statistics**	3	0	0	3	3
3	BSM-403	**Accounting for Managerial Decisions**	3	0	0	3	3
4	BSM-404	**Sports marketing**	2	1	0	3	3
5	BSM-405	**Sports Financial Management**	2	1	0	3	3
6	BSM-406	**Business Research Methods**	3	0		3	3
Practical/ Sessional							
1	BSM-481	**First Aid & CPR-I**	0	2	0	2	2
		Total				20	

3RDYEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
Theory							
1	BSM-501	Sports Analytics Management	3	1	0	4	4
2	BSM-502	Sports Sponsorship	3	1	0	4	4
3	BSM-503	Strategic Management	3	1	0	4	4
4	BSM-504	International Business	3	1	0	4	4
5	BSM-505	Sports Facility and Event Management	3	1	0	4	4
Practical/ Sessional							
1	BSM-581	Summer Internship		0	0		
		Total				**20**	
SEMESTER VI							
1	BSM-601	Digital Marketing in Sports	3	0	0	3	3
2	BSM-602	Media marketing in Sports	2	1	0	3	3
3	BSM-603	Public Relations in Sports	3	0	0	3	3
4	BSM-604	Operation Management	3	0	0	3	3
5	BSM-605	Entrepreneurship Management	2	1	0	3	3
6	BSM-606	Business Negotiations	3	0	0	3	3
Practical/ Sessional							
1	BSM-681	Project (Major)				2	2
		Total				**20**	

Total credits in the Program: 120 credits