

**Maulana Abul Kalam Azad University of Technology, WB**  
**(Formerly known as West Bengal University of Technology)**  
**Syllabus of BBA(Sports Management)**  
**Effective from academic session 2023-24**

**Model curriculum structure for 4 year Non-AICTE UG programs for BBA (Sports Management)**

<b>Sem</b>	<b>Major (Offline)</b>	<b>Minor (Blended Mode)</b>	<b>Inter Disciplinary (Offline)</b>	<b>Ability Enhancement (Offline)</b>	<b>Skill Enhancement (Online /Sessional)</b>	<b>Common Value added Course (SESSIONAL)</b>	<b>Total credits</b>
I	Principal of Management & Statistics (5 credits) 4L+1T	Computer Fundamental  (3 credits)	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22 credits
	Sports Training & Conditioning (5 credits) 4L+1P						
II	Foundation and History of Physical Education (5 credits) 4L+1T	Management Information System (3 Credit)	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2 credits)	IT Tools for Business (2 credits)	Critical Thinking / NSS/ Mental Health (2 credits)	22 credits
	Contemporary Issues in Sports (5 credits) 4L+1T						
III	Financial Management and accounting (5 credit) 4L+1T	Word and PowerPoint & Spreadsheet Application with Excel (4 credits)	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21 credits

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	Basic of Sports medicine and nutrition (5 credits) 4L+1T						
IV	Sports Marketing (5 credit) 4L+1T	Database Management with SQL  (4 credits)	2 sub x 4 credits	Society Culture and Human Behavior (2 credits)			23 credits
	Human Resource Management (4 credits)						
	Sports Communication (4 credits)	Graphic Design with PhotoShop & Illustrator  (4 credits)  2L+2P					
v	Spectator Management & Funding in Sports (5 credits) 4L+1T	Cloud Computing (4 credits) 2L+2P			Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends) (4 credits)		22 credits
	Test, Measurement and Evaluation in Physical Education (5 credits) 4L+1P	E-commerce and Application (4 credits)					

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VI	Law & Risk management (5 credits) 4L+1T	Web Development with HTML and CSS (4 credits) 2L+2P					22 credits
	Managing sports organization (5 credits) 4L+1T	Internet and Networking (4 credits)					
	Advertising & Public Relation In Sports (4 credits)						
VII	Anatomy, Physiology and Exercise Physiology (5 credits) 3L+2P	Software Project Management (4 credits)					22 credits
	Psychology and Sociology in Physical Education (5 credits) 4L+1P	Digital Marketing (4 credits)					
	Research Methodology (4 credits)						

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VIII	Officiating and Coaching (5 credits) 4L+1T				Research Project or Dissertation (12 credits)		22 credits
	First Aid And CPR (5 credits) 3L+2P						
	<b>19 subjects - 91 credits</b>	<b>11 subjects – 42 credits</b>	<b>3 subjects – 09 credits</b>	<b>4 subjects – 08 credits</b>	<b>3 subjects &amp; Internship &amp; Projects - 22 credits</b>	<b>2 subjects – 4 credits</b>	<b>176 credits</b>