

## **Detailed Syllabus**

### **SEMESTER-I**

**Paper: English**

**Code: BSM-101**

**Contacts Hours / Week: 2L**

**Credits: 2**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Grammar- Part of Speech, Tense, Voice, Common Errors. Writing- Formal Letters(Making Enquires, Placing Orders, Listening and Handling Complains
<b>Unit/ Module 2</b>	Module 2- Grammar- Degrees of Adjectives, words often confused. Writing- Essay Writing
<b>Unit/ Module 3</b>	Comprehension
<b>Unit/ Module 4</b>	Grammar- One word Substitution, Use of Idioms, Writing- Job Application and CV.

### **Suggested Readings**

1. Leo Jones, Richard Alexander: New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press.
2. NCERT, Knowing about English – A Book of Grammar & Phonology
3. NCERT, Working with English – A Workbook,
4. A.E. Augustine & K.V. Joseph : Macmillan Grammar – A Handbook, Macmillan
5. Krishna Mohan & N.P. Singh : Speaking English Effectively, Macmillan.

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**Syllabus for BBA (Sports Management)**

**(Effective for Academic Session 2019-2020)**

**Paper: Computer application-1**

**Code: BSM-102**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Basic Computer Concepts – Different generations of computer hardware; Modern taxonomy of computers; Hardware and software; Programming languages; Problem solving and algorithms; Basic computer applications; General idea of information and communication technologies; Information system development process
<b>Unit/ Module 2</b>	Computer Hardware – Input and Output devices; Memory (or storage) devices; Central Processing Unit. Input / Output devices: keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and pen drive handwriting recognition systems; visual display terminals, printers, plotters etc. Storage devices: Primary storage – RAM, ROM, EEROM, PROM, EPROM; Secondary storage – direct access devices, serial access devices: hard disks, CD-ROM, DVD Central Processing Unit – Control Unit;
<b>Unit/ Module 3</b>	Computer Software – Meaning of software; broad classification of software; system Software and application software; utilities. Systems software – Operating systems: Basic idea of an OS; OS as a resource manager – memory management, input/output management, secondary storage management, processor management, program management, network management; Brief introduction to different types of operating systems like DOS, Windows, Unix, Linux etc.
<b>Unit/ Module 4</b>	Computer networks and Internet – Basic concepts of computer networks; local area networks and wide area networks; switches hubs, routers, idea of distributed systems; the Internet and the World Wide Web.
<b>Unit/ Module 5</b>	Computer Applications: Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks.

**Suggested Readings**

1. Mano – Computer System Architecture; Pearson Education
2. Tanenbaum – Structured Computer Organization, Pearson Education
3. Martin & Powell – Information Systems: A Management Perspective; mcgraw-Hill
4. Laudon & Laudon – Management Information Systems: Pearson Education
5. Comer: Computer Networks and the Internet: Pearson Education Graham Curtis – Business Information Systems: Addison Wesley

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**Paper: Business Communication – I**

**Code: BSM-103**

**Contacts Hours / Week: 3L**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Understanding communications in domestic & international business situations. Cultural Context of Communications. Customs and Practices.
<b>Unit/ Module 2</b>	Barriers to effective communication. Steps to structuring communication well. Powerful techniques to influence people. Importance of 1. Clear Objectives to Communication. 2. Analysis of Receivers Thoughts & Feelings. Structuring Communication in a. Opening b. Body c. Closing. Importance of verbal & nonverbal communication.
<b>Unit/ Module 3</b>	Writing effective emails. Emails to juniors. Emails to peers. Emails to Seniors. Emails to Customers for Developing Sales. Emails to Customers for Service Issues.
<b>Unit/ Module 4</b>	Influencing & Handling Conflict & Differences of Opinion. Understanding Submissiveness, aggressive & assertive communication.
<b>Unit/ Module 5</b>	Writing effective reports & analysis. Structuring the Reports. Executive Summary. Flow. Methodology. Research Done. Key Findings. Your Analysis. Conclusions & Recommendations.
<b>Unit/ Module 6</b>	Making an effective oral presentation. Preparing Objectives. Researching Audience needs & wants. Communicating Key Points of the message. Handling Questions & Objections from the Receiver. Closing with Action planning.
<b>Unit/ Module 7</b>	Making an effective presentation with PowerPoint slides / Interaction / Videos / audios.

**Suggested Readings**

1. Monipally: Business Communication , Tata mcgraw Hill
2. Ronald E. Dulek and John S. Fielder : Principles of Business Communication; Macmillan
3. Madhukar : Business Communications; Vikas Publishing House
4. Rai & Rai: Business Communication, Himalaya Publishing
5. Kaul : Business Communication; Prentice Hall
6. Senguin J : Business Communication; Allied
7. Robinson, Netrakanti and shintre : Communicative Competence in Business English; Orient Longman

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**Paper: Fundamental of Sports Management**

**Code: BSM-104**

**Contacts Hours / Week: 2L**

**Credits: 2**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Introduction- concept of sports management, definition of sports management, Purpose of sports management, scope of sports management
<b>Unit/ Module 2</b>	Basic skills of sports management, functions /process of sports management, different levels in sports management, significance/ importance of sports management.
<b>Unit/ Module 3</b>	Planning- introduction, meaning and definitions of planning, nature (characteristics) of planning, types of planning, steps in planning, significance (importance) of planning in sports and physical activity based programme.
<b>Unit/ Module 4</b>	Personal management/staffing-introduction, meaning and definition of personnel management, recruitment, selection, training, development,
<b>Unit/ Module 5</b>	Directing-introduction, definition, nature (characteristics)of directing, principle, importance
<b>Unit/ Module 6</b>	Controlling- introduction, definition, nature of controlling, how to controlling process work, principle of effective control, significance of controlling in physical education and sports
<b>Unit/ Module 7</b>	Office management- introduction, concept of the term office ,meaning and definition of office management, element of office management, function of office management, layout and principle of office layout
<b>Unit/ Module 8</b>	Facility management- introduction, factors affecting planning facility for sports and activity based programme, developing multi-purpose indoor facility, developing outdoor sports facility, developing fitness facility, facility management.
<b>Unit/ Module 9</b>	Organization and conduct of sports- how to bid for an event?, pre-event factors to be considered, immediate task to be performed after award of an event, work scheduling chart for task force, cultural extra-vegenga, working guidelines for the organising committee
<b>Unit/ Module 10</b>	Budget management- introduction, definition, principle of effective budgeting, types of budget, steps in construction of budget in sports, presentation of the budget, financial management.
<b>Unit/ Module 11</b>	Consumer oriented management- promotion strategies, introduction, defining marketing mix, elements of promotional activities/ promotional tools, role of corporate sponsorship in promotion strategies or corporate sponsorship versus advertisement, publicity, personnel selling and sales promotion.
<b>Unit/ Module 12</b>	Sales distribution- meaning and definition of distribution, different channels of distribution

**Suggested Readings**

1. Dr. S. Chakraborty -Sports Management: Sports Publication
2. Dr. A.K. Srivastava -Dictionary of Sports: Sports Publication

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**Paper: Business Economics-I**

**Code: BSM-105**

**Contacts Hours / Week: 3L**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Introduction, Scope and Importance of Business Economics - basic tools- Opportunity.Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium
<b>Unit/ Module 2</b>	Demand Analysis, Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)
<b>Unit/ Module 3</b>	Supply and Production Decisions and Cost of Production, Production function: short run analysis with Law of Variable Proportions Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)
<b>Unit/ Module 4</b>	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition, Short run and long run equilibrium of a competitive firm and of industry monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) , Oligopolistic markets: key attributes of oligopoly -Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)
<b>Unit/ Module 5</b>	Pricing Practices, Cost oriented pricing methods: cost –plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)

**Suggested Readings**

1. Pindyck and Rubinfeld - Micro Economics – Pearson Education
2. H.L. Ahuja- Managerial Economics, S. Chand
3. D.N. Dwivedi- Managerial Economics, Prentice Hall.

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**Paper: Foundation Course in Physical Education**

**Code: BSM-106**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Introduction to Basic Relevant concepts in Physical Education •Dimensions and determinants of Health, Fitness & Wellness •Concept of Physical Education and its importance •Concept of Physical Fitness and its types •Concept of Physical Activity, exercise and its types & benefits
<b>Unit/ Module 2</b>	Components of Physical Fitness •Concept of components of Physical Fitness • Concept and components of HRPF •Concept and components of SRPF •Importance of Physical Education in developing physical fitness components
<b>Unit/ Module 3</b>	Testing Physical Fitness •Tests for measuring Cardiovascular Endurance • Tests for measuring Muscular Strength& Endurance •Tests for measuring Flexibility •Tests for measuring Body Composition
<b>Unit/ Module 4</b>	Effect of Exercise on various Body System •Effect of exercises on Musculoskeletal system •Effect of exercises on Circulatory System •Effect of exercises on Respiratory System •Effect of exercises on Glandular System
<b>Unit/ Module 5</b>	Development of Fitness- Benefits of physical fitness and exercise and principles of physical fitness Calculation of fitness index level 1-4 Waist hip ratio Target Heart Rate, BMI and types and principles of exercise (FITT) Methods of training – continues, Interval, circuit, Fartlek and Plyometric
<b>Unit/ Module 6</b>	Health, Fitness and Diseases - Definition of obesity and its management Communicable diseases, their preventive and therapeutic aspects Factors responsible for communicable diseases Preventive and therapeutic aspect of Communicable and non- communicable diseases
<b>Unit/ Module 7</b>	Daily Schedule of Achieving Quality of Life and Wellness - Daily schedule based upon one's attitude, gender, age & occupation. Basic – module: - Time split for rest, sleep, diet, activity & recreation. Principles to achieve quality of life: - positive attitude, daily regular exercise, control over food habits & healthy hygienic practices.

**Suggested Readings**

1. Nandlal- A to Z Encyclopaedic Dictionary of Physical Education and exercise Science, Friends publications (India).
2. Cratty, B. Perceptual And Motor Development In Infants And Children, Prentice Hall, 1989.
3. Jenson, C. R. Fisher, A.G., Scientific Basis of Athletic Conditioning, Lea And Febiger, Philadelphia, 1992.

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**Paper: Language laboratory**

**Code: BSM-181**

**Contacts Hours / Week: 2P**

**Credits: 2**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	PPT A good presentation has a clear structure, like a good book or film. A good presentation has: o A beginning (introduction & preview) o A middle (main message) o An end (review & conclusion)
<b>Unit/ Module 2</b>	Role Play-
<b>Unit/ Module 3</b>	Group discussion
<b>Unit/ Module 4</b>	Motivational Classes