

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)

SEMESTER-II

Paper: Marketing Management

Code: BSM-201

Contacts Hours / Week: 2L+1T

Credits: 3

Course Content	
Unit/ Module 1	Understanding the Basics: Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India
Unit/ Module 2	Introduction to Marketing concept · Evolution of marketing & Customer orientation
Unit/ Module 3	Marketing Environment and Evaluation of Market opportunities
Unit/ Module 4	Market research & Marketing Information Systems and Demand forecasting and Market potential analysis
Unit/ Module 5	Consumer buying process & Organizational buying behaviour
Unit/ Module 6	Pillars of Marketing -Market segmentation, Target marketing Positioning & Differentiation
Unit/ Module 7	Marketing Mix and Product decisions –Product Life cycle
Unit/ Module 8	New Product development process Distribution decisions –Logistics & Channel
Unit/ Module 9	Distribution decisions –Logistics & Channel decision
Unit/ Module 10	Promotion decisions –Integrated Marketing communications concept, communication tools
Unit/ Module 11	Personal selling & Sales management
Unit/ Module 12	Pricing decisions
Unit/ Module 13	Case Studies and Presentations

Suggested Readings

- 1.Kotlar Philip and Armstrong Gary: Principles of Marketing, Pearson.
- 2.Arun Kumar: Marketing Management, Vikas Publishing House.
- 3.Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.
- 4.Gandhi, J.C. : Marketing, Tata McGraw Hill

Paper: Computer application-II

Code: BSM-202

Contacts Hours / Week: 2L+1T

Credits: 3

Course Content	
Unit/ Module 1	Word processing software: Microsoft Word – The different functionalities in the Microsoft Word software; Creation of a new document; Editing an existing document; Saving and printing a file; Use of the different tools; Handling tables in MS Word.
Unit/ Module 2	Spreadsheet software: Microsoft Excel – Creating a new spreadsheet document and editing an existing document; Using the different tools available in MS Excel. Performing mathematical calculations using MS Excel including various types of statistical measures. Reference Operators, Functions, Typing a Function. Creating a column chart; Changing the size and position of a chart Saving a file in Microsoft Excel; Closing a Microsoft Excel worksheet.
Unit/ Module 3	Presentation Software: Microsoft PowerPoint – The different functionalities of Microsoft PowerPoint. Creating a PowerPoint presentation; Creating and inserting a new slide; Creating a title slide; Applying a design template; Creating a hierarchy, Using a two column text; Slide Sorter view; Running the slide show; Printing the slides.
Unit/ Module 4	Project Management Software: MS Project – Getting started with a project; Developing a Timeline ; Displaying and Printing the schedule; Assigning resources and costs to the tasks and resolving resource allocation problems; Finalizing and Publishing the Project Plan; Managing and Tracking the Project; Working with multiple projects, using MS Project in workgroups.

Suggested Readings

1. Introduction to Computers with MS-Office, Leon, TMH
2. A First Course in Computers 2003, Saxena, VIKAS
3. Windows '98 in easy steps, Harshad Kotecha, Wiley Dreamtech
4. Office 2000 in easy steps, Stephen Copestake, Wiley Dreamtech
5. Windows and MS Office 2000, Krishnan, SCITECH
6. Microsoft Project 2000 in 24 hours, Tim Pyron, Techmedia
7. An Introduction to Database Systems - C.J. Date, Pearson Education

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Paper: Sports Organization & Administration

Code: BSM-203

Contacts Hours / Week: 2L

Credits: 2

Course Content	
Unit/ Module 1	1. Social Context for Modern Sports: Need for New Structure in Sports Today. International Sports Environment: IOC and International Federations – National Sports Environment: National Olympic Committees – National Federations – Governmental and Quasi – Governmental Organizations – Sports Conflicts – Conflicts arising from Anti-Doping Tests.
Unit/ Module 2	Origin and Operations of Sports Organizations – Defining the Legal Status – Social Profile of the Sports Organization – Choosing a type of Organization: Environmental Indicators – Power and Authority – Delegation of Responsibilities – Organizational Charts – Sports Identity Vs Image – Establishing a Sports Identity
Unit/ Module 3	Sports Organizations and their Environment: The nature of the Organizational Environment – Research on Organizational Environments – Controlling Environmental Uncertainty: Other Perspectives on the Organizational Environment. Relationship between Organizations's Environment and its Structure.
Unit/ Module 4	Sports Organizations and Technology: Technology – Research on technology and Organizations – Critiques of the Technology Imperatives – Micro-Electronic Technologies – Relationship Between technology and Organizational Structure.
Unit/ Module 5	Cases of Strategic Approaches by some Olympic Sports Organizations: FIVB – FIH - IPC – WADA – ISC – ZOC – OCM – OS – Measuring the Performance of Olympic Sports Organizations.
Unit/ Module 6	Case studies & presentations

Suggested Readings

- 1.Reddy, Y. S- Administration and Management of Physical Education and Sports, Friends Publications (India).
- 2.Chandan, JS Management – Concepts and Strategies, Vikas Publishing.
- 3.Robbins, SP –Management, Prentice Hall.
4. Ramaswami T-Principles of Management, Himalaya Publishing
5. Chandan, JS -Management – Concepts and Strategies, Vikas Publishing

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Paper: Industrial Law

Code: BSM-204

Contacts Hours / Week: 3L

Credits: 3

Course Content	
Unit/ Module 1	Laws Related to Industrial Relations and Industrial Disputes •Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure •The Trade Union Act, 1926
Unit/ Module 2	Laws Related to Health, Safety and Welfare •The Factory Act 1948: (Provisions related to Health, Safety and Welfare) •The Workmen's Compensation Act, 1923 Provisions: •Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence •Definitions •Employers liability for compensation (S-3 to 13) •Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)
Unit/ Module 3	Social Legislation •Employee State Insurance Act 1948: Definition and Employees Provident Fund •Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues
Unit/ Module 4	Laws Related to Compensation Management •The payment of Wages Act 1948: Objectives, Definition, Authorized Deductions •Payment of Bonus Act, 1965 •The Payment of Gratuity Act, 1972

Suggested Readings

1.P. K. Padhi- Labour and Industrial Laws

2.Hormasji Maneckji Seervai- Constitutional Law of India: A Critical Commentary

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Paper: Business Communication - II

Code: BSM-205

Contacts Hours / Week: 2L+1T

Credits: 3

Course Content	
Unit/ Module 1	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation
Unit/ Module 2	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
Unit/ Module 3	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail: - Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However, students should not be tested on the theory.]
Unit/ Module 4	Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarization: Identification of main and supporting/sub points Presenting these in a cohesive manner

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: Sports Law

Code: BSM-206

Contacts Hours / Week: 2L

Credits: 2

Course Content	
Unit/ Module 1	Introduction to Sports Law: • What is Sports Law? • Sources of Sports Law
Unit/ Module 2	Understanding the governance of Sports: • Roles and functions of Sports Governing Bodies • A transformational approach to Sports Governance- an understanding of the Lodha Committee Report
Unit/ Module 3	How to structure an Endorsement Agreement? • What are Endorsement Agreements? • Understanding the Commercial Rationale • Player Attributes and Player Appearances • Consideration • Player Morality • Player Performance and Linkage to Renewal /Termination
Unit/ Module 4	Non-Compete Provisions • Conflict with Players Playing Contracts
Unit/ Module 5	How to structure Sponsorship Agreements? • What is Sponsorship? • Kinds of Sponsorship • Key terms in a Sponsorship Agreement • Key contractual and legal issues in Sponsorship Agreements
Unit/ Module 6	How to structure Franchise Agreements? • What is a Franchise Agreement? • Advent of Professional Franchise based sports leagues in India • Class of Assets owned by a Rights Holder (Central Rights) • Class of Assets owned by a Franchisee (Franchisee Rights) • Other Provisions: Protection of Intellectual Property Rights; Contractual Coordination Mechanisms; Termination & Consequences of Termination and Boilerplate Provisions
Unit/ Module 7	How to structure Player Agreements? • Understanding contractual obligations of Players • Understanding contractual obligations of Sports Governing Bodies
Unit/ Module 8	How to structure Player Representation Agreements? • Who is an Agent? • Player Representation Agreement • Engaging an Agent/Agency • Authorization of Agent to manage Commercial Rights • Commercial Rights of a Player • Term of Agent/Agency • Obligation of the Players • Structuring payment and consideration provisions • Grounds for Termination
Unit/ Module 9	Case Studies & Presentations

Suggested Readings

- 1.Robert C. Berry; Glenn M. Wong- Law and Business of the Sports Industries: Common Issues in Amateur and Professional Sports, Praeger Publishers.
- 2.Raymond L. Yasser -Torts and Sports: Legal Liability in Professional and Amateur Athletics, Quorum Books.
- 3.Glenn M. Wong -Essentials of Amateur Sports Law, Praeger Publishers.

Practical/ Sessional

Paper: Public Speaking On Assigned

Code: BSM-281

Contacts Hours / Week: 2P

Credits: 2

Course Content	
Unit/ Module 1	Non-Verbal Communication: Body languages : meanings
Unit/ Module 2	Effective Listening: Principles of effective listening; Factors affecting listening exercises.
Unit/ Module 3	Modern Forms of Communicating: Fax; E-mail; Video conferencing; etc.

Paper: Computing Lab

Code: BSM-282

Contacts Hours / Week: 2P

Credits: 2

Course Content	
Unit/ Module 1	DOS System commands and Editors (Preliminaries)
Unit/ Module 2	UNIX system commands and vi (Preliminaries)
Unit/ Module 3	Simple Programs: simple and compound interest. To check whether a given number is a palindrome or not, evaluate summation series, factorial of a number, generate Pascal's triangle, find roots of a quadratic equation
Unit/ Module 4	Programs to demonstrate control structure: text processing, use of break and continue, etc.
Unit/ Module 5	Programs involving functions and recursion
Unit/ Module 6	Programs involving the use of arrays with subscripts and pointers
Unit/ Module 7	Programs using structures and files.
Unit/ Module 8	Microsoft office-Word, Excel, PowerPoint, Mail merge, Internet