

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Sports Management
(Effective for 2020-2021 Admission Session) Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

5th Semester

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCs
				Theory	Practical	Tutorial	Offline #	Online	Blended	
CC 11	Spectator Management & Funding	BSM 501	6	5	0	1	✓			As per MAKAUT notification
CC 12	Sports Communication	BSM 502	6	5	0	1	✓			
DSE 1 (Any One)	Industrial Relations	BSM 503(A)	6	5	0	1	✓			
	Funding in Sports	BSM 503(B)	6	5	0	1	✓			
DSE 2 (Any One)	Minor Project	BSM 581 (A)	6	1	5	0	✓			
	Internship	BSM 581 (B)	6	1	5	0	✓			
Semester Credit			24							

Note:

Minor Project/Internship- (Students have to engage in a specialised project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged in case of Internship.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva as part of University examination.

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Paper: Spectator Management & Funding

Code: BSM - 501

Contacts Hours / Week: 5L+1T

Credits: 6

Course Objectives: To appraise Sports on the basis of the presence of spectators, watchers and its competitors towards enhancing experience participants.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Students will be able to prioritize the key concepts of managing an sports event	M1
2	Outline and discuss various aspects of spectators and types of sports events	M2
3	Plan the participation in national and international level seminars/workshops	M1, M2, M3
4	Identify the skills and challenges faced in managing sports event	M4
5	Examine and explain the spectator control mechanism	M5
6	Evaluate and explain spectator sports laws	M6

Module Number	Content	Total Hours	%age of questions	Blooms Level	Remarks
M 1	Spectators and crowd	5	10%	3, 5	
M 2	Expectation of Spectators from Sports Organizing Authorities	15	25%	1, 3	
M 3	Press releases from the various publications	10	10%	3	
M 4	Spectator management tactics	10	15%	1	
M 5	Factors to be taken into consideration for developing a spectator control mechanism.	10	20%	1	
M 6	Dispersal of spectators - By Organizer & Law and Order Agencies	10	20%	1	
		60	100		
	Tutorial	16			

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Course Contents

Module-I

Spectators and crowd defined.

How spectators become a crowd - Types and nature of crowd and spectator. Importance of Spectators for Sports & Games.

Module-II

Expectation of Spectators from Sports Organizing Authorities. Facilities to be provided to the spectators.

Misconduct by spectators during a sports event: Analysis of different reasons & effect of such misconduct.

Module-III

Some important press releases from the various publications

Module IV

Prerequisites of a spectator management policy.

Spectator management tactics- in general.

Spectator management tactics – with special service force

Module-V

Factors to be taken into consideration for developing a spectator control mechanism.

Module-VI

Dispersal of spectators- By Organizer & Law and Order Agencies.

Suggested Reading

1. Event Management and Marketing – Anukrati Sharma and Shruti Arora
2. Sports Funding and Finance – B.O.B Stewart

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Paper: Sports Communication

Code: BSM - 502

Contacts Hours / Week: 5L+1T

Credits: 6

Course Objectives: Students will be able to make use of instruction, analysis, and training in the principles and practice of public relations in sports organizations. Emphasis is on media relations and skills essential for sports communication professionals, including handling media interactions across platforms, problems, for positive communications strategies in sync with the strategic goals of sports organizations.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Demonstrate an understanding of the basic skills necessary to effectively carry out day-to-day responsibilities in sports communications and sports information professions	M1,M2,M3
2	To interpret and infer the ability to generate content, including effective writing, from a sports perspective	M2,M3,M4
3	To create ability to effectively integrate communications strategies with a sports organization's goals	M3,M4,M5
4	Distinguish between sports communication perspectives and sports journalism	M3,M4, M5
5	Evaluate sports communication operations, issues and challenges in professional, intercollegiate and Olympic sports	M4, M5, M6
6	To formulate and understanding and skill strategies in handling negative publicity and communications crises in sports organizations	M3, M4, M5

Module Number	Content	Total Hours	%age of questions	Blooms Level	Remarks
M 1	INTRO TO SPORTS COMMUNICATION AND MEDIA RELATIONS	5	10%	2	
M 2	INTEGRATING PUBLIC RELATIONS WITH STRATEGIC MANAGEMENT	15	25%	2,4	
M 3	DEVELOPING WRITING AND INTERVIEWING SKILLS	10	10%	6	
M 4	THE PRINT MEDIA, BROADCAST MEDIA, SOCIAL MEDIA AND TECHNOLOGY	10	15%	1, 4, 6	
M 5	EVENT MANAGEMENT AND MANAGING THE SPORT ORGANIZATION-MEDIA	10	20%	1, 4, 6	

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	RELATIONSHIP				
M 6	PUBLICITY CAMPAIGNS	10	20%	1, 4, 6	
		60	100		
	Tutorial	16			

Course Content

Module 1: INTRO TO SPORTS COMMUNICATION AND MEDIA RELATIONS

Practice Sports Knowledge Quiz, Intro to Sports Communication and Relations, Introducing Sport Public Relations Lecture and Activity, Contemporary Issues and Challenges, Relevant Cases

Module 2: INTEGRATING PUBLIC RELATIONS WITH STRATEGIC MANAGEMENT

PR as a management tool, stakeholders and constituents, issues management, organizational reputation, Contemporary Issues and Challenges, Relevant Cases

Module 3: DEVELOPING WRITING AND INTERVIEWING SKILLS

Forms of Writing, Types of Releases, Audience Awareness, Common Errors and Distribution, Before and After the Interview, basis of sports journalism

Module 4: THE PRINT MEDIA, BROADCAST MEDIA, SOCIAL MEDIA AND TECHNOLOGY

Print media history, relating with content providers for athletes, Relating with content providers for audiences, old and new models of covering a story, Radio and TV (national, regional and local), Social and New Media,

Module 5: EVENT MANAGEMENT AND MANAGING THE SPORT ORGANIZATION-MEDIA RELATIONSHIP

The Basics and Mandatory Content, Production Schedule and Game Day Programs, Game Management, Game Day Media Ops, Do's and Don'ts in Press Box, Press Conferences, Media Days and Special Events, Identifying influential media, serving media at events, developing media policy and maximizing media exposure

Module 6: PUBLICITY CAMPAIGNS

Early Stage of Campaign Development, Continuing the Campaign and Ethical Considerations

Suggested Reading

1. Strategic Sports Communication - Paul M. Pedersen, Pemela C. Laucella
2. Governance and Policy in Sports – Mary A. Hums, Joanne C. Maclean

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Paper: Industrial Relations

Code: BSM 503(A)

Contacts Hours / Week: 5L+1T

Credits: 6

Course Objectives:

The students should able to illustrate the role of trade union in the industrial setup. Students should able to outline the important causes & impact of industrial disputes. Students should able to elaborate Industrial Dispute settlement procedures.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Students should able to elaborate the concept of Industrial Relations.	M1
2	The students should able to illustrate the role of trade union in the industrial setup.	M1, M2
3	Students should able to outline the important causes & impact of industrial disputes.	M2, M3, M5,M6
4	Students should able to elaborate Industrial Dispute settlement procedures.	M2, M3, M4. M6
5	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965	M2, M3
6	Student should able to summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.	M6

Module Number	Content	Total Hours	%age of questions	Blooms Level	Remarks
M 1	Discipline: Concept of Discipline, Deviations in Work Behaviour Hot Stove Rule, Types of Discipline	5	10%	6	
M 2	Industrial Relations in India	15	25%	2	

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M 3	Negative Discipline	10	10%	2	
M 4	Positive Discipline	10	15%	6	
M 5	Management of Discipline	10	20%	2	
M 6	Grievance Management	10	20%	2	
		60	100		
	Tutorial	16			

Course Contents

Module 1: Discipline: Concept of Discipline, Deviations in Work Behaviour Hot Stove Rule, Types of Discipline values and Ethics, Types of disciplinary committee and actions
Module 2: Industrial Relations in India: Concept of Industrial Relations in India Theory of Industrial Relations in India. Approaches & Context of IR. Growth of Trade Unionism Structure of Trade Unionism Trends in Industrial Disputes Industrial Disputes Settlement machinery under ID Act, Collective Bargaining Worker's Participation in Management Labour Welfare Industrial Employment (Standard Orders) Act, 1946 Principles of Natural Justice The Central Civil Services (Conduct) Rules Code of Conduct, International Labour Movement: International Labour Organizations (ILO) – Origin, history, objectives and functions.
Module 3: Negative Discipline: Act of Indiscipline or Misconduct Cause of indiscipline & Misconduct Principles for Maintenance of Discipline Basic Ingredients or Guidelines of a Disciplinary Action Warning (Verbal/Written) Charge Sheet Domestic Enquiry
Module 4: Positive Discipline: Counselling - Approaches, Process Skills of Positive Discipline Problems of Positive Discipline
Module 5: Management of Discipline: Discipline Authority Punishment & Penalties Handling Court cases, Relevant Case Studies
Module 6: Grievance Management: Causes and Effects, Need for Grievance Procedures, Discovery of Grievance Procedures, Essential Prerequisites of Grievance Procedure, Steps in the Grievance Procedure, Model Grievance Procedure, Grievance, Management In Indian Industry, Guidelines for Handling Grievances.

Suggested Readings

1. V.S.P. Rao: Human Resource Management – Text and Cases, Excel Books.
2. Srivastava: Industrial & Labour Laws, Vikas Publishing House.
3. S.L. Agarwal: Labour Relations Law in India, Macmillan.
4. C.B. Mamoria & S. Mamoria: Industrial Relations in India, Himalaya Publishing House.
5. Venkataratnam, C.S. & Srivastava, B.K.: Personnel Management and Human Resources, TMH.

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Paper: Funding in Sports

Code: BSM 503 (B)

Contacts Hours / Week: 5L+1T

Credits: 6

Course Objectives: To establish an efficient sport discipline and understand various sources of funds to promote Sports activities. To examine the sources of funds and prepare optimized budgets which would give maximum output with proper utilization of available resources.

Course Outcomes (CO):

SI	Course Outcome	Mapped modules
1	To apply the sponsorship criteria's to Sports	M1
2	To analyse the various sources of funds available	M3
3	To evaluate the endorsement options available	M2
4	To compare the media providers to promote Sports events	M4
5	To list, Compare and originate advertisement for promoting Sports	M5
6	To examine and estimate the budget for funding in Sports	M6

Module Number	Content	Total Hours	%age of questions	Blooms Level	Remarks
M 1	SPONSORSHIP: Meaning of sponsorship	5	10%	3	
M 2	ENDORSEMENTS	15	25%	5	
M 3	Other Sources of funds available for sports: BROADCASTING	10	10%	4	
M 4	MEDIA PROVIDERS	10	15%	2	
M 5	ADVERTISEMENT Sports and advertisements	10	20%	1,5,6	
M 6	Budgeting of Sports Funds:- Budgetary Control	10	20%	4,6	
		60	100		
	Tutorial	16			

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Course Content

Module -I

Why sports need to be funded: Role of Fund in Sports Management

SPONSORSHIP: Meaning of sponsorship

Sports and sponsorship

Sports events likely to be sponsored

Major sponsors in sports

Team sponsors and individual sponsors

Sponsorship opportunities in sports

Benefits of sponsorship

Effects of sponsorship

How to get sponsors for- table tennis, football, badminton etc.

Sponsor Proposal- guidelines

Module II

ENDORSEMENTS

What is an endorsement

Sports and celebrity endorsement

Sportspersons and their recent endorsements

Endorsement strategy

Marketing and endorsement

Benefits of endorsements

Other Sources of funds available for sports:

Module III

BROADCASTING-

What is broadcasting

The basics of sports broadcasting rights, Where does the money go,

Sports Leagues and their broadcasting rights

Benefits to the broadcaster

Module IV-

MEDIA PROVIDERS-

Who are the media providers

How do they fund sports

Media provider owner of sports teams

Why do media providers own teams

Benefits to a media provider owning a team

Module V

ADVERTISEMENTS

Sports and advertisements

Advertisement preferences

Advertisement and brand choice

Aiming the right target

Top sports ad companies

Firms and their advertisement choices

Effects of advertisement

Game theory in advertisement

Module VI

Budgeting of Sports Funds:- Budgetary Control, Budget

Preparation, estimation, models, budgetary control and

utilization

Suggested Reading

1. Sports Funding and Finance – B.O.B Stewart
2. The Business of Sports Management – John Beech, Simon Chadwick, Pearson Publication