

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

Programme Objective

- To provide students with a comprehensive understanding of the sports industry, including its structure, functions, and key stakeholders.
- To develop the necessary skills and knowledge required to effectively manage sports organizations, events, and facilities.
- To familiarize students with the principles of sports marketing, sponsorship, and revenue generation in the context of sports management.
- To equip students with the tools and techniques necessary for strategic planning, financial management, and decision-making in sports organizations.
- To prepare students for careers in various areas of sports management, including sports marketing, event management, facility management, and sports administration.

Graduate Attributes in BBA in Sports Management

The graduate attributes in BBA in Sports Management are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a BBA in Sports Management graduate will be able to demonstrate through learning various courses are listed below:

a. Disciplinary Knowledge

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of the sports management.

b. Communication skills

- i. Ability to communicate long standing unsolved problems in sports management;
- ii. Ability to show the importance of sports management as precursor to various games and that evolved from civilization.

c. Critical Thinking

- i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of sports management and relevant domains;
- ii. Ability to examine the results and apply them to various problems appearing in different branches of sports management.

d. Problem solving

- i. Capability to deduce a sport or game and associate problem and apply the classroom learning into practice to offer a solution for the same.
- ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
- iii. Able to comprehend solutions to sustain problems originating in the Sports domain etc.

e. Research Related Skills

- i. Ability to search for, locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic;
- ii. Ability to identify the developments in various branches of Commerce and Business.

f. Information and Communication Technology (ICT) digital literacy

Capability to use various technical ICT tools (like spreadsheet, PowerPoint) for exploring, analysis, and using the information for analytical purposes and demonstration as well as presentation.

g. Self-directed Learning

Capability to work independently in diverse projects and ensure detailed study of various facets of sports management.

h. Moral and Ethical Awareness/Reasoning

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
- ii. Ability to manage self and various social systems.

i. Lifelong learning

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Sports.

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Programme Learning Outcomes of BBA in Sports Management

- PLO 1 To acquire a deemed knowledge and a comprehensive understanding of the selected disciplinary or interdisciplinary spheres of study in much border canvas of context, their various domains of learning, their relevant connections with the fields of study and the recent growth and expansion linked with the selected disciplinary/interdisciplinary spheres of study.
- PLO 2 The necessity for procuring knowledge connected to practice profession and procedure for the sake of executing highly skilled tasks corresponding to the chosen areas of learning, enshrining knowledge needed for creating self-employment steps, and knowledge with a proper mental faculty indispensable for entrepreneurship comprising the chief elements of the creation of enterprise, improved product growth or a novel setup of organization.
- PLO 3 To develop the skills in the domains pertaining to specialization in the particular disciplinary or interdisciplinary spheres of learning in a comprehensive multidisciplinary canvas including a broad range of practical skills and updates, with unfixed routine and non-routine references corresponding to the particular areas of learning.
- PLO 4 To harness the capability to extract the best from what has been imbibed, learnt, transfigure the concepts the practical situations and make a relevant application gained competencies in novel contexts rather than simply replicate the curriculum-based knowledge to create remedies to particular problems.
- PLO 5 Demonstrate a deep understanding of the sports industry, including its historical, social, and economic dimensions.
- PLO 6 Apply management principles and practices to effectively organize and administer sports organizations, events, and facilities.
- PLO 7 Develop and implement comprehensive sports marketing strategies, including sponsorship, branding, and promotional campaigns.
- PLO 8 Analyze financial data, prepare budgets, and make informed financial decisions within the context of sports organizations.
- PLO 9 Exhibit effective leadership, communication, and teamwork skills while working in diverse sports management settings.

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Programme Outcomes for Core Courses

| | Programme Outcomes | DS C-1 | DS C-2 | DS C-3 | DS C-4 | DS C-5 | DS C-6 | DS C-7 | DS C-8 | DS C-9 | DS C-10 | DS C-11 | DS C-12 | DS C-13 | DS C-14 | DS C-15 | DS C-16 | DS C-17 | DS C-18 | DS C-19 |
|----|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1 | Values for life and character building | | ✓ | | | | ✓ | | ✓ | | | ✓ | ✓ | | ✓ | ✓ | ✓ | | ✓ | ✓ |
| 2 | Disciplinary knowledge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | Communication skills | | ✓ | | | | | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| 4 | Critical thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 5 | Problem Solving | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 6 | Analytical Reasoning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 7 | Research related skills | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 8 | Cooperation/ Teamwork | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 9 | Scientific Reasoning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 10 | Reflective Thinking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 11 | Information /Digital Literacy | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 12 | Self-directed Learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 13 | Moral and Ethical Awareness/ Reasoning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 14 | Leadership Readiness/Qualities | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 15 | Lifelong learning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 16 | Professional Skills | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Legend: DSC-1: Principles of Management & Statistics; DSC-2: Sports Training & Conditioning; DSC-3: Foundation and History of Physical Education; DSC-4: Contemporary Issues in Sports; DSC-5: Financial Management and accounting; DSC-6: Basic of Sports medicine and nutrition; DSC-7: Sports Marketing; DSC-8: Human Resource Management; DSC-9: Sports Communication; DSC-10: Spectator Management & Funding in Sports; DSC-11: Test, Measurement and Evaluation in Physical Education; DSC-12: Law & Risk management; DSC-13: Managing sports organization; DSC-14: Advertising & Public Relation in Sports; DSC-15: Anatomy, Physiology and Exercise Physiology; DSC-16: Psychology and Sociology in Physical Education; DSC-17: Research Methodology; DSC-18: Officiating and Coaching; DSC-19: First Aid and CPR.

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Semester 1
Detailed Syllabus

| | | |
|--|--|---------------|
| BBA in Sports Management | | |
| Course: Principles of Management and Statistics | | |
| Course Code: BSMC101 | Semester: I | |
| Maximum Marks: 100 | | |
| Teaching Scheme | Examination Scheme | |
| Lecture: 4 | End semester Exam: 70 | |
| Tutorial: 1 | Attendance: 5 | |
| Practical: 0 | Continuous Assessment: 25 | |
| Credit: 5 | Practical/Seasonal internal continuous evaluation: 0 | |
| | Practical/Seasonal external examination: 0 | |
| Sl. No. | Course Objective | |
| 1 | To understand the basic concepts of the managerial process, importance, functions, roles, planning and organizing for a complete look. | |
| 2 | To understand the fundamental issues involved in the sphere of motivation, types, roles in the society at large. | |
| 3 | To understand the tips and techniques of the controlling system, process, ideology and the general management regulations. | |
| 4 | To understand the basics of Statistics, roles, functions, methods, planning, execution and the overall investigation. | |
| 5 | To understand the fundamentals of Central tendency, concept, features and measures. | |
| 6 | To understand the basics of dispersion, meaning, scope, aims, features and measures. | |
| | | |
| | Course Outcomes | |
| | Mapped module/Unit | |
| CO 1 | Enable the students comprehend the norms laid down for management studies, factors, features and its allied zones. | U1 |
| CO 2 | Enable the students pick up the concepts of encouragement and motivation and their subsequent reflection in our practical life for growth and development. | U1, U2 |
| CO 3 | Enable the student's study and understand the importance and necessity of the controlling process in the domain of management. | U3 |
| CO 4 | Enable the students comprehend the basic issues involved in the statistical studies and their corresponding salient features and areas. | U4 |
| CO 5 | To understand the measures and functions of Central tendency and its use at a large scale on the board of calculation. | U5, U6 |

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Learning Outcome/ Skills:

The candidate will be able to gain a comprehensive knowledge on the principles of managerial policy, functioning, measurement, controlling and dispersion through various statistical approaches. There should be a clear collaboration between the managerial principles and the statistical outcomes.

| Unit | Total Hours | % of Questions | Bloom's Taxonomy | Remarks, if any |
|---------------|--------------------|-----------------------|-------------------------|------------------------|
| THEORY | | | | |
| U1 | 8 | 10 | 1 | NA |
| U2 | 10 | 20 | 1, 2 | NA |
| U3 | 8 | 10 | 1 | NA |
| U4 | 12 | 25 | 1, 2 | NA |
| U5 | 12 | 25 | 1, 2, 3 | NA |
| U6 | 10 | 10 | 1, 2, 3 | NA |
| | 60 | 100% | | |

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| | | |
|---------------------|--|----------------|
| Course Code: | BSMC101 | |
| Course: | Principles of Management and Statistics | Credits: 4L+1T |
| Contents | | |
| Chapter | Name of the Topic | Hours |
| Unit-I | Introduction: Concept, process, and significance of management; Managerial roles; An overview of functional areas of management; Development of management thought; Classical and neo-classical systems; Contingency approaches Planning and organizing | 8 |
| Unit-II | Directing: Motivation Concept, Type & Theories – (Maslow, Alderfer, Herzberg, McClelland, Porter & Lawler, Vroom); Financial and non-financial incentives of Motivation, Leadership -Leadership Theories, Ohio State Leadership studies, Trait theories of leadership, Contingency theory, Charismatic Leadership theories, Transactional and Transformational leadership Styles. Issues in Leadership-Trust and leadership – a relevant issue in sports, Global Leadership in sports across culture | 10 |
| Unit-III | Controlling: Concept and process; Effective control system; Techniques of control. Management of Change- Concept, nature, and process of planned change; Resistance to change; Management in a changing environment. | 8 |
| Unit-IV | Statistics as a Subject: Functions, Importance, and Limitations of Statistics; Planning and Execution of a statistical investigation; Census and sample investigation; Descriptive and Inferential Statistics. Collection, Editing, and Presentation of Data: Primary data and secondary data; Methods of collection; Scrutiny of data. Presentation of data- textual and tabular presentations; Construction of a table and the different components of a table. Diagrammatic representation of data- Line diagrams, Bar diagrams, Pie charts, and divided-bar diagrams. | 12 |
| Unit-V | Measures of Central Tendency: Definition and Utility; Characteristics of a good average; Different measures of average; Arithmetic Mean; Median; Other positional measures – quartiles, deciles, percentiles; Mode; Relation between Mean, Median, and Mode; Geometric and Harmonic Mean. Choice of a suitable measure of central tendency. | 12 |
| Unit-VI | Measures of dispersion: Meaning and objective of dispersion; Characteristics of a good measure of dispersion; Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation. | 10 |
| | Total: | 60 |

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List of Books

| Sr. No. | Name of Author | Title of the BOOK | Edition/Publication |
|----------------|--|------------------------------|----------------------------|
| 1 | Premvir Kapoor | Principles of Management | Khanna Publishing House |
| 2 | Weihrich and Koontz, et al | Essentials of Management | Tata McGraw-Hill |
| 3 | Stoner J and Freeman RE | Management | Prentice-Hall |
| 4 | Daft, RL | Management | Thomson |
| 5 | R.I. Levin & D.S. Rubin | Statistics for Management | Pearson Education |
| 6 | Amir D. Aczel & Jayavel Sounderpandian | Complete Business Statistics | Tata McGraw- Hill |
| 7 | R.S Bhardwaj | Business Statistics | Excel Books |

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Semester 1
Detailed Syllabus

| | | |
|---|--|---------------------------|
| BBA in Sports Management | | |
| Course: Sports Training and Conditioning | | |
| Sports Training and Conditioning Lab | | |
| Course Code: BSMC102+BSMC192 | Semester: I | |
| Maximum Marks: 100+100 | | |
| Teaching Scheme | Examination Scheme | |
| Lecture: 3 | End semester Exam: 70 | |
| Tutorial: 0 | Attendance: 5 | |
| Practical: 2 | Continuous Assessment: 25 | |
| Credit: 5 | Practical/Seasonal internal continuous evaluation: 40 | |
| | Practical/Seasonal external examination: 60 | |
| Sl. No. | Course Objective | |
| 1 | To understand and get introduced to the world of Sports Training and Conditioning to sum up its importance in life. | |
| 2 | To understand the basic training features, concept of load and the related areas for a complete look | |
| 3 | To understand the concept of conditioning abilities, types, features and the ways to improve the impact. | |
| 4 | To understand the variety of motor abilities, coordinative abilities, types, factors, choices, improvement and the overall impact. | |
| 5 | To understand the concept of technical training, types, importance, role in the life of sports person. | |
| | | |
| | Course Outcomes | Mapped module/Unit |
| CO 1 | Enable the students realize the necessity of the world of Sports Training and Conditioning. | U1 |
| CO 2 | Enable the students understand the concepts of training, load, components and their vast variety and application. | U1, U2 |
| CO 3 | Enable the students comprehend the need of strength through proper training and improvement for a greater cause. | U1, U3 |
| CO 4 | Enable the students understand the need and importance of coordination and flexibility in the various genres of sports. | U4 |
| CO 5 | Enable the students feel the impact of training, preparation, planning and the eventual execution for a complete Sports Personality. | U5 |

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Learning Outcome/Skills:

The candidate will be adept enough to tackle the various dimensions of sports training and their subsequent application in the practical life. There will be a correct blending of abilities, planning, training and competitions to cater a complete look to the whole sphere.

| Unit | Total Hours | % of Questions | Bloom's Taxonomy | Remarks, if any |
|---------------|--------------------|-----------------------|-------------------------|------------------------|
| THEORY | | | | |
| U1 | 7 | 15 | 1 | NA |
| U2 | 7 | 15 | 1 | NA |
| U3 | 12 | 25 | 1, 2 | NA |
| U4 | 7 | 20 | 1, 2 | NA |
| U5 | 12 | 25 | 1, 2, 3 | NA |
| | 45 | 100% | | |

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| | | |
|---------------------|--|--------------|
| Course Code: | BSMC102 | |
| Course: | Sports Training and Conditioning | Credits: 3.0 |
| Contents | | |
| Chapter | Name of the Topic | Hours |
| Unit-I | INTRODUCTION TO SPORTS TRAINING Meaning and definition of Sports Training. Aims and objectives of Sports Training. Characteristics of Sports Training. Principles of Sports Training. Training Means. Training Methods. Sports conditioning meaning. Aims and objectives of conditioning | 7 |
| Unit-II | TRAINING LOAD Meaning and definition of training Load. Components of Load. Measurement of Load. Over Load: Meaning and Definition, Causes, Symptoms and Tackling of Over Load. | 7 |
| Unit-III | CONDITIONAL ABILITIES STRENGTH: Meaning, Forms of Strength, Factors determining Strength, Training Methods for Strength Improvement, and General guidelines for Strength Training. SPEED: Meaning, Forms of Speed, Factors Determining Speed. Training Methods for Speed Improvement. ENDURANCE: Meaning, Forms of Endurance, Factors Determining Endurance. Training Methods for Endurance Improvement. | 12 |
| Unit-IV | MOTOR ABILITIES FLEXIBILITY: Meaning, Forms of Flexibility, Factors determining Flexibility. Training Methods for Flexibility Improvement. COORDINATIVE ABILITIES: Meaning, Forms of Coordinative Abilities, Factors determining Coordinative Abilities, Training Methods for Improvement of Coordinative Abilities. | 7 |
| Unit-V | TECHNICAL TRAINING, TACTICAL TRAINING, PERIODISATION, PLANNING, AND COMPETITIONS TECHNICAL TRAINING: Meaning, Tasks of Technique, Principles of Technical Preparation, Training for Technique. TACTICAL TRAINING: Meaning, Tasks of Tactics, Principles of Tactical Preparation, Training for Tactics PERIODISATION: Meaning and types of Periodization, Contents of training for different periods. PLANNING: Meaning, Principles of Planning, Types of Training Plans. COMPETITIONS: Importance of Competition, Preparation for Competitions. | 12 |
| | Total: | 45 |

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| | |
|--------------------------------|--|
| Course Code: BSMC192 | Course: Sports Training and Conditioning Lab |
| Credit: 2 | List of practical |
| 1 | Physical Fitness Assessment Resting condition - Pulse rate calculation After exercise - Pulse rate calculation (calisthenics) |
| 2 | Development of Strength Squats Push-ups and Sit-ups |
| 3 | Development of Endurance Circuit Training Interval Training |
| 4 | Development of Flexibility Shuttle Run |
| 5 | Development of Agility Agility Training Drills and Exercises Yoga |

List of Books

| Sl. No. | Name of Author | Title of the Book | Edition & Publisher |
|----------------|----------------------------|--|--------------------------------------|
| 1 | Cratty, B. | Perceptual and Motor Development In Infants And Children | Prentice Hall, 1989. |
| 2 | Dick. F. W. | Sports Training Principles | Lepus, London, 1990. |
| 3 | Jenson, C. R. Fisher, A.G. | Scientific Basis of Athletic Conditioning | Lea And Febiger, Philadelphia, 1992. |
| 4 | Matveyew. L. P. | Fundamentals of Sports Training | Mir Publishers, Moscow, 1991. |
| 5 | Willmore. J. H. | Athletic Training And Physical Fitness | Allynand Bacon, Inc. Sydney, 1987. |

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Syllabus of BBA(Sports Management)
Effective from academic session 2023-24
Semester II
Detailed Syllabus

| | | |
|---|--|--|
| BBA in Sports Management | | |
| Course: Foundation and History of Physical Education | | |
| Course Code: BSMC201 | | Semester: II |
| Maximum Marks: 100 | | |
| Teaching Scheme | | Examination Scheme |
| Lecture: 4 | | End semester Exam: 70 |
| Tutorial: 1 | | Attendance: 5 |
| Practical: 0 | | Continuous Assessment: 25 |
| Credit: 5 | | Practical/Seasonal internal continuous evaluation: 0 |
| | | Practical/Seasonal external examination: 0 |
| Sl. No. | Course Objective | |
| 1 | To understand the role and importance of physical education in our life. | |
| 2 | To understand the fundamentals of physical education and the role it plays in the matter of growth and expansion. | |
| 3 | To understand the needs for studying the history of physical education in its various dimensions to sustain the flow of interest. | |
| 4 | To understand and realize the importance of Yoga education ranging from the olden days to the modern time for the overall fitness and well-being of individuals. | |
| | | |
| | Course Outcomes | Mapped module/Unit |
| CO 1 | Enable the students get introduced to the world of Physical Education to understand its essence in the truest sense of term. | U1 |
| CO 2 | Enable the student's study and capture the fundamentals of physical education to have a complete view of the big canvas of the field. | U1, U2 |
| CO 3 | Enable the students grow a sustainable interest in the history and development of physical education for the advanced studies. | U1, U3 |
| CO 4 | Enable the students comprehend the role and importance of the Yoga sessions for a sum total growth of a good and healthy personality. | U4 |

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Learning Outcome/Skills:

The candidate will be able to have a distinct knowledge on the various approaches of physical education, including the history and the role of yoga in boosting up the essence of physical training.

| Unit | Total Hours | % of Questions | Bloom's Taxonomy | Remarks, if any |
|---------------|--------------------|-----------------------|-------------------------|------------------------|
| THEORY | | | | |
| U1 | 13 | 20 | 1 | NA |
| U2 | 16 | 30 | 1, 2 | NA |
| U3 | 15 | 30 | 1 | NA |
| U4 | 16 | 20 | 1, 2 | NA |
| | 60 | 100% | | |

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| | | |
|---------------------|--|---------------|
| Course Code: | BSMC201 | |
| Course: | Foundation and History of Physical Education | Credits:4L+1T |
| Chapter | Name of the Topic | Hours |
| Unit-I | Introduction to Physical Education Meaning and Definition of Physical Education. Aim and Objectives of Physical Education. Misconceptions and Modern Concept of Physical Education. Physical Education in Ancient and Modern Society. | 13 |
| Unit-II | Foundations of Physical Education Growth and Development: Meaning, Definition, Factors, Principles, and Difference. Age Characteristics: Chronological Age, Anatomical Age, Physiological Age, and Mental Age. Play, Game and Sports: Meaning, Definition, and Characteristics; Play Theories; Play, Games, and Sports for Human Development. Society - Meaning and Definition; Social Groups, Sports as a Social Institution, Sports for National and International Harmony. | 16 |
| Unit-III | History of Physical Education History of Physical Education and Sports in India: Pre-Independence and Post-Independence Period. Olympic Movement: Ancient and Modern Olympic Games. Asian Games, Commonwealth Games, and SAF Games. National Sports Awards: Arjuna, Dhyanchand Khel Ratna, Dronacharya, | 15 |
| Unit-IV | Yoga Education Yoga: Meaning, Definition, Aim, Objectives and Importance of Yoga for Health. History of Yoga: Ancient Period, Vedic Period, Pre-Classical Period, Classical Period, Post-Classical Period, Contemporary Period. Astanga Yoga: Meaning, Steps, Methods and Objectives. Yogic Concept of Personality and Diet, Yoga for Health and Wellness | 16 |
| | Total: | 60 |

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List of Books

| Sr. No. | Name of Author | Title of the BOOK | Publication |
|----------------|------------------------------------|---|---------------------------------------|
| 1 | Bhattacharyya, A.K. & Bhowmick. S. | Sarir Siksha | Paschimbanga Rajya Pustak Parsad |
| 2 | Graham G. | Teaching Children Physical Education: Becoming a Master Teacher | Human Kinetics, Champaign, Illinois. |
| 3 | Kamlesh, M.L. & Singh, M.K. | Physical Education | Naveen Publication. |
| 4 | Lumpkin, A. | Introduction to Physical Education, Exercise Science and Sports Studies | McGraw Hill, New York. |
| 5 | Siedentop, D. | Introduction to Physical Education, Fitness and Sport | McGraw Hill Companies Inc., New York. |

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Semester II

Detailed Syllabus

| | | |
|--|---|---------------------------|
| BBA in Sports Management | | |
| Course: Contemporary Issues in Sports | | |
| Course Code: BSMC202 | Semester: II | |
| Maximum Marks: 100 | | |
| Teaching Scheme | Examination Scheme | |
| Lecture: 4 | End semester Exam: 70 | |
| Tutorial: 1 | Attendance: 5 | |
| Practical: 0 | Continuous Assessment: 25 | |
| Credit: 5 | Practical/Seasonal internal continuous evaluation: 0 | |
| | Practical/Seasonal external examination: 0 | |
| Sl. No. | Course Objective | |
| 1. | To understand the history of sports and the legacy it has carried with it down the ages in the formation of organizations and encourage in different physiological dimensions. | |
| 2. | To understand the role and importance of maintaining the values and ethics in the domain of Sports and Games to cater an unbiased justice to the whole matter. | |
| 3 | To understand the roles played by the Government in the matter of promotion of various games and sports and benefit the sports people to a great extent. | |
| 4 | To understand the role and importance of the sports played professionally and the subsequent norms, performance, organization, leagues and knock outs. | |
| | | |
| | Course Outcomes | Mapped module/Unit |
| CO 1 | Enable the students comprehend, relate and realize the history of sports that has a huge impact on the society since time immemorial. | U1 |
| CO 2 | Enable the students to grow values and ethics related to the matter of sports and games and deliver the right tone of justice. | U2 |
| CO 3 | Enable the students understand the initiative taken by the Government for promoting various games and sports to benefit the present and the future players at a large scale. | U3 |
| CO 4 | Enable the students comprehend the professional angle present in every sport played and the rules and regulations framed to maintain a state of thorough transparency. | U4 |
| CO 5 | Enable the students encourage in the development of individual sport to complete the circle. | U5 |
| CO 6 | Enable the students comprehend the importance and role executed by the socio - cultural and socio - political domains to taking the sphere of Sports and Games to a different high. | U6 |

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Learning Outcome/Skills:

The candidate will be able to have a thorough knowledge on the history ethics and the role of Government in the promotion of various sports and games. Further the candidate will be able to have a clear idea on the introduction and importance of team sports, individual sports and the socio-cultural role in the portion of the said field.

| Unit | Total Hours | % of Questions | Bloom's Taxonomy | Remarks, if any |
|---------------|--------------------|-----------------------|-------------------------|------------------------|
| THEORY | | | | |
| U1 | 8 | 15 | 1 | NA |
| U2 | 10 | 20 | 1, 2 | NA |
| U3 | 12 | 20 | 1, 2 | NA |
| U4 | 10 | 15 | 1, 2 | NA |
| U5 | 12 | 20 | 1, 2 | NA |
| U6 | 8 | 10 | 1, 2 | NA |
| | 60 | 100% | | |

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| | | |
|---------------------|--|----------------|
| Course Code: | BSMC202 | |
| Course: | Contemporary Issues in Sports | Credits: 4L+1T |
| Chapter | Name of the Topic | Hours |
| Unit-I | History of Modern Sports and Other Forms of Organized Physical Activity: A Historical Overview of Sports, Evolutionary Processes of Modern Sports, Relation between Physical Education and Sports, Exercise Physiology | 8 |
| Unit-II | Ethics in Sports: Nature, Characteristics and Needs, Ethical Practices in the field of Sports, Sports Code of Conduct. India values and ethics - Respect for elders, Hierarchy and Status, nonviolence and tolerance, cooperation. Rights and Duties. Holistic relation between Man, Attitudes, Beliefs. | 10 |
| Unit-III | Role of Government in promotion of Sports: Role of the Ministry of Human Resource Development in development of Sports and Physical Education, Various Boards and Statutory Bodies, established by Govt. For control and promotion of Sports, their roles and functions, importance and contributions. | 12 |
| Unit-IV | Professional Team Sports: Sports based on Team Performance – Football, Volleyball, Basket Ball, Cricket, Hockey, Rowing. Guiding Principles for Conduct of Team Sports, Organization of Tournaments, Leagues, Knock-out | 10 |
| Unit-V | Individual Sports: An Overview of Individual Sports, Emerging Trends, Future Potential, Studies related to the Governance of Individual Sports like Golf, Tennis, Badminton, Auto Racing, and Track Race. | 12 |
| Unit-VI | Social, Cultural and Political Environment of Sports Organizations: Role of Sports in Society, Issues that Sports Administrators face on day-to-day basis in the contemporary world, Drug abuse and gratuitous violence. | 8 |
| | Total: | 60 |

Maulana Abul Kalam Azad University of Technology, WB
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Syllabus of BBA(Sports Management)
Effective from academic session 2023-24

List of Books

| Sr. No. | Name of Author | Title of the BOOK | Publication |
|----------------|--|---|---------------------------|
| 1 | M.L. Kamlesh | Management Concept in Physical Education | Metropolitan Book Company |
| 2 | Fried, G., & Kastel, M. | Managing sport facilities | Human Kinetics |
| 3 | March L. Krotee, Charles A. Butcher | Management of Physical Education and Sports | Tata Mcgraw-Hill |
| 4 | Ammon, R., Southall, R. M., & Blair, D. A. | Sport facility management: Organizing events and mitigating risks | FiT Publishing |