

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of Bachelor 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

BBA in Sports Management

**CBCS – MAKAUT UG degree 140 Credit FRAMEWORK**

<b>Subject Type</b>	<b>Semester I</b>	<b>Semester II</b>	<b>Semester III</b>	<b>Semester IV</b>	<b>Semester V</b>	<b>Semester VI</b>
<b>CC</b>	C1, C2	C3, C4	C5,C6,C7	C8,C9,C10	C11,C12	C13,C14
<b>DSE</b>					DSE1, DSE2	DSE3, DSE4
<b>GE</b>	GE1	GE2	GE3	GE4		
<b>AECC</b>	AECC 1	AECC 2				
<b>SEC</b>			SEC 1	SEC 2		
	4 (20)	5 (20)	4 (26)	5(26)	4 (24)	4 (24)

## **BBA in Sports Management**

### **Program Outcomes or Graduate Attributes of BBA Sports Management Program under MAKAUT:**

***Graduates will be able to demonstrate the following program outcomes:***

**PO1–Knowledge & Skills** - Exhibit theoretical and practical knowledge of the Sports Management area of study and/or allied industries, including management of skills and leadership with relevant professional knowledge, skills, discipline and ethics as they relate to these industries.

**PO2–Design, Development and Research**–Continuous improvement in sports business, education, and research for the development of better sportspersons and sustainability of all kinds of indoor and outdoor sports by employing relevant tools and techniques based on the analysis and application of relevant management principles and inter-disciplinary approach to designing appropriate solutions.

**PO3- Communication** -Develop visual, reading/writing, auditory and kinesthesia skills for effective communication involving diverse stakeholders in the sport industry including organisations in public, private, and NGOs involved with various kinds of sports and related events.

**PO4–Professional Practice** - Ability to practice with data packed decisions in matters involving finance, risks, markets, materials, human resources, systems, etc. for managing the change and transformation related to profession of sports and allied businesses.

**PO5-Responsibility and Ethics** - Create, select and apply techniques, resources and modern Sports Management tools to assess societal, health, safety, legal and cultural issues and the social, moral and ethical responsibilities as an individual, team, and enterprise for meaningful impact to society.

**PO6-Life-long Learning** - Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broad context of Sports and its future.

**Program Outcomes (PO) Mapping**

PO#	Program Outcome	Mapped courses
PO 1	Knowledge & Skills	BSM -101, BSM –102, BSM – 201, BSM – 202, BSM – 302, BSM – 303, BSM 401, BSM – 402
PO 2	Design, Development and Research	BSM -101, BSM – 201, BSM 401, BSM 403, BSM – 602, BSM 643, BSM 644
PO 3	Communication	BSM – 102, BSM – 202, BSM 401, BSM – 501, BSM – 502, BSM – 164, BSM 455, BSM 543, BSM 544
PO 4	Professional Practice	BSM -101, BSM – 102 BSM – 202, BSM – 301, BSM – 302, BSM – 501, BSM 601, BSM 265, BSM 354, BSM 354, BSM 543, BSM 455, BSM 544, BSM 643, BSM 644
PO 5	Responsibility and Ethics	BSM – 102, BSM – 202, BSM – 301, BSM – 303, BSM – 402, BSM 601, BSM – 602, BSM – 164
PO 6	Lifelong Learning	BSM -101, BSM – 301, BSM – 302, BSM – 303, BSM 403, BSM – 602,

**\*GE Courses are not in the above mapped list. Based on the choice of the learner that would necessarily be part of PO6 and the relevant PO's**

**1st Semester**

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 1	Principles of Management & Statistics	6	5	0	1	✓			As per MAKAUT notification
<b>BSM 101</b>									
CC2	Management Training & Conditioning	6	4	2	0	✓			
<b>BSM 102</b>									
GE1	Students will have to select from the GE Basket	6						✓	
AECC 1	English Communications	2	2	0	0	✓			
<b>BSM 164</b>									
Semester Credits		<b>20</b>							

### 2<sup>nd</sup> Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 3	Computer systems for Facilities Planning & Management	6	5	0	1	✓			As per MAKAUT notification
<b>BSM 201</b>									
CC 4	Contemporary Issues and Sports Marketing	6	5	0	1	✓			
<b>BSM 202</b>									
GE 2	Students will have to select from the GE Basket	6						✓	
AECC 2	Environmental Studies	2	2	0	0	✓			
<b>BSM 265</b>									
Semester Credits		<b>20</b>							

**3<sup>rd</sup> Semester**

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC5	Humanising Sports	6	5	0	1	✓			As per MAKAUT notification
<b>BSM 301</b>									
CC 6	Financial Management & Accounting	6	5	0	1	✓			
<b>BSM 302</b>									
CC7	Basics of Sports Medicine & Nutrition	6	5	0	1	✓			
<b>BSM 303</b>									
GE 3	Students will have to select from the GE Basket	6						✓	
SEC 1	Mental Conditioning	2	2	0	0	✓			
<b>BSM 354</b>									
Semester Credits		<b>26</b>							

**4<sup>th</sup> Semester**

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC8	Marketing Management	6	5	0	1	✓			As per MAKAUT notification
<b>BSM 401</b>									
CC9	Human Resource Management	6	5	0	1	✓			
<b>BSM 402</b>									
CC10	Research Methods	6	5	0	1	✓			
<b>BSM 403</b>									
GE 4	Students will have to select from the GE Basket	6						✓	
SEC 2	New Media Skills	2	2	0	0	✓			
<b>BSM 455</b>									
Semester Credits		<b>26</b>							

### 5<sup>th</sup> Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 11	Spectator Management & Funding	6	5	0	1	✓			As per MAKAUT notification
<b>BSM 501</b>									
CC 12	Sports Communication	6	5	0	1	✓			
<b>BSM 502</b>									
DSE 1	Elective 1	6	1	0	5			✓	
DSE 2	Elective 2	6	1	0	5			✓	
<b>Semester Credits</b>		<b>24</b>							

### 6<sup>th</sup> Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline	Online	Blended	
CC 13	Sports Law & Risk Management	6	5	0	1	✓			As per MAKAUT notification
<b>BSM 601</b>									
CC 14	Managing Sports Organization	6	5	0	1	✓			
<b>BSM 602</b>									
DSE 3	Capstone Project	6	1	0	5			✓	
DSE 4	Dissertation & Viva Voce	6	1	0	5			✓	
<b>Semester Credits</b>		<b>24</b>							



**1<sup>ST</sup> SEMESTER****Paper Name: Principles of Management and Statistics****Paper Code: BSM – 101****Contacts Hours / Week: 5L+1T****Credits: 6**

**Course Objective:** The course is designed to provide a ready understanding of Statistical tools in the area for Sports Management. The learner will be able to use those to communicate to players, professionals, team, and other stakeholders on management matters and quality improvements. Besides, the learner will be able to help organize trade, draft, train, and strategies for gameplay involving data analysis.

SI	Course Outcome	Mapped modules
1	Understand and remember the various concepts related to Management.	M1, M2
2	Demonstrate the roles, skills and functions of management.	M1, M2, M6
3	Analyse effective application of POM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.	M2, M3, M6
4	Define, classify and apply statistical problems in the field of physical education and sports.	M1, M2, M3, M5
5	Interpret and develop statistical methods using statistical tools.	M2, M3, M5
6	Illustrate, solve and analyse general problems using frequency tables.	M2, M3, M4, M6

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to Management, Managerial Planning, Organizing	10	20	1, 2	NA
M 2	Directing, Motivation,	9	15	1, 2, 4	NA
M 3	Controlling, Change Management	8	10	1, 3, 4	NA
M 4	Introduction to statistics and Collection and editing of data	9	10	1,2,3	NA
M 5	Frequency distribution, Measures of central tendency	8	15	2,3	NA
M 6	Measures of dispersion and Sampling and sampling distribution	12	15	2,3,4	NA
		<b>56</b>	<b>100</b>		NA

**Paper Name: Sports Training & Conditioning Practical**

**Paper Code: BSM – 102**

**Contacts Hours / Week: 4L+2P**

**Credits: 6**

**Course Objective:** This course is design to develop and apply critical thinking and abstract reasoning skills in analysing sport management issues and in managerial planning and decision making. This course also covers the concept development, planning, execution and evaluation of a sports event.

SI	Course Outcome	Mapped modules
1	Analyse individual and group behaviour and recognise the implications of organisational behaviour on the process of management	M1, M2
2	Identify the factors that influence managers' choice of an organisational structure.	M2, M3
3	Interpret to understand and influence the decision-making processes of other individuals and groups.	M2, M3
4	Understand and apply a process for decision making in sports organisations.	M3, M4, M5
5	Understand and apply the sports training related to the physical attributes required for performing specific games.	M5
6	Defining the structure of training to be performed by the learners in adherence to enhancing their performance in specific games.	M6

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M1	Concept of Organizational Behavior: Meaning of O.B., Contributing Disciplines to O.B, Individual Behavior,	12	25	4	NA
M 2	Decision Making Process	10	20	3	NA
M 3	Group and Teams	08	10	2	NA
M 4	Managing For High Performance	06	10	2	NA
M 5	ConditionalAbilities	10	15	2,3	NA
M 6	Training Load	10	20	1	NA
		<b>56</b>	<b>100</b>		

**Paper: English Communication**

**Code: BSM - 164**

**Contact Hours / Week: 2L**

**Credits: 2**

**Course: English Communication**

**Course Objective:** The course is designed to develop the student's communicative competence in English by giving adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing and the related sub-skills, thereby, enabling the student to apply the acquired communicative proficiency in social and professional contexts.

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Students will be able to Remember & Understand the basic concepts of the usage of English grammar & vocabulary in communication.	M1
2	Students will be able to Comprehend facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.	M1,M2
3	Students will be able to Synthesise and Apply acquired linguistic knowledge in producing various types of written texts	M1, M3
4	Students will be able to Comprehend facts and ideas from aural inputs and Synthesise and Apply acquired linguistic knowledge in giving spoken response	M1, M4

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	Functional grammar & Vocabulary	2	10	1,2	NA
M 2	Reading Skills	2	20	1,2	NA
M 3	Writing Skills	8	40	2,3,4,	NA
M 4	Listening & Speaking Skills	8	30	2,3,4	NA
		<b>20</b>	<b>100</b>		

**Detail Syllabus**  
**1<sup>st</sup> Semester**

**Paper Name: Principles of Management & Statistics**

**Paper Code: BSM – 101**

**Contacts Hours / Week: 5L+1T**

**Credits: 6**

Module 1 - 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

**[Total Hours – 10]**

Module 2 - Directing : Motivation – Concept & Theories – (Maslow, Alderfer, Herzberg, mclelland, Porter & Lawler, Vroom); Financial and non-financial incentives of Motivation, Leadership – Leadership Theories, Leadership styles. Communication – Type, process and barriers. Studies in Leadership:- Ohio State Leadership studies, Trait theories of leadership, Contingency theory, Charismatic Leadership theories, Transactional and Transformational leadership. Issues in Leadership :- Different Leadership styles, Authentic leadership, Trust and Leadership – a relevant issue in sports, Global Leadership in sports across culture.

**[Total Hours – 09]**

Module 3 - 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.

**[Total Hours – 08]**

**Module 4** - Introduction: 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.

**[Total Hours – 09]**

**Module 5** - 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.

**[Total Hours – 08]**

**Module 6** - 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.

**[Total Hours – 12]**

**Suggested Readings:**

1. Premvir Kapoor, Principles of Management, Khanna PublishingHouse
2. Wehrich and Koontz, et al : Essentials of Management; Tata mcgrawHill
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
8. P Gupta & M.P. Gupta: Business Statistics: Sultan Chand & Sons
9. G. C. Beri – Statistics for Management: Tata McGraw- Hill

**Paper Name: Management Training and Conditioning**

**Paper Code: BSM – 102**

**Contacts Hours / Week: 4L+2P**

**Credits: 6**

Module 1 - Concept of Organizational Behavior: Meaning of O.B., Contributing Disciplines to O.B, Individual Behavior – Ability, Learning, Values, Attitudes, Personality, Perceptions. Organization Structure: Meaning of Organization Structure, Types of Organization Structure, Flat Organizations, Tall Organizations, Reporting Relationship, Channels of Communication, Organization Structure as Applied to Sports Organizations.  <b>[Total Hours - 12]</b>
Module 2 - Decision Making Process: Individual Decision Making, Rational Decision Making, Decision making Styles, Creativity in Decision Making, Participative Decision Making, Group decision making. Leadership: What is Leadership, Trait Theories of Leadership, and Leadership Styles, How Leaders influence People, Fiedler Model, Trust and Leadership. Improving Leadership Effectiveness.  <b>[Total Hours - 10]</b>
Module 3 - Group and Teams : Meaning of a Group, Group Dynamics, Group cohesiveness, Types of Groups, Task Groups, Work Teams, Nature of Teams, Team Building, Group/Teams Effectiveness, How to Make Teams More Effective. Conflict: Definition of Conflict, Stages in Conflict Process, Functional Conflict, Dysfunctional Conflict, Managing Conflict, Negotiation  <b>[Total Hours - 08]</b>
Module 4 - Managing For High Performance: High Performance Work Practices, Goal Setting, Performance Management Techniques Associated with Goal Setting, Application of Goal Setting to Organizational Performance. Management of Sports: Management of Sporting and Recreation Organization, Decision process and Leadership in Sports Management, Delivery of Recreation Services, Impact of Organizational Process on Individual.  <b>[Total Hours - 06]</b>
Module 5 - Conditional Abilities - Meaning, Forms of Strength, Factors determining Strength, Training Methods for Strength Improvement, General guidelines for Strength Training. Meaning, Forms of Speed, Factors determining Speed. Training Methods for Speed Improvement. Meaning, Forms of Endurance, Factors determining Endurance. Training Methods for Endurance Improvement.  <b>[Total Hours - 10]</b>
Module 6 - Training Load - Meaning and definition of Load. 1.2 Components of Load. Measurement of Load. Over Load : Meaning and Definition, Causes, Symptoms and Tackling of Over Load.  <b>[Total Hours - 10]</b>

**Suggested Readings**

1. Fred Luthans - Organizational Behaviour : mcgraw Hill International
2. S P Robins - Organizational Behaviour : Prentice Hall India Ltd.
3. Ghanekar - Organizational Behaviour Concept & Cases : EPH

**Paper: English Communication**

**Code: BSM - 164**

**Contact Hours / Week: 1L + 1T**

**Credits: 2**

<p><b>Module 1 – Functional Grammar &amp; Vocabulary:</b> Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs; synonyms &amp; antonyms.</p> <p><b>[Total Hours –02]</b></p>
<p><b>Module 2 -Reading Skills:</b> Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytical texts, descriptive texts, discursive texts; SQ3R reading strategy.</p> <p><b>[Total Hours - 02]</b></p>
<p><b>Module 3 - Writing Skills:</b> Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint &amp; enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types &amp; format, E-mail etiquette, advertisements</p> <p><b>[Total Hours - 08]</b></p>
<p><b>Module 4 - Listening &amp; Speaking</b> Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening; Speaking: Presentations, Extempore, Role-plays, GD, Interview</p> <p><b>[Total Hours - 08]</b></p>

**Suggested readings:**

1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J & Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi: PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.