

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

4th Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
			Theory	Practical	Tutorial	Offline#	Online	Blended	
CC 8	Marketing Management	6	5	0	1	✓			As per MAKAUT Notification
BSM 401									
CC 9	Human Resource Management	6	5	0	1	✓			
BSM 402									
CC 10	Research Method	6	5	0	1	✓			
BSM 403									
GE 4	Students will have to select from the GE Basket	6						✓	
SEC 2	First Aid & CPR (Sessional)	2	1	0	1	✓			
BSM 455									
Semester Credits		26							

Only in case offline classes are not possible due to reasons like COVID Pandemic the classes will be in synchronous online mode

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CC 8-Marketing Management

Code- BSM 401

Credits: 5L+1T

Course Objectives:

1. To understand the concepts of marketing management in sports perspective
2. To learn about marketing process for different types of sports products and services
3. To understand the tools used by marketing managers in decision situations in sports
4. To understand the sports marketing environment

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Remembering the basic concept of marketing	M1
2	Understanding the product mix	M1, M2, M3, M4, M5, M6
3	Applying the general problem solutions to pricing policy	M1, M2, M3, M4, M5, M6
4	Analyse the problems through proper communication strategies	M2, M3, M4, M5, M6
5	Evaluate the problems after analysing the consumer behaviour	M1, M2, M3, M4, M5, M6
6	Create using the evaluation process in sports marketing	M6

Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	Introduction to Marketing Concepts, mix & Environment	5	10%	1	
M 2	Product Management, Branding and New Product Development	15	25%	1, 2, 3	
M 3	Pricing Strategies and Distribution	10	20%	1, 2, 3	
M 4	Integrated Marketing Communication	10	15%	2, 3, 4	
M 5	Consumer Behaviour and Segmentation	10	15%	1, 2, 3, 4	
M 6	Future of Sports Marketing	10	15%	3,4,5	
		60	100		
	Tutorials	16			
	Total	76			

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<p>Module 1: <u>Introduction to Marketing Concepts, mix & Environment</u></p> <p>Introduction: Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts – traditional and modern; Selling vs. Marketing; Marketing mix; Marketing environment. Market Segmentation – Basis, evaluation and selection. Sports Marketing – Concept and major elements. Sports Marketing Mix.</p>
<p>Module 2: <u>Product Management, Branding and New Product Development</u></p> <p>a) Concept of product, consumer, and industrial goods; Product planning, management and development; Product Portfolio management; Packaging – role and functions; Product life cycle concept.</p> <p>b) Brand name and trade mark; Branding Strategies</p> <p>c) New Product development process</p> <p>d) Case Study</p>
<p>Module 3: <u>Pricing Strategies and Distribution</u></p> <p>a) Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates. Mark up Vs. Mark down pricing. Concept of breakeven pricing concept. Pricing strategies</p> <p>b) Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.</p> <p>c) Case Study</p>
<p>Module 4: <u>Integrated Marketing Communication</u></p> <p>Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman. Promotion of Sports • Promotion: need and importance. • Promotional Methods and its determinants. • Sales Promotion – concept, types, objectives, tools & techniques, advantages & disadvantages. Promotion of sports – different measures and their importance. • Different steps taken by the Indian Government to promote sports.</p>
<p>Module 5: <u>Consumer Behaviour and Segmentation</u></p> <p>a) Nature, scope and significance of consumer behaviour; Factors influencing consumer behaviour.</p> <p>b) Market segmentation – concepts and importance; Bases for market segmentation.</p> <p>c) Targeting and Positioning; Positioning Errors</p> <p>d) Case Study</p>
<p>Module 6: <u>Future of Sports Marketing</u></p> <p>Introduction to Blogging, Facebook, Twitter, Google & LinkedIn, Practical Assignment.</p>

Suggested Readings

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management, Vikas
3. Saxena, Rajan: Marketing Management, Tata mcgraw Hill 4. Gandhi, J.C. : Marketing, Tata mcgraw Hill
5. Tapan Panda: Marketing Management, Excel Books
6. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.
7. B. Ghosh: Fundamentals of Marketing Management, Books & Allied.

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CC 9- Human Resource Management

BSM 402

Credits: 5L+1T

Course Objective:

1. To enable the students to understand the importance, concepts and functions of sports in Human Resource Management
2. To familiarize with the sub systems of Human Resource Management in Sports organizations
3. To sensitize the students on the emerging trends in the field of HRM in sports management

Sl	Course Outcome	Mapped modules
1	Remembering the HRM concepts in Sports management	M1
2	Understanding the manpower planning in Sports organizations	M1, M2, M3, M4, M5, M6
3	Applying the general problem to solve staffing issues in sports organizations	M1, M2, M3, M4, M5, M6
4	Analyse the wage salary structure in sports organizations	M1, M2, M3, M4, M5, M6
5	Modify the problems between employees and management in sports organizations	M1, M2, M3, M4, M5
6	To adapt to global challenges in sports management	M6

Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	Introduction to Human Resource Management (HRM)	10	20%	1, 2	
M 2	Human Resource Planning (HRP) & Talent Acquisition	12	25%	1, 2, 3	
M 3	Training & Performance Appraisal	10	20%	1, 2, 3, 4	
M 4	Compensation Management	10	15%	1, 2, 3, 4	
M 5	Management of Industrial Relations	10	15%	3,4,5	
M 6	Emerging Areas	8	5%	3,4,5	
		60	100		
	Tutorials	16			
	Total	76			

Course Contents

Module 1: Introduction to Human Resource Management (HRM) [10 L]

Introduction to HRM: Concept and Meaning of HRM, Evolution of HRM, Nature, Objectives, Scope, Importance of Human Resource Management, Functions of HRM – Operative and Managerial functions, Role and responsibilities of Human Resource Manager, Role of Line Managers in Managing Human Resources, Challenges faced by HRM, Impact of Globalization on Human Resource Management

Module 2: Human Resource Planning (HRP) & Talent Acquisition [12 L]

Human Resource Planning (HRP): Objectives, Need, Importance and Process of HRP; Human Resource Planning at different levels; Assessing human resource requirements; Human resource demand forecasting – Ratio Trend Analysis,

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<p>Judgemental Method, Workload Analysis, Delphi Technique; Job Analysis – Job Description, Job Specification.</p> <p>Recruitment: Definitions, Objectives, Process of Recruitment, Source and techniques of Recruitment, Advantages and Disadvantages of different techniques, Recruitment practices in India</p> <p>Selection: Definition, Objective, Differentiation between Recruitment and Selection, Process of selection, Different types of Interview, Common Interview Problems.</p> <p>Induction: Purpose and Process. Placement: significance, Promotion. Transfer. Retention – Need, Objectives, Retention strategies.</p> <p>Retirement: Voluntary Retirement Schemes, Exit Strategies, Retrenchment.</p>	
Module 3: Training & Performance Appraisal	[10 L]
<p>Training: Definition, Importance, Objective, Process of Training, Methods of Training, Specialized Training: Managerial Grid Training, Sensitivity Training, Personality Development Programmes, Out-Bound Training.</p> <p>Development: Concept, Need, Importance, Techniques of Executive Development, Training Vs Development.</p> <p>Performance Appraisal: Concept, Objectives, Need, Importance, Methods of Performance of Appraisal System, Factors affecting Performance Appraisal</p>	
Module 4: Compensation Management	[10 L]
<p>Wage and Salary: Meaning, need for wage & salary administration, Importance, Factors influencing wage decisions, Concept of wages – Living Wage, Minimum Wage, Fair Wage, Real Wage; Essentials of sound wage structure, Types of wage differentials,</p> <p>Compensation: Job Evaluation – Purpose, Process, Methods; Components of Employee Compensation; Incentives – classification of Incentive schemes; Fringe benefits; Monetary and Non-Monetary reward system.</p>	
Module 5: Management of Industrial Relations [10 L]	
<p>Industrial Relations: Objectives and Importance of Industrial Relations – Prevention and Settlement of Industrial Disputes – Discipline & Grievance Redressal, Trade Unions: Role and Responsibilities, Collective Bargaining, Workers' Participation in Management, Labour Welfare.</p>	
Module 6: Emerging Areas	[8 L]
<p>Current trends in HRM: Benchmarking, Core Competency, Business Process Outsourcing, Business Process Reengineering, Competency Mapping, Skill Matrix, Total Quality Management (TQM) and Total Productivity Maintenance (TPM), Six Sigma, 5 S, Human Resource Accounting, Human Resource Auditing, Human Resource Information System (HRIS), Green HRM, E-HRM, HR Analytics</p>	

Suggested Readings

1. D' Cenzo, David A., Robbins, Stephen P. & Verhulst, Susan L. (2012). *Human Resource Management*. New Delhi: John Wiley and Sons.
2. Dessler, Garry (2012). *Human Resource Management*. Prentice Hall of India.
3. Rao, V. S. P. (2010). *Human Resource Management: Text and Cases*. Excel Books.
4. Tripathi, P.C. (2010). *Human Resource Development*. New Delhi: Sultan Chand & Sons.
5. Durai, P. (2010), *Human Resource Management*, Pearson Education
6. Jyothi P & Venkatesh D.N (2006). *Human Resource Management*, Oxford University Press, New Delhi.
7. Gupta C.B (2002). *Human Resource Management*, Sultan Chand and Sons, New Delhi.

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CC 10- Research Method

Code- BSM 403

Credits: 5L+1T

Course Objectives:

1. To familiarize participants with basic of research and the research process.
2. To enable the participants in conducting research work and formulating research synopsis and report.
3. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

Course Outcomes (CO):

SI	Course Outcome	Mapped modules
1	Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	M1
2	To understand basic knowledge on qualitative research techniques	M1, M2
3	To develop knowledge on measurement & scaling techniques as well as the quantitative data analysis	M1, M2
4	To analyse data analysis-and hypothesis testing procedures	M3
5	To evaluate appropriate research problem and parameters	M4
6	To formulate research in a more appropriate manner	M5

Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	Meaning, scope and significance of social research	12	20%	1,2,3	
M 2	Scientific Study of Social Phenomena	12	20%	1,2,3	
M 3	Methods of research	12	20%	3,4	
M 4	Techniques of Data Collection	12	20%	3,4,5	
M 5	Classification & presentation of Data	12	20%	3,4,5,6	
		60	100		
	Tutorials	16			
	Total	76			

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<p>Module I: Meaning, scope and significance of social research: Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis. [L]</p>
<p>Module II: Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science,(b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism [L]</p>
<p>Module III: Methods of research: (a) Quantitative and Qualitative (Characteristics and Differences) Sources of Data: Primary & Secondary. [L]</p>
<p>Module IV: Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study. [L]</p>
<p>Module IV Sampling: Design, Types, Advantages and Limitations. [L]</p>
<p>Module V: Classification & presentation of Data: (a) Coding, Tables, Graphs, (b) Measures of Central Tendency & Dispersion [L]</p>

Suggested Readings:

1. Ranjit Kumar: Research Methodology- A Step by Step Guide for Beginners, 2/e, Pearson.
2. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.
3. D.K. Bhattacharjee: Research Methodology, Excel Books
4. Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern.
5. Sadhu, A.N. & Singh: A Research Methodology for Social Sciences, Sterling.

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SEC 2- First Aid and CPR (Sessional)

Code: BSM – 455

Credits- 1L +1T

Course Objectives: This course is designed to make the students understand the basics of sport first aid during and after game situation. To understand the steps involved in CPR. Students will be able to identify the signs and symptoms of conditions caused by exposure to extreme environments.

Course Outcomes (CO):

Sl. No.	Course Outcomes	Mapped Module
1	To illustrate the basics of sport first aid during and after game situation. Name and describe the steps involved in CPR.	M1
2	To identify and describe the contents of each of the first aid kits. Identify the items that are required in each type of equipment bag.	M2
3	To classify the Components of the infection cycle and methods of interrupting the cycle.	M3, M4
4	To minimize the effects of environmental conditions. Methods of handling emergencies associated with extreme environmental conditions.	M5

Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M1	Basic Life Support	5	20%	1,2	NA
M 2	Emergency Preparedness and Assessment	8	20%	1,2,3	NA
M 3	Assembling the First Aid Kits and Equipment Bags	5	20%	2,3,4	NA
M 4	Infection Control	5	20%	2,3,4	NA
M 5	Environmental Conditions	5	20%	2,3,4	NA
		28	100%		

Course Contents

1. Basic Life Support - Introduction to Lifesaving Procedures, Cardiopulmonary Resuscitation, Sudden Cardiac Arrest
2. Emergency Preparedness and Assessment - Plan for Emergency Action, Implementing Emergency Procedures, The Primary Survey, Airway, Breathing, Circulation, The Secondary Survey, Movement of the Athlete.
3. Assembling the First Aid Kits and Equipment Bags - Basic First Aid Kits, First Aid Kits for Transport Vehicles, Athlete-Specific Kit, Sport-Specific Kit Upgrades, Football Field Kit, Football Tape Bag, Injury Pad Bag, The Physician's Kit.
4. Infection Control - The Chain of Infection, Breaking the Chain of Infection Clean Technique and Sterile Technique, Handwashing, Using Gloves to Protect Yourself and Others, Removing Blood-Stained Clothing, Avoiding Contaminated Sharps.
5. Environmental Conditions - Environmental Conditions Affecting Athletes, Environmental Heat Stress, Sunburn, Heat-Related Illness, Heat Cramps, Heat Exhaustion, Heatstroke, Guidelines for Preventing Heat-Related Disorders

Suggested Readings

1. Jim Clover - Sports Medicine Essentials_ Core Concepts in Athletic Training & Fitness Instruction, 2nd Edition -Delmar Cengage Learning (2007)
2. Dorling Kindersley - First Aid Manual, 10th Edition-DK Publishing (2016)
3. Perritano J.V. - The truth about physical fitness and nutrition -Facts on File (2010)
4. Robert C France - Introduction to Sports Medicine and Athletic Training (2nd Ed) (2010)