

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

BBA in Sports Management

CBCS – MAKAUT UG degree 140 Credit FRAMEWORK

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

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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.

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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**

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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
BSM 101									
CC2	Management Training & Conditioning	6	5	0	1	✓			
BSM 102									
GE1	Students will have to select from the GE Basket	6						✓	
AECC 1	English Communications	2	2	0	0	✓			
BSM 164									
Semester Credits		20							

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2nd 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
BSM 201									
CC 4	Contemporary Issues and Sports Marketing	6	5	0	1	✓			
BSM 202									
GE 2	Students will have to select from the GE Basket	6						✓	
AECC 2	Environmental Science	2	2	0	0	✓			
BSM 265									
Semester Credits		20							

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3rd 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
BSM 301									
CC 6	Financial Management & Accounting	6	5	0	1	✓			
BSM 302									
CC7	Basics of Sports Medicine & Nutrition	6	5	0	1	✓			
BSM 303									
GE 3	Students will have to select from the GE Basket	6						✓	
SEC 1	Basics of Assessment in Psychology	2	0	2	0	✓			
BSM 354									
Semester Credits		26							

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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							

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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							

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6th Semester

Subject Type	Course Name	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCs
			Theory	Practical	Tutorial	Offline#	Online	Blended	
CC 13	Law and Risk Management	6	5	0	1	✓			As per MAKAUT Notification
BSM 601									
CC 14	Managing Sports Organization	6	5	0	1	✓			
BSM 602									
DSE 3	Officiating and Coaching	6	5	0	1	✓			
BSM 603(A)									
BSM 603 (B)	Measurement and Evaluation in Physical Education	6	5	0	1				
DSE 4	Major Project	6	1	5	0	✓			
BSM 681 (A)									
BSM 681 (B)	Internship	6	1	5	0				
Semester Credits		24							