

**L J INSTITUTE OF SPORTS MANAGEMENT
SYLLABUS**

SEM 1	Category		SEM 2	Category
PRINCIPLES OF MANAGEMENT	IDC		INTRODUCTION TO HRM	IDC
BUSINESS ECONOMICS	IDC		INTRODUCTION TO MARKETING	IDC
BUSINESS COMMUNICATION	MINOR		PR AND ADVERTISING	MINOR
INTRODUCTION TO SPORTS MANAGEMENT	MAJOR		SPORTS FACILITY MANAGEMENT	MAJOR
FUNDAMENTALS OF SPORTS SCIENCE	MAJOR		SPORTS TRAINING & TACTICS	MAJOR
PRACTICAL ASPECTS OF SPORTS MANAGEMENT	IDC		PRACTICAL ASPECTS OF SPORTS MANAGEMENT - II	IDC
MICROSOFT OFFICE WORKSHOP	Elective		DIGITAL MEDIA WORKSHOP	Elective
-			COMMUNICATION WORKSHOP	Elective
SEM 3			SEM 4	
SPORTS AND ENTERTAINMENT MARKETING	MAJOR		BRAND MANAGEMENT AND ENDORSEMENT	IDC
FINANCIAL MANAGEMENT AND MANAGERIAL ACCOUNTING	IDC		SPORTS BROADCASTING AND JOURNALISM	IDC
SPORTS FUNDING AND SPONSORSHIPS	IDC		SPORTS PSYCHOLOGY	MINOR
SPORTS EVENT MANAGEMENT	MINOR		TALENT IDENTIFICATION AND SCOUTING	MAJOR
SPORTS HEALTH AND NUTRITION	MAJOR		BASIC STATISTICS IN SPORTS ANALYTICS	MAJOR
PRACTICAL ASPECTS OF SPORTS MANAGEMENT - III	IDC		PRACTICAL ASPECTS OF SPORTS MANAGEMENT - IV	IDC
PERSONALITY DEVELOPMENT WORKSHOP	Elective		ESPORTS WORKSHOP	Elective
SEM 5			SEM 6	
ENTREPRENEURSHIP AND PROJECT MANAGEMENT	IDC		RESEARCH PROJECT	MAJOR
SPORTS LEAGUE MANAGEMENT	MAJOR		PRACTICAL ASPECTS OF SPORTS MANAGEMENT - VI	IDC
SPORTS TECHNOLOGY AND EQUIPMENT	IDC		MARKET RESEARCH AND RESEARCH DESIGN WORKSHOP	Elective
SPORTS LAW	MINOR			
HIGH-PERFORMANCE MANAGEMENT	MAJOR			
PRACTICAL ASPECTS OF SPORTS MANAGEMENT - V	IDC			
CAMPUS TO CORPORATE WORKSHOP	Elective			

NOTE: Courses of 3, 4 & 6 credits are identified as CBCS and courses of 2 credits are identified as electives. IDC - Inter-Disciplinary Course

SYLLABUS DETAILS
BACHELOR OF BUSINESS ADMINISTRATION - SPORTS MANAGEMENT
SEMESTER 1

COURSE CODE	SUBJECT NAME	THEORY/ PRACTICAL	TOTAL CREDITS	SCHEME OF EXAMS						TEACHING SCHEME		
				INTERNAL		EXTERNAL		TOTAL		LECTURES	PRACTICAL	TOTAL NO. OF HOURS
				THEORY	PRACTICAL	THEORY	PRACTICAL	THEORY	PRACTICAL			
10370101	PRINCIPLES OF MANAGEMENT	T	3	50	-	100	-	150	-	40	4	44
10370102	BUSINESS ECONOMICS	T	3	50	-	100	-	150	-	40	4	44
10370103	BUSINESS COMMUNICATION	T	4	50	-	100	-	150	-	40	4	44
10370104	FUNDAMENTALS OF SPORTS SCIENCE	T	4	50	-	100	-	150	-	40	4	44
10370105	INTRODUCTION TO SPORTS MANAGEMENT	T	4	50	-	100	-	150	-	40	4	44
10370106	PRACTICAL ASPECTS OF SPORTS MANAGEMENT	P	6	-	50	-	100	-	150	-	60	60
10370107	MS OFFICE WORKSHOP	P	2	-	-	100	-	100	-	10	10	20
TOTAL			26							210	90	300

PRINCIPLES OF MANAGEMENT

Total Credits: 3
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- To enable the students to study the evolution of Management,
- To study the functions and principles of management.
- To learn the application of the principles in an organisation.
- To study the system and process of effective control in the organisation.

UNIT I

Management: Concept, Nature, Process and Significance; An overview of functional areas of management; Managerial roles (Mintzberg); Evolution of Management Theory: Frederick W. Taylor, Fayol's contribution, Behavioural Science approach, Contingency Approach.

UNIT II

Management Functions: Planning, Organising, Staffing, Directing and Controlling; Planning: Meaning, Importance, Elements, Process and Limitations; Decision Making: Concept, Importance and Steps in Decision Making; Preparation of Business Plan.

UNIT III

Organising: Concept, Nature and Significance; Authority and Responsibility; Centralization and Decentralisation, Departmentation, Organisation Structure Forms. Staffing: Importance, Sources of Recruitment, Selection Process.

UNIT IV

Directing: Meaning and Steps; Motivation: Concept, Theories (Maslow, Herzberg, McGregor); Leadership: Concept, Styles and Traits; Control: Concept, Process, Effective Control System, Control Techniques; Coordination - Concept, Definition and Importance.

REFERENCE BOOKS

- 1 Essentials of Management Koontz H & W McGraw Hill, New York
- 2 Principles of Management Ramaswamy Himalaya, Mumbai
- 3 Management Concept and Practice Hannagain T McMillan, Delhi
- 4 Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
- 5 Management-Text & Cases VSP Rao Excel Books, Delhi Assessment Pattern
- 6 Essentials of Management Massie Joseph Prentice Hall of India
- 7 Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra
- 8 Management Concepts and OB P.S. Rao and N.V.Shah Ajab Pustakalaya
- 9 Management Concepts and Strategies J S Chandran Vikas Publishing House
- 10 Principles of Management Tripathi P.C. Tata McGraw Hill

BUSINESS ECONOMICS

Total Credits: 3

Internal Marks: 50

External Marks:100

Total Marks: 150

Course Outcome:

- To familiarise the students with the basic concept of microeconomics.
- To make student understand the demand and supply analysis in business applications
- To familiarise students with the production and cost structure under different stages of production.
- To understand the pricing and output decisions under various market structures.
- To help students understand and apply the various decision tools to understand the market structure.

UNIT I

Major definition of economics - wealth definition, Welfare definition, Scarcity definition, Growth oriented definition.

Difference between Microeconomics & Macro- economics

Utility – Features of utility

Factors of production – characteristics of factors of production

Economic Problem – Why does economic problem arise

Types of economies : Capitalistic economy , Socialistic economy , Mixed Economy

Solution to the Basic Economic Problems under different economic system

UNIT II

Meaning of demand - Factors affecting demand

Law of demand (statement, reasons and exceptions)

Expansion versus increase in demand and contraction versus decrease in demand

Meaning of supply - factors affecting supply

Law of supply (statement, reasons and exceptions)

Expansion versus increase in supply and contraction versus decrease in supply

Price elasticity of demand – meaning, formula, types methods of measuring price elasticity.

factors affecting price elasticity and usefulness of price elasticity

Income elasticity of demand – meaning, formula and types;

Cross elasticity of demand – meaning, formula and types;

Supply elasticity– meaning, formula, types, methods of measuring supply elasticity

(proportionate and arc), factors affecting supply elasticity

UNIT III

Managerial cost concepts – accounting/explicit costs, implicit costs, opportunity costs, direct and indirect costs, incremental costs, sunk costs, private costs, social costs

Production function – meaning, types and characteristics

Meanings of short run and long run

Short run economic cost concepts – fixed cost, variable cost, total cost, average fixed cost,

average variable cost, average cost and marginal cost
Law of variable proportion
Law of returns to scale
Economies of scale – internal and external
Concepts of revenue – total revenue; average revenue &; marginal revenue
Profit – normal profit, abnormal profit, loss and shut down point
Break even analysis

UNIT IV

Meaning of market – classification of market on the basis of different criteria
Rationale for the existence of market
Perfect competition – characteristics
Short run and long run equilibrium of firm under perfect competition
Monopoly – characteristics and sources of monopoly
Advantages and disadvantages of monopoly – control of monopoly
Monopolistic competition – characteristics
Comparative analysis of perfect competition, monopoly and monopolistic competition
Oligopoly – characteristics and types of oligopoly
Price leadership – meaning, objectives, types, advantages and disadvantages
Price discrimination – meaning, types, possibility and profitability
Natural monopoly – meaning and pricing in natural monopoly

REFERENCE BOOKS

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2013)
2. Hirchey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 20)
4. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2007 reprint)
6. Samuelson Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2010)
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2014)

BUSINESS COMMUNICATION

Total Credits: 4
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- To provide an overview of Prerequisites to Business Communication.
- To put in use the basic mechanics of Grammar.
- To provide an outline to effective Organisational Communication.
- To underline the nuances of Business communication.
- To impart the correct practices of the strategies of Effective Business writing.

UNIT I

Fundamentals of Communication Definition, Meaning -Types, process and importance

UNIT II

Effective Communication Concept & Practice of Effective Communication Barriers to Effective Communication Methods to Improve Communication Skills

UNIT III

Written Communication Skills Report Writing Letter Writing Preparation of Promotional Material

UNIT IV

Oral Communication Skills Understanding Audience Use of Language Use of Tone Understanding Body Language

REFERENCE BOOKS

- 1 Effective Communication RaiUrmila Himalaya, Mumbai(2009)
- 2 Business Communication Kaul Prentice Hall India(2015)
- 3 Basic Business Communication Lesikar TMH(2008)
- 4 Business Communication & Personality Development, Das Excel Books, Delhi(2009)
- 5 How to Listen Better? Pramila Ahuja& G Ahuja Sterling Publication (1997)
- 6 Contemporary Business Communication, Scot Biztantra(6th Ed.)
- 7 Business Communication for Managers: An Advanced Approach Penrose Thomson learning(2009)
- 8 Business Correspondence Whitehead G & H A.H. Wheeler, Allahabad

FUNDAMENTALS OF SPORTS SCIENCE

Total Credits: 4

Internal Marks: 50

External Marks: 100

Total Marks: 150

Course Outcome:

- Explain the scope of practice for an exercise scientist, a sports scientist, and an exercise physiologist
- Identify and critique common processes and equipment required to conduct accurate and safe health, exercise and sport-related assessments for various populations.
- Explain the scientific rationale, purpose, reliability, validity, assumptions and limitations of common assessments, as well as the need for the calibration of equipment.

UNIT I

Introduction to Sports Science: Definition, Scope and Importance

UNIT II

Roles and Functions of National/International Sports organisations and government bodies; Role of FIFA, BCCI, ICC, SAI and other state bodies; Their functions and importance in the promotion and management of sports

UNIT III

Professional Team Sports: Governing bodies, rules, regulations, and tournaments. Basketball, Cricket, Football, Kabaddi, Kho-kho, Volleyball, Rugby

UNIT IV

Professional Team Sports: Governing bodies, rules, regulations, and tournaments. Badminton/Tennis/Table Tennis, Athletics, Weightlifting/Powerlifting, Combat Sports

REFERENCE BOOKS

1. Fundamental of sports and exercise by Alan Kornspan- Human Kinetics Publishers (May 2009)
2. Sports & Society, 2nd edition by Grant Jarvie – Routledge (2012)
3. Examples on contemporary issues – book and blogs on sports media society
4. A study conducted by Planning Commission, New Delhi, India- Document

INTRODUCTION TO SPORTS MANAGEMENT

Total Credits: 4
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Identify the various vocational opportunities available in the field of sport management
- Describe the qualifications and competencies needed for becoming an effective sport manager
- Discriminate between the application of business principles in a sport organisation and in a traditional business environment
- Apply a worldview to the business principles utilised in sport management
- Practice event management principles in simulated and real-life athletic event scenarios

UNIT I

Sportsmanship and leadership: Definition of sportsmanship, importance of appropriate behaviour and its impact on the game, making the right choices as sportspeople, how inappropriate behaviour can jeopardise a game, how sportsmanship and leadership are related.

UNIT II

Introduction to managerial leadership: How is leadership defined, why is leadership crucial in sports, some sports people who have gone on to become leaders and improve their game and that of their team, what are some of the leadership skills that sports can enable in an individual, how the right set of coaches and academies can bring out these qualities in players, how leaders can be created, not merely born with winning capabilities.

UNIT III

Managerial Skills – understanding how teamwork works : What is team work, why is it important in any sport, even if one is playing singularly, how the right teamwork can help turn around a failing game, examples of teamwork, how a good team leader can create harmony in players with different mindsets, how sports academies teach players to develop their leadership skills.

UNIT IV

Managerial Leadership Styles: Leadership attitude, behaviour and style, different approach to leadership, Charismatic and transformational leadership, contingency and leadership, situational leadership, ethics in leadership, concept of social responsibility and leadership,

Teaching leadership principles to sports people: What are the main tenets of leadership, how can these be applied to sports of all kinds, how leadership helps in motivating people the right way, how can certain leadership components be taught to sportspeople, what are some techniques that have been used successfully to harness leadership qualities in sportspeople, pitfalls of not having leadership qualities while playing sports.

REFERENCE BOOKS

1. Contemporary Leadership in Sport Organisations By Scott, David - Human Kinetics; 1 edition (March 3, 2014)
2. Run to Win: Vince Lombardi on Coaching and Leadership By Donald T. Phillips-St.Martin's Griffin (September 7, 2002)

Business Leadership and the Lessons from Sport By Hans Westerbeek, Aaron Smith - Palgrave Macmillan (September 3, 2005)

PRACTICAL ASPECTS OF SPORTS MANAGEMENT

Total Credits: 6
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome

- Gain insights into the structure and function of the sports industry, including professional, collegiate, and amateur sports.
- Learn how to plan, organize, and execute sports events, including logistics, budgeting, marketing, and risk management.
- Acquire knowledge of the management of sports facilities, including maintenance, scheduling, and compliance with safety standards.
- Develop skills in creating marketing strategies, managing public relations, and promoting sports events and teams through various media channels.
- Understand financial principles related to sports management, including budgeting, financial planning, and revenue generation.

Students will be exposed to the practical ground requirements of Sports Management. Theoretical concepts shall be made stronger by their involvement in the making of Live Sports Events in the Industry.

CRITERIA FOR EVALUATION

1. PARTICIPATION IN ONGROUND SESSIONS

Effort

Readiness to perform the tasks

Teamwork

Flexibility with spontaneous occurrences

Attendance

2. ATTITUDE

Adaptability (ability to accept instructions and be flexible)

Responsible

Professionalism

Ethics

3. SOFT SKILLS

Communication skills

Interaction with colleagues and supervisor

4. COOPERATION

Towards company & peer

Teamwork

Discipline

MS OFFICE WORKSHOP

Total Credits: 2
External Marks:100
Total Marks: 100

Course Outcome:

- Basic essential computing skills companies are looking for.
- Hands-on practical knowledge
- Boosting their résumé
- Providing an edge over other applicants in the competitive job market
- Providing valuable experience and confidence
- Heightening their earning potential
- Gaining recognition among peers and employers

UNIT 1:

MS word

Creating, editing, saving and printing text documents. Font and paragraph formatting, simple character formatting, inserting tables, smarter, page breaks, using lists and styles, working with images, using spelling and grammar, understanding document properties, mail merge.

UNIT II:

MS Excel

spreadsheet basics, creating, editing, saving and printing spreadsheets, working with functions and formulas, modifying worksheets with colour and auto formats, graphically representing data: charts and graphs, speeding data entry: using data forms, analysing data: data menu, subtotal, filtering data, formatting worksheets, securing and protecting spreadsheets.

UNIT III:

MS PowerPoint

Opening, viewing, creating and printing slides. Applying auto layouts, adding custom animations, using slight transitions, graphically representing data: charts and graphs, and creating professional slides for presentations.

UNIT IV:

Internet

Understanding how to search/Google, bookmark and go to a specific website. Copy and paste Internet content into your Word file and emails, understanding social media platforms such as Facebook, LinkedIn and many more.

SYLLABUS DETAILS
BACHELOR OF BUSINESS ADMINISTRATION - SPORTS MANAGEMENT
SEMESTER 2

COURSE CODE	SUBJECT NAME	THEORY / PRACTICAL	TOTAL CREDITS	SCHEME OF EXAMS						TEACHING SCHEME		
				INTERNAL		EXTERNAL		TOTAL		LECTURES	PRACTICAL	TOTAL NO. OF HOURS
				THEORY	PRACTICAL	THEORY	PRACTICAL	THEORY	PRACTICAL			
10370201	INTRODUCTION TO HRM	T	3	50	-	100	-	150	-	40	4	44
10370202	INTRODUCTION TO MARKETING	T	3	50	-	100	-	150	-	40	4	44
10370203	PR AND ADVERTISING	T	3	50	-	100	-	150	-	40	4	44
10370204	SPORTS FACILITY MANAGEMENT	T	4	50	-	100	-	150	-	40	4	44
10370205	SPORTS TRAINING & TACTICS	T	4	50	-	100	-	150	-	40	4	44
10370206	PRACTICAL ASPECTS OF SPORTS MANAGEMENT	P	6	-	50	-	100	-	150		60	60
10370207	DIGITAL MEDIA WORKSHOP	P	2	-	50	-	-	-	50	10	10	20
10370208	COMMUNICATION WORKSHOP	P	2	-	50	-	-	-	50	10	10	20
TOTAL			27							220	100	320

INTRODUCTION TO HRM

Total Credits: 3
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- Develop a clear and meaningful understanding of human resource management theory, functions and practices;
- Understand and defend the role and value of strategic human resource management in the success of modern organisations;
- Apply human resource management concepts and skills across a variety of contexts, situations and incidents.

UNIT 1

Context of HRM and its role in business organisation, Changing environment of HRM.
Line and staff aspects of HRM, Role of HR managers, Role of Line Managers in HRM
Meaning, Importance, Scope, and Nature of HRM
Difference Between Personnel Management and Human Resource Management
Linkage between strategy and Human Resource Management. High Performing Work System (HPWS)

UNIT 2

Basics of Job Analysis, Job Description and Job Specification, Job Analysis in a 'jobless' world.
HR Planning and forecasting needs, Importance of Human Resource Planning.
Factors affecting HRP. HRP process. Methods of forecasting needs.
Recruitment Process, Sources of Recruitment, Contemporary Recruitment Trends
Selection Criteria, Selection Process, Types of Selection Tests.

UNIT 3

Difference between Training and Development, Importance of Training, Training Process, Training Methods. Learning initiatives for developing Managers, Effective Training and Development Programmes.
Introduction to Performance Management System. Meaning of Performance Appraisal, Difference between Performance Appraisal and Performance Management System. Importance and Challenges of Performance Appraisal. Appraisal Process, Methods for Performance Appraisal.

UNIT 4

Meaning and Importance of Compensation Management. Introduction to Industrial Relations, Meaning and scope of Industrial Relations To understand the key concepts and actors of Industrial Relations, Approaches to IR, Concept of Collective Bargaining, Role, Importance and

Objectives of Trade Union. Contemporary practices in HRM: Participative Management, HRIS, HRA, Talent/Knowledge Management.

REFERENCE BOOKS

1. RAO T V, PEREIRA D F, RECENT EXPERIENCES IN HUMAN RESOURCES DEVELOPMENT
2. PAREEK UDAI, RAO, DESIGNING AND MANAGING HUMAN RESOURCE SYSTEMS
3. SPENCER LYTE M, CALCULATING HUMAN RESOURCE COSTS AND BENEFITS
4. CASCIO WAYNE F, COSTING HUMAN RESOURCES:THE FINANCIAL IMPACT OF BEHAVIOUR
5. KAREN LEGGE, HUMAN RESOURCE MANAGEMENT
6. MABEY, SALAMAN AND STOREY, STRATEGIC HUMAN RESOURCE MANAGEMENT

INTRODUCTION TO MARKETING

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Understand the importance in business practice of being marketing oriented;
- Evaluate market conditions and customers needs when forming marketing strategies;
- Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situations;and
- Use examples from current events and real-world marketing situations to apply, illustrate and discuss different marketing strategies.

UNIT I

Introduction to Marketing Management: Market and Marketing, The Exchange Process, Core concepts of Marketing, Difference between Selling and Marketing, Functions of Marketing, Importance of Marketing. Concept of Product Life Cycle: Stages and features of each stage.

UNIT II

Marketing Mix-The Traditional 4Ps,

Product: Definition, Product Levels Product Classification- Based on durability & tangibility, consumer goods & industrial goods.

Pricing: Meaning and objective, Factors affecting pricing decisions, Methods of pricing.

Promotion: Elements of promotion mix, Objectives of Promotion & marketing communication, Factors affecting, promotion mix decisions, Differences between advertising & sales promotion, Publicity & Public Relations and personal selling.

Distribution: Types of Middlemen, Factors affecting channels decisions

UNIT III

Segmenting-Targeting-Positioning (STP): Market Segmentation: Meaning, Importance and Bases of segmentation, Targeting: Meaning, Importance and Strategies of Targeting.

Consumer Behaviour: Meaning, Importance and Factors affecting Consumer Behaviour.

UNIT IV

Market Research: Meaning and Scope of market research,

Process of market research, Advantages and Disadvantages of market research,

Techniques of market research. Steps in Marketing communication programme, Types of Communication tools, Role of social media in Marketing Communication.

REFERENCE BOOKS

1. Marketing Management: A South Asian Perspective Kotler, Keller, Koshy and Jha, Pearson/ Prentice Hall
2. Marketing Concepts and Cases Etzel, Stanton, Walker and Pandit Tata McGraw Hill

PR AND ADVERTISING

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Discuss the meaning and nature of different types of advertising for various medium
- Comprehend the role and importance of advertising in society
- Differentiate between advertising and publicity
- Develop and demonstrate strategic plans and planning methods in Advertising and Public Relation
- Discuss the concept and tools of Public Relations
- Discuss different aspects of brand building and its importance for an organisation
- Plan and execute ethically sound and socially responsible advertising strategies and public relations campaign

UNIT I

Introduction to PR in Sports: Beginning / evolution of PR in sports, definition of sports PR, characteristic of sports PR, the value of PR, sports PR as a form of business, PR as strategic management tool, organisational stakeholders and constituents, issues management, organisational reputation, distinguishing between program and campaign, planning and executing campaigns, working with PR firms, how to get started in sports PR, networking and volunteering, different types of sports PR

UNIT II

Introduction to Advertising: Definition of advertising, Objectives of advertising, setting advertising budget, developing advertising strategies - creating advertising message and selecting the advertising media; evaluating advertising effectiveness, return on advertising investment; Agency vs in-house advertising

UNIT III

Basic Sports PR concepts: Defining mass media, mass media structures, relation between mass media and sport, identifying influential, serving media at organisational events, developing media policy, maximising media exposure, media Sports PR planning process, how to do sports PR - colleges, professional team and individuals, sports and athletes

UNIT IV

What is advertising, Role of Advertising, Functions of Advertising, Types of advertising, Steps in the development of an advertisement, Importance of taglines and slogans in an advertisement, Sports Advertising, Importance of Sports Advertising, Significance of Sports Advertising, Types of Sports Advertisement, Media Houses on Sports Advertising and Digital Marketing's influence on Sports Advertising.

REFERENCE BOOKS

1. Sport Public Relations: Managing Stakeholder Communication, By G. Clayton Stoldt, Stephen Dittmore, Scott Bravold- Human Kinetics; 2nd edition (18 Mar. 2014)

SPORTS FACILITY MANAGEMENT

Total Credits: 4
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- To understand and apply the principles of a tender process
- To understand and implement aspects of financial management to a sport facility
- To know how to optimise the internal processes of a sport facility
- To align resources, capabilities and skills of people who collaborate with the facility
- To apply quality control methods to the sport facility's service

UNIT I

Introduction to sport facility operations management; Ownership structures; Financing Concepts in Sports Facility Management; Financing sport facilities; Planning, design, and construction processes

UNIT II

Organisational management; Human resource management; Strategic Human Resource management

UNIT III

Financial management; Operations management; Legal concerns for owners and managers; Facility marketing management; Event planning in facility management

UNIT IV

Risk assessment in facility management; Security planning for facility management; Performance management and benchmarking

REFERENCE BOOKS

1. Sport Facility Planning and Management by Peter J. Farmer, Aaron L. Mulrooney, Rob Ammon (Jr.)Fitness Information Technology, Inc, U.S. (24 Jan. 2006)
2. Managing Sport Facilities, by Gil Fried - Human Kinetics Publishers; Second Edition edition (1 Mar. 2015)

SPORTS TRAINING & TACTICS

Total Credits: 4
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- Demonstrate basic skills in selected sports using a mature movement pattern.
- Demonstrate team play concepts and strategies in mini-game play.
- Demonstrate knowledge of history, rules, safety, and performance techniques in selected team sports.

UNIT I

Introduction to sports training: Meaning and definition of Sports Training; Aims and tasks of Sports Training; Characteristics of Sports Training; Principles of Training; Training Means; Training Methods

UNIT II

Conditional Abilities: Definition, Types, Methods and Applications in Sports
Speed: Definition, Types, Methods and Applications in Sports
Endurance: Definition, Types, Methods and Applications in Sports

UNIT III

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.

UNIT IV

Training Load: Meaning and definition of Load; Components of Load; Measurement of Load; Overload: Meaning and definition, Causes, Symptoms and Tackling of overload.

REFERENCE BOOKS

1. Cratty, B. Perceptual and Motor Development in Infants and Children, Prentice Hall, 1989
2. Dick. F.W. Sports Training Principles, Lepus, London, 2007
3. Jenson, C.R. Fisher, A. G. Scientific Basis of Athletic Conditioning, Lea and Febiger, Philadelphia, 1992
4. Matveyew. J.H. Athletic Training and Physical Fitness, Allynand Bacon, Inc. Sydney, 1987

PRACTICAL ASPECTS OF SPORTS MANAGEMENT

Total Credits: 6
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Develop leadership and management skills necessary for effectively leading sports teams and organizations, including communication, conflict resolution, and team dynamics.
- Understand the role of technology in sports, including data analytics, sports information systems, and the use of social media for engagement.
- Learn strategies for building and maintaining strong relationships with fans and the community, including fan experience and community outreach programs.
- Prepare for a career in sports management through internships, networking, and the development of a professional portfolio.

In addition to the few-days of projects taken up by students in different aspects of Sports Management, they shall be motivated to take-up 45 to 60 days Internships with the companies. Such Internships will help students to penetrate into the Industry thereby boosting their placement opportunities.

CRITERIAS FOR EVALUATION

1. PERFORMANCE AT THE INTERNSHIP

Quality of work

Readiness to perform the tasks

Time management

Handling of emergencies and flexibility with spontaneous occurrences

Attendance

2. ATTITUDE

Adaptability (ability to accept instructions and flexible)

Responsible

Professionalism

Ethics

3. SOFT SKILLS

Communication skills

Interaction with colleagues and supervisor

Interaction with the target audience

Public Relations

4. COOPERATION

Towards company & peer

Team work

Discipline

Responds positively to supervisor's feedback

DIGITAL MEDIA WORKSHOP

Total Credits: 2
External Marks:100
Total Marks: 100

Course Outcome:

- **Legal and Ethical Considerations in Digital Media:** Students will analyze and navigate the legal and ethical issues associated with digital media in sports management, including intellectual property rights, data privacy, and the ethical use of digital platforms and content.
- **Social Media Strategy and Analytics:** Students will develop and implement effective social media strategies, utilizing analytics to measure and optimize the impact of social media campaigns on audience engagement, brand awareness, and fan loyalty in the sports industry.
- **Digital Content Creation and Management:** Students will be able to create, edit, and manage engaging digital content tailored for sports organizations and events, utilizing multimedia tools and platforms to enhance fan engagement and brand visibility.

UNIT 1:

Introduction to digital marketing, definition of digital marketing, segmentation of digital marketing, strategy, digital marketing plans, the online marketplace, digital world online marketplace, challenges, benefits, impact of digital media.

UNIT II:

Trends in digital marketing

Artificial intelligence (AI), personalisation, augmented reality integrated with social media, social media analytics, digital marketing failures and how to avoid them.

UNIT III:

Digital marketing channels, push marketing and pull marketing, email marketing, social media marketing, affiliate marketing, mobile marketing, payments, search engine optimisation (SEO), process internal link structure, technical aspects, search engine marketing (SEM)

COMMUNICATION WORKSHOP

Total Credits: 2

External Marks:100

Total Marks: 100

Course Outcome:

- **Enhanced Communication Skills:** Students will develop advanced oral and written communication skills tailored to the sports management industry, enabling them to effectively convey ideas, negotiate, and build relationships with stakeholders, including athletes, coaches, sponsors, and media professionals.
- **Professional Presentation Techniques:** Students will master the art of delivering professional presentations and public speeches, focusing on clarity, engagement, and persuasion. They will learn to use multimedia tools and techniques to enhance their presentations in various sports management contexts.
- **Interpersonal and Cross-Cultural Communication:** Students will gain proficiency in interpersonal and cross-cultural communication, understanding the nuances of different cultural contexts within the sports industry. They will learn to navigate and manage communication challenges in diverse and multicultural environments.

UNIT 1:

Defining communication and its importance in academic and professional life. Exploring the different types of communication (verbal, non-verbal, written). Recognizing the barriers to effective communication. Activities: Icebreaker activity to encourage interaction and build rapport. Interactive discussion on personal communication strengths and weaknesses.

UNIT II:

Understanding extempore speaking: Thinking on your feet Techniques for generating ideas and structuring impromptu speeches. Mastering delivery skills: Vocal variety, body language, and audience engagement. Activities: Extempore speaking prompts and practice sessions with peer feedback. Tips for overcoming anxiety and stage fright.

UNIT III:

Crafting compelling speeches: Identifying the purpose, audience, and key message. Structuring a speech: Introduction, body, conclusion, and call to action. Using persuasive language and rhetorical devices. Activities: Group brainstorming and speech topic selection. Guided practice in speech writing and organization. Public speaking presentations with peer evaluation and constructive criticism.

UNIT IV:

The power of storytelling and role-playing in communication. Collaborative communication through skit development and performance. Emphasizing clear verbal and non-verbal communication within a team. Activities: Brainstorming and selecting a skit theme relevant to college life. Scriptwriting and character allocation within teams. Skit rehearsal and performance with audience feedback.

UNIT IV:

The art of constructive debate: Forming arguments, research, and critical thinking. Understanding different debate formats and structure. Effective delivery of arguments, rebuttal strategies, and respectful counterpoint. Activities: Selecting a debate topic relevant to current events or college issues. Researching assigned positions (pro or con). Debate practice with assigned roles and audience participation.

SYLLABUS DETAILS
BACHELOR OF BUSINESS ADMINISTRATION - SPORTS MANAGEMENT
SEMESTER 3

COURSE CODE	SUBJECT NAME	THEORY/ PRACTICAL	TOTAL CREDITS	SCHEME OF EXAMS						TEACHING SCHEME		
				INTERNAL		EXTERNAL		TOTAL		LECTURES	PRACTICAL	TOTAL NO. OF HOURS
				THEORY	PRACTICAL	THEORY	PRACTICAL	THEORY	PRACTICAL			
10370301	SPORTS AND ENTERTAINMENT MARKETING	T	3	50	-	100	-	150	-	40	4	44
10370302	FINANCIAL MANAGEMENT AND MANAGERIAL ACCOUNTING	T	3	50	-	100	-	150	-	40	4	44
10370303	SPORTS FUNDING AND SPONSORSHIPS	T	3	50	-	100	-	150	-	40	4	44
10370304	SPORTS EVENT MANAGEMENT	T	3	50	-	100	-	150	-	40	4	44
10370305	SPORTS HEALTH AND NUTRITION	T	3	50	-	100	-	150	-	40	4	44
10370306	PRACTICAL ASPECTS OF SPORTS MANAGEMENT	P	6	-	50	-	100	-	150	-	60	60
10370307	PERSONALITY DEVELOPMENT WORKSHOP	P	2	-	50	-	-	-	50	10	10	20
TOTAL			23							210	90	300

SPORTS & ENTERTAINMENT MARKETING

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Describe what sports and entertainment marketing is including marketing basics, sports marketing, entertainment marketing, and recreation marketing.
- Explain how to market products and services through sports including sponsorships, promotions, and endorsements.
- Discuss the importance of positive public relations for sports including the advantages of fan clubs and publishing and speaking engagements.
- Explain the publishing and speaking engagements of sports figures including the steps in the creation of popular sports books.
- Describe the importance of charities and tournaments to the successful images of athletes and teams.
- Explain the role of a sports marketing firm and understand the importance of maintaining a positive image for sports owners and marketing firms.

UNIT I

Introduction to Sports and Entertainment Marketing; Industry Segments, Sports Destinations; The Marketing Concept, Understanding the Consumer, Target Markets, Customer Service

UNIT II

Marketing Information Management: Market Research Process, Managing Information; The Marketing Game Plan: Entertainment and Sports Strategies

UNIT III

Sports and Entertainment as a Product: The Product Mix, Recruiting Athletes and Entertainers, Product Marketing Strategies; Sports Distribution channels, Technology and Distribution Media

UNIT IV

Sports and Entertainment Promotion: Advertising and Placement, Publicity and Sales Promotions; Promotional Planning: How to make Promotional Plans, Sponsorships, Endorsements and Events

REFERENCE BOOKS

1. Sport Marketing, Volume 13 By Bernard James Mullin, Stephen Hardy, William Anthony Sutton - Human Kinetics; 3 edition (02-May-2014)
2. Sports and Entertainment Marketing By Ken Kaser, Dotty Oelkers- Cengage Learning; edition (March 29, 2007)

FINANCIAL MANAGEMENT AND MANAGERIAL ACCOUNTING

Total Credits: 3

Internal Marks: 50

External Marks:100

Total Marks: 150

Course Outcome:

- Calculate key financial ratios taken from financial statements in order to assess the liquidity, profitability, and solvency of private sector corporations.
- Interpret key financial ratios taken from financial statements in order to assess the liquidity, profitability, and solvency of private sector corporations.
- Interpret accounting information in the context of the regulatory structure in which accounting and auditing operate.
- Explain the key ways in which financial accounting information is useful in making investment and credit decisions.
- Explain verbally and in writing the basic aspects of accounting's role in corporate governance.
- Solve basic problems in costing.

UNIT I

Introduction to Accounting, Importance of Accounting, Role of Accounting in sports, Cashflow - Introduction, Importance, Format & Interpretation,

UNIT II

Profit & Loss Statement - Introduction, Importance, Format & Interpretation, **Balance Sheet** - Introduction, Importance, Format & Interpretation.

UNIT III

Budgeting: The basics of budgeting, Types of budgets - operational budgets, capital budgeting; Budgeting for a sports event; Break-even analysis.

UNIT IV

Ratios: **Liquidity Ratios** - Current, Quick, Cash Ratio, **Solvency Ratios** - Debt to Equity, Debt to Asset, Proprietary Ratio, **Profitability Ratios** - Gross Profit, Net Profit, Earning Per Share, Return on Interest.

REFERENCE BOOKS

1. Sport Funding and Finance, By Bob Stewart- Routledge; 2 edition (July 31, 2014)
2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)

SPORTS FUNDING AND SPONSORSHIPS

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- To understand the sponsorship marketplace and the key drivers.
- The evolution of sponsorship, trends, developments and future direction.
- The added value of sponsorship in the marketing mix.
- Using assets in activation concepts for brands, rights holders and fans.
- Develop proposals and presentations to sell sponsorship programs.
- Measuring the impact of sponsorship through media and market research.

UNIT I

Capital structuring: Types of funding – short term borrowing, long term borrowing, Public funding and Private funding: Legislation, Cost-sharing models, Funding for stadium, Sports infrastructure, Procedure of Public grant funding, Advantages of Public Grant funding, Disadvantages of Public Grant Funding, Procedure of Private Grant Funding, Advantages of Private Grant Funding, Disadvantages of Private Grant Funding

UNIT II

Sports funding in India -Analysis: History of sports funding in India, Funding from government bodies and local authorities, Funding from the private sector, Crowd funding, Funding from other sources, Provisions related to sports funding in the annual financial statement of past few years, Government bodies responsible for funding, Limitations on the way of sports funding in India, Recent developments and controversies.

UNIT III

Introduction to Sponsorship : Definition of sponsorship, the sponsorship market, the objectives of sponsorship, the components of sponsorship, limitations of traditional sponsorship, components of sponsorship plan, key components of sponsorship proposal ,developing and selling a proposal

UNIT IV

Basic Sponsorship concepts: Pre-event evaluation of sponsorship- need for pre-event scrutiny, develop an evaluation procedure, apply evaluation criteria, sponsorship activation - what is leveraging in sponsorship, understanding many leveraging techniques in sponsorship, budgeting of a leveraging program, 10 steps to effective leveraging; ambush marketing –

concept, difference between piracy & ambush marketing, importance & prevalence of ambush marketing, countering ambush marketing of competitors

REFERENCE BOOKS

1. Sport Funding and Finance, By Bob Stewart- Routledge; 2 edition (July 31, 2014)
2. Sports Sponsorship: Principles and Practices, By John A. Fortunato- McFarland & Co Inc (30 Aug. 2013)

SPORTS EVENT MANAGEMENT

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- To know and apply the organisational principles of a sport event.
- To understand and put aspects of the financial management of a sport event into practice.
- To know how to select and manage professional collaborators and/or volunteers.
- To obtain and align available resources for a sport event.
- To apply methods of assessing a sport event and identify aspects that can be further improved.

UNIT I

Introduction to Sports Event Industry : Evolution of Sports Events; Variety of Sports events; Role of Event organisations and sports event manager; Challenges of event management; Sports events vs. Non-sports events; Sports Tourism; Future Trends in Event Management and Marketing

UNIT II

Event Conceptualization and Planning Process: SWOT Analysis; Defining and developing objectives for the event; type of sport requirements, concept and design, event flow; Selecting and soliciting host City / Venues – understanding and managing expectations; Event planning process; Identify Sponsors and teaming up with them – understand event-sponsor relationship and managing expectations, Designing sponsorship programme and finalise the deal; Promotion planning – media partnerships, campaign for the event, media coverage and media partners; Designing the execution of the event marketing plan, Media Partnerships and leveraging media

UNIT III

Event Management Commercial: Stages of Budgeting Process; Identifying costs – Facility cost, Event operations cost, Marketing expenses, sponsor fulfilment expenses, Guest Management and Hospitality expenses, event presentation expenses, capital investment and amortisation, miscellaneous expenses; Cash Flow and Management; Controlling costs and Contingency planning;; Identifying revenue streams – Ticket Sales, Hospitality partnerships; Sponsorships and Advertising; Merchandising and Barter; Broadcasting, tournament and participation fees, Media partnerships; Grants and Donations, miscellaneous revenues

UNIT IV

Implementation of Event Services and Logistics: Event Permits and licences; Event registration; Engaging community; Accommodating and managing guests, Event Presentation – Production planning, scheduling rehearsals, Working with Broadcasters; ; Staff and Volunteer Management; Ticket Sales; Food and Beverage Operations; Waste Management; Transportation services; Lighting; Vendor Relations; Facility operations; Customer Service; Servicing media at event site; Media Centre facilities.

REFERENCE BOOKS

1. Managing Sporting Events – Jerry Solomon (Human kinetics)- Human Kinetics Publishers (Jan. 2003)
2. Managing Major Sports Events: Theory and Practice, By Milena M. Parent, Sharon Smith-Swan - Routledge (26 Nov. 2012)

SPORTS HEALTH AND NUTRITION

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- To introduce the students to the fundamentals of Nutrition, food and health
- To familiarise them with importance of nutrition during various stages of life
- To impart knowledge regarding aetiology and management of nutritional disorders ranging from nutritional deficiencies to lifestyle disorders.
- To emphasise on the importance of food safety, food quality, food laws and regulations, ongoing national programmes as well as imparting entrepreneurship skills for job enhancement.

UNIT I

Exercise physiology: Effect of training on heart & lung performance, Importance of heart rate monitoring, Index of training, over training & detraining,

UNIT II

Sports Injuries - Basic Principles: Various sports injury, Body's response to the injury, Goal of treatment.

UNIT III

Nutrition Requirements on the basis of different Sports: Basketball, Cricket, Football, Kabaddi, Kho-kho, Volleyball, Rugby, Badminton/Tennis/Table Tennis, Athletics, Weightlifting/Powerlifting, Combat Sports

UNIT IV

Energy Requirement: Aerobic capacity, anaerobic threshold, athletic heart, Water & electrolytes balance, Doping, Injury Supplementation, Training nutrition, pre competition nutrition, competing nutrition and recovery nutrition.

REFERENCE BOOKS

1. Steven Ray, Irvin Richer - Sports Medicine - , Prentice Hall,1983
2. Sports Injuries - Vinger and Roerner, - PSG Publishing Co. Inc,2008 William JGP,
3. Sports medicine - London Edwar - Arnold Publications Morehouse and Rash,
4. Sports medicine for Trainer by W.B.Saunders.
5. Armstrong and Tucker, Injuries and Sports, London Scamples Press
6. Steven Ray, Irvin Richer - Sports Medicine - , Prentice Hall,1999

PRACTICAL ASPECTS OF SPORTS MANAGEMENT

Total Credits: 6
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- **Event Planning and Management:** Students will demonstrate the ability to plan, organize, and execute sports events, from local tournaments to large-scale competitions, ensuring effective logistical arrangements, risk management, and participant satisfaction.
- **Marketing and Sponsorship:** Students will develop and implement marketing strategies for sports teams and events, including the creation of promotional campaigns, securing sponsorships, and leveraging digital media to engage fans and increase brand visibility.
- **Facility and Operations Management:** Students will gain practical skills in managing sports facilities, including maintenance, scheduling, and compliance with safety regulations, to ensure optimal operation and a positive experience for athletes and spectators.

CRITERIAS FOR EVALUATION

1. PERFORMANCE AT THE INTERNSHIP

Quality of work

Readiness to perform the tasks

Time management

Handling of emergencies and flexibility with spontaneous occurrences

Attendance

2. ATTITUDE

Adaptability (ability to accept instructions and flexible)

Responsible

Professionalism

Ethics

3. SOFT SKILLS

Communication skills

Interaction with colleagues and supervisor

Interaction with the target audience

Public Relations

4. COOPERATION

Towards company & peer

Team work

Discipline

Responds positively to supervisor's feedback

PERSONALITY DEVELOPMENT WORKSHOP

Total Credits: 2
External Marks:100
Total Marks: 100

Course Outcome:

- **Enhance Self-Awareness and Confidence:** Develop a deeper understanding of personal strengths, weaknesses, and potential. Build self-confidence through self-assessment and reflection exercises.
- **Strengthen Professional Etiquette and Presentation Skills:** Learn and practice professional behavior, including grooming, etiquette, and business attire. Improve public speaking and presentation skills for professional settings.
- **Networking and Relationship Building:** Understand the importance of networking in the sports management industry. Develop strategies for building and maintaining professional relationships.

UNIT 1:

Introduction to personality development: personality traits, and theory, self-image and self-concept, dressing sense and table mannerisms and body language.

UNIT II:

Self-grooming: group dynamics, team building, time management, positive attitude, self-esteem, self-confidence, assertiveness and motivation

UNIT III:

Social and corporate etiquette: interpersonal relations, communication in organisations, personal branding, leadership skills, presentation skills, personal skills – stress management, negotiation skills, conflict management and anger management.

SYLLABUS DETAILS
BACHELOR OF BUSINESS ADMINISTRATION - SPORTS MANAGEMENT
SEMESTER 4

COURSE CODE	SUBJECT NAME	THEORY/ PRACTICAL	TOTAL CREDITS	SCHEME OF EXAMS						TEACHING SCHEME		
				INTERNAL		EXTERNAL		TOTAL		LECTURES	PRACTICAL	TOTAL NO. OF HOURS
				THEORY	PRACTICAL	THEORY	PRACTICAL	THEORY	PRACTICAL			
10370401	BRAND MANAGEMENT AND ENDORSEMENT	T	3	50	-	100	-	150	-	40	4	44
10370402	SPORTS BROADCASTING AND JOURNALISM	T	3	50	-	100	-	150	-	40	4	44
10370403	SPORTS PSYCHOLOGY	T	3	50	-	100	-	150	-	40	4	44
10370404	TALENT IDENTIFICATION AND SCOUTING	T	3	50	-	100	-	150	-	40	4	44
10370405	BASIC STATISTICS IN SPORTS ANALYTICS	T	3	50	-	100	-	150	-	40	4	44
10370406	PRACTICAL ASPECTS OF SPORTS MANAGEMENT	P	6	-	50	-	100	-	150	-	60	60
10370407	ESPORTS WORKSHOP	P	2	-	50	-	-	50	-	10	10	20
TOTAL			23							210	90	300

BRAND MANAGEMENT AND ENDORSEMENT

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Define the main concepts and explain the purpose of branding.
- Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
- Describe the process and methods of brand management, including how to establish brand identity and build brand equity.
- Formulate effective branding strategies for both consumer and business products/services
- Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.
- Compose, assess, and incorporate individual input to produce effective team project output.

UNIT I

Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.

UNIT II

Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage

UNIT III

Brand Image, Brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands.

UNIT IV

Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands

UNIT V

Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online. Indianisation of Foreign brands & taking Indian brands global – issues & challenges.

REFERENCE BOOKS

1. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
2. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
3. Harsh Varma, Brand Management, Excell Books, New Delhi.
4. Majumdar, Product Management in India, PHI.
5. Sengupta, Brand Positioning, Tata McGraw Hill.
6. Rameshkumar, Managing Indian Brands, Vikas

SPORTS BROADCASTING AND JOURNALISM

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- How does the study of sports media and broadcasting sit within the context of society, academic study and human storytelling?
- What does it take to create live TV, radio and streaming events and what are the roles and skills of those involved ?
- How has technology evolved to deliver amazingly close to the action experiences to audiences and where is that likely to take us next?
- How do social media and digital platforms drive new behaviors and impact the business of sports media?

UNIT I

Sports News and Reporting on various platforms – Print, Broadcast, Radio, Internet, etc: How to decide what is your news?, Lay your groundwork for the event you are reporting , How to decide who shall be in your team when you cover a major sporting spectacle? , Sports reporting for a newspaper, How to cover important sport conferences , How to roll out sports news on different platforms , Broadcast Production , Podcasting , Radio News Story Production , Radio News Voice Presentation ,Radio News Package Production and Broadcasting

UNIT II

Ethics in Sports Journalism : Journalism ethics and standards , Evolution of ethics in sports journalism , Codes of practice for ethical sports journalism , Self-Regulation , Ethics and Standards in practice, Freedom of Press , Criticism , Traits of a perfect Sports Journalist

UNIT III

Writing Sports Stories and Feature Articles : Find your story , Learn more about your story , Decide on what type of feature you want to write , Organize your feature article by thinking of it as a three-act play, Introduction-Body-Conclusion , Think about the best style for a feature article , Add details/stats to keep a feature article interesting , Create titles that not only add interest to a piece, but communicate what a story is about. , The Straight-Lede Game Story , The Feature-Lede Game Story , Profiles , Season Preview and Wrap-up Stories , Columns , Interviews

UNIT IV

Introduction to Sports Media and Journalism: Evolution of Sports on the Media front, Rise of Journalism in sports, Definition of Sports Media, Importance of Media in Sports, Definition of Sports Journalism,

UNIT V

Sport, Society and the Sporting Media : The Audience Experience with Sports on Television , Viewers' Enjoyment of Televised Sports Violence , World Cup Cricket versus World Cup Soccer – Media's role , Business of Sports Television , Sports, Business and Media in Today's Society

REFERENCE BOOKS

1. Sport Funding and Finance, By Bob Stewart - Routledge; 2 edition (July 31, 2017)
2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; Human Kinetics (1 Oct. 2011)

SPORTS PSYCHOLOGY

Total Credits: 3
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- Analyze the influence of psychological factors on involvement and performance in sport, exercise and physical education settings. This will include an extensive exploration of the field of sport and exercise psychology, mental skills that can be examined and training to improve athletic and physical performance.
- Analyze how participation in sport, exercise and physical education influences the psychological make-up of those individuals involved.
- Apply sport and exercise psychology skills and knowledge to coaching, teaching, physical therapy/athletic training, and/or exercise/fitness leadership situations ST

UNIT I

Introduction to Psychology in Sports: Understanding sport psychology, Definition of sport psychology, a brief history of sport psychology and understanding is to who is a sport psychologist?

UNIT II

Attitudes to Sport: The nature of attitudes, measuring attitudes, the formation of attitudes to sport, attitudes to sport and sporting behavior, changing people's attitudes to sport.

UNIT III

Aggression in Sport: Defining aggression, Theories of aggression, Situational factors affecting aggression in sport, The big question: does sport increase or reduce aggression? The reduction of aggression

UNIT IV

Social influences on sporting behavior: Sources of social influence, Groups and teams, Social facilitation, Leadership

UNIT V

Motivation and Sport: Intrinsic and extrinsic motivation, Humanistic perspectives on motivation, Achievement-motivation, Cognitive approaches to motivation, Contemporary research on motives for sports participation

REFERENCE BOOKS

1. Sports Ethics: An Anthology by Jan Boxill- Blackwell Publishing; 1 edition (November 1, 2003)
2. Ethics in Sport, edited by William John Morgan- Human Kinetics; 2 edition (February 22, 2007)

TALENT IDENTIFICATION AND SCOUTING

Total Credits: 3

Internal Marks: 50

External Marks:100

Total Marks: 150

Course Outcome:

- Rationalize and debate an understanding of giftedness and talent in a range of contexts;
- Review and authenticate current and preceding talent identification models from a multi-disciplinary perspective;
- Advocate ethical implications, potential concerns and challenges relating to talent identification in sport and working with youth athletes;
- Conceptualize and advise typical stages of the long-term athlete development model, as well as current best practice in talent identification in sport; and
- Collaborate with others to examine theoretical talent identification in sport models and implications in “real world settings.”

Why is talent identification important ?

- Defining Potential Talent
- To understand the importance of talent ID v talent selection in the overall development process
- To appreciate the opportunities and limits of talent identification
- At what age is it more appropriate to begin Talent ID ?
- What are realistic numbers to attempt to involve in Talent ID and from what age ?
- To develop realistic talent identification objectives

What to look for in talent identification?

- Key common characteristics which impact upon the identification of talented players
- Age appropriate key predictors of potential talent - what potential talent look like at various ages
- Developing a Talent ID Matrix
- Developing a Talent ID ' Player Rating Check List' for all players
- Developing a Talent ID ' Player Rating Check List' for specific positions

How to identify potential talent?

- Key Protocol and Observations Skills required in viewing players in games
- Using web based Apps
- Maximizing the value of 'trials' or 'try- outs'
- Applying Subjective v Objective methods of player evaluation
- Using and Analyzing data
- Understanding and Managing the 'Relative Age Effect'
- Detecting 'Late Developers' and 'Early Developers'
- Pinpointing and exploiting 'Hotspots' of potential talent
- Working with Grassroots Football to develop and identify players

- Using the internet to help identify players
- Working with parents and agents
- Tracking players progress
- Releasing players effectively and sympathetically

REFERENCE BOOKS

1. Talent Development by Dave Collins; Aine MacNamara, Routledge
2. Talent Identification And Development In Sport by Joseph Baker, Stephen Copley, Joerg Schorer , Taylor & Francis Ltd

BASIC STATISTICS IN SPORTS ANALYTICS

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Understanding of basic statistical tools and their application
- Understanding how to use Excel for data analysis
- Analysis of sports specific data through knowledge of basic statistics
- Implications of the data for decision making in sports

Unit 1

How to collect data:

Types of data; Quantitative, Qualitative, Nominal, Ordinal Discrete & Continuous. **Data Collection Methods;** Surveys & Questionnaires, Interviews, Observations, Records & Documents and Focus Groups, **Data Rectification**

Unit 2

Descriptive Statistics:

Mean, Median, Mode, Maximum, Minimum, Standard Deviation and Range

Graphical Presentation & Comparative Analysis:

Bar Graph, Histogram, Pie Chart, Line Graph, Frequency Polygon, Comparative Analysis through case studies

Unit 3

Sports Analytics

Analytics for Game Day & Match Predictions, Assessing players - valuation and Ranking Teams - theory and case study based

Unit 4

Sports Analytics

Information Supply Chain of professional team sports, Analytics & Decision Making and Analytics & Facility Management - theory and case study based

REFERENCE BOOKS

1. Introductory Statistics, Author: Prem S. Mann
2. Introductory Statistics Student Study Guide Author: Prem S. Mann

PRACTICAL ASPECTS OF SPORTS MANAGEMENT

Total Credits: 6
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- **Effective Event Management:** Students will be able to plan, organize, and execute sports events, demonstrating proficiency in logistics, coordination, and risk management, ensuring successful and engaging sports events.
- **Sports Facility and Operations Management:** Students will gain expertise in managing sports facilities, including maintenance, scheduling, and operational efficiency, ensuring safe, functional, and appealing environments for sports activities.
- **Athlete and Team Management:** Students will learn to manage athletes and sports teams, focusing on contract negotiations, performance optimization, and ethical considerations, fostering a supportive and high-performance environment.

CRITERIAS FOR EVALUATION

1. PERFORMANCE AT THE INTERNSHIP

Quality of work

Readiness to perform the tasks

Time management

Handling of emergencies and flexibility with spontaneous occurrences

Attendance

2. ATTITUDE

Adaptability (ability to accept instructions and flexible)

Responsible

Professionalism

Ethics

3. SOFT SKILLS

Communication skills

Interaction with colleagues and supervisor

Interaction with the target audience

Public Relations

4. COOPERATION

Towards company & peer

Team work

Discipline

Responds positively to supervisor's feedback

ESPORTS WORKSHOP

Total Credits: 2
External Marks:100
Total Marks: 100

Course Outcome:

- Understand the history, growth, and current landscape of the esports industry.
- Analyze the various segments within esports, including games, leagues, teams, and events.
- Identify key stakeholders in the esports ecosystem, such as game developers, tournament organizers, teams, sponsors, and media.
- Explore the roles and relationships between these stakeholders.
- Discuss the structure and management of esports teams, including player recruitment, training, and career development.

UNIT 1: Introduction to esports, history of esports, the importance of esports, the importance of stakeholders in esports, implementation and usage of esports, and future developments in esports.

UNIT II: Esports career opportunities, esports education, esports social media and advertising management, difference between casual and competitive gaming, esports community development.

UNIT III: Esports coaching and training, esports health (psychological and physiological), esports health remedies

UNIT IV: Game development- a sector to invest both time and money

SYLLABUS DETAILS
BACHELOR OF BUSINESS ADMINISTRATION - SPORTS MANAGEMENT
SEMESTER 5

COURSE CODE	SUBJECT NAME	THEORY/ PRACTICAL	TOTAL CREDITS	SCHEME OF EXAMS						TEACHING SCHEME		
				INTERNAL		EXTERNAL		TOTAL		LECTURES	PRACTICAL	TOTAL NO. OF HOURS
				THEORY	PRACTICAL	THEORY	PRACTICAL	THEORY	PRACTICAL			
10370501	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	T	3	50	-	100	-	150	-	40	4	44
10370502	SPORTS LEAGUE MANAGEMENT	T	3	50	-	100	-	150	-	40	4	44
10370503	SPORTS TECHNOLOGY AND EQUIPMENTS	T	3	50	-	100	-	150	-	40	4	44
10370504	SPORTS LAW	T	3	50	-	100	-	150	-	40	4	44
10370505	HIGH PERFORMANCE MANAGEMENT	T	3	50	-	100	-	150	-	40	4	44
10370506	PRACTICAL ASPECTS OF SPORTS MANAGEMENT	P	6	-	50	-	100	-	150	-	60	60
10370507	CAMPUS TO CORPORATE WORKSHOP	P	2	-	50	-	-	-	50	10	10	20
TOTAL			23							210	90	300

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Total Credits: 3
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- To explain concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act
- To qualify students to analyze the various aspects, scope and challenges under an entrepreneurial venture
- To explain classification and types of entrepreneurs and the process of entrepreneurial project development.
- To discuss the steps in venture development and new trends in entrepreneurship

UNIT I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development. Factors affecting entrepreneur growth - economic –non-economic. Entrepreneurship Development programmes - need - objectives – phases - evaluation. Institutional support to entrepreneurs.

UNIT II

Leadership – Meaning, Traits and Motives of an Effective Leader, Styles of Leadership. 2. Theories – Trait Theory, Behavioural Theory, Path Goal Theory. 3. Transactional v/s Transformational leaders. 4. Strategic leaders – meaning, qualities. 5. Charismatic Leaders – meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine)

UNIT III

Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump) 2. Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein). 3. Contemporary issues in leadership – Leadership roles, team leadership, mentoring, self leadership, online leadership, finding and creating effective leaders.

UNIT IV

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager. - Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report. - Source of

finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

REFERENCE BOOKS

1. Entrepreneurial Development :S.S.Khanka
2. Entrepreneurial Development :C.B.Gupta& N.P. Srinivasan
3. Project Management :S.Choudhury
4. Project Management : Denis Lock
5. Stephen P. Robbins, Timothy A. Judge (Author) - Organizational behaviour (15th Edition), Prentice Hall Publication.
6. Niraj Kumar- OrganisationalBehaviour: A New Looks (Concept, Theory & Cases), Himalaya Publishing House
7. Strategic Leadership – Sahu&Bharati – Excel Books
8. Organization Development, Behavioral Science Interventions for Organization Improvement. (6th ed.

SPORTS LEAGUE MANAGEMENT

Total Credits: 3
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- Various functions of management; the strategic planning process; various management theories; the decision-making process; the problem-solving process; human resource management; organizational structure and staffing.
- The process in planning & designing sport facilities; venue and event management, operations, maintenance, programming and scheduling logistics.
- Governing bodies in professional and amateur sport; the organizational structure of a variety of sport governing bodies; the authority and functions of various sport governing bodies; the requirements for membership in sport governing bodies; the sanction and appeal processes utilized by sport governing bodies.

UNIT I

The role of the state in Sports Development: Defining the State; Reasons for State intervention; Regulation and control; Extent and form of State intervention;

UNIT II

Non-Profit Sport: Introduction; Non-profit Sector and Society; Non-profit Sector and Sport; Governing Bodies of Sport; The sports club environment; Issues of non-profit sports sector;

UNIT III

Professional Sport: Understanding professional sport; Sports circuits; Media; Sponsorship; Player management; Ownership and outcomes;

UNIT IV

Sports Management Environment : Definition of Organization and Management; What is Sports Management; Unique features of Sports; Sports Management Environment; Three Sectors of Sports; What is different about Sports Management; Key Skills of a Sports Manager;

UNIT V

Organizational Structure: What is Organizational Structure in Sports; Dimensions of Organizational Structure with examples from Sports; Structural Models; Factors influencing the structure of a Sports Organization; Challenges for a Sports Organization.

REFERENCE BOOKS

1. International Sports Management - Gonzalo Bravo

SPORTS TECHNOLOGY AND EQUIPMENTS

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Introduce the student to the relevance of technology in sport.
- Provide a historical overview of how sports equipment has evolved over time and how the technological advancements have contributed to this.
- Examine the relevance of technology in sports training, sports science and sports competition.
- Provide the areas of sporting practice in which technology is applied.
- Provide the relationship between technology and sports promotion, marketing and broadcast.

UNIT I

Introduction : Guidelines, Goals, objective of equipment management in sports , Sports equipment management in early times ,Sports equipment management in modern lives ,Category of products under sports equipment

UNIT II

Role Of Equipment In Sports: Importance of equipment and equipment management, Sociological and financial influence (role of govt, media, technology), Psychological influence, Proper use of equipment, proper size of equipment, Advantages of equipment management, Standards of equipment management

UNIT III

The Procurement Process, Sales And After Sales Service : Direct Purchase, Bid Purchase , Placing advertisement for purchase , Damaged good return to supplier , Inventory maintenance (Software and website) , Hosting online sale web portal, updating website with latest inventory, offering discounts in slow moving products , Hosting events for promoting sales, organizing games and tournaments , Sponsoring , Taking feedback survey of quality of sales, quality of service , Return/ Refund policy

UNIT IV

Selection Process Of Equipment's Material : Priorities while selecting right equipment , Standards to follow , Quality and manufacturing standards of equipment procured , Choosing right supplier , Supplier standards and certification- Warranty and safety criteria

Identification Of Purchased Equipment: Types of identification Tags, Reassignment of equipment tags, Ease of Records for maintenance, Ease in Utilisation of equipment with of Tags: Advantages, Object code usage, Verifying correct usage of equipment, Ease of financial analysis.

REFERENCE BOOKS

1. Sports Equipment Management By Marcia L. Walker - Jones & Bartlett Publishers; 1st edition (July 22, 1992)
2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)

SPORTS LAW

Total Credits: 3
Internal Marks: 50
External Marks:100
Total Marks: 150

Course Outcome:

- Analyze sports as a business, not as a fan.
- Learn complex negotiation strategies.
- Understand the complexities of contract drafting.
- Learn the basic principles of labor law and antitrust.
- Understand the financial importance of media rights and new technologies.

UNIT I

Origin of Sports Law: Origin of the law of sports, Authorities involved in sports and their functions.

UNIT II

Indian Contract Act 1872.: Importance of contract act in sports, legal terms, valid essentials, discharge and breach of contracts. Requirements of a Contract, Offer and Acceptance, Capacity of Parties, Minor's Contract , Void Agreements and Voidable Contracts, Consequences of Contract violation.

UNIT III

Sports Law and Regulation in India: Present and Preview of sports law in India, Authorities in India for Sports, Ministry of Sports and its functions, Contemporary Issues and Disputes in Indian Sports. Crime in sports.

UNIT IV

Court of Arbitration for Sport (CAS): The initiation of the Court of Arbitration for Sport, scope, intervention, functions, procedures, mediation and cost of such mediation. Risk Management & Mitigation.

REFERENCE BOOKS

1. Sports law in india, by Mohammed Naseem, - Kluwer Law International -(1 November 2011)
2. Risk Management in Sport and Recreation, By John Otto Spengler, Daniel Connaughton, Andrew T. Pittman - Human Kinetics; 1 edition (January 2006)

HIGH PERFORMANCE MANAGEMENT

Total Credits: 3

Internal Marks: 50

External Marks: 100

Total Marks: 150

Course Outcome:

- Setting and defining goals to fulfill company objectives.
- Setting the right expectations for managers and employees.
- Effective communication between individuals and teams.
- Set performance standards.
- Determining individual training and performance plans

Introduction to Performance Management

- The Context and Business Case for Performance Management
- Strategic and Integrated Performance Management
- The Importance of Establishing a Culture of High Performance
- The Principles and Building Blocks of Effective Performance Management
- The Role of HR and Leaders within Performance Management
- Motivational Theories, Models and their Role in Performance Management
- The Psychological Contract in Practice

Performance Management: Setting Performance Objectives

- What are the performance objectives?
- Key Elements of Performance Objectives – SMART
- The Importance of Agreeing to Objectives
- Quantitative and Qualitative Objectives
- Developing SMARTMaC Objectives
- Setting Objectives
- Achieving Holistic Organisation Integration – Vertical, Horizontal and Functional

Performance Management: Key Performance Indicators (KPIs)

- What are KPIs?
- Significance of Performance Objectives and KPIs
- Developing the Best KPIs for Your Organisation
- Designing KPIs that Matter
- The Value of the Balanced Scorecard (BSC)
- The Purpose of Employee Appraisal
- Managing Challenges with the Employee Appraisal

Performance Management: Managing Performance

- Monitoring Employee Performance with Ongoing Review
- Addressing the Performance Gap – Proven Approaches to Solving Performance Problems

- Managing a Performance Problem
- Improving Attendance at Work – Resolving Absences and Sick Absences
- Agreeing with the Performance Appraisal Rating
- Performance Appraisal and the Link to Rewards and Recognition
- Benchmarked Performance Appraisal Methods

REFERENCE BOOKS

1. Performance Management (Soumendra Narain Bagchi)
2. Performance Management: Toward Organizational Excellence (T V Rao)

PRACTICAL ASPECTS OF SPORTS MANAGEMENT

Total Credits: 6
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- **Legal and Ethical Considerations:** Students will understand and apply the legal and ethical principles relevant to sports management, including issues related to contracts, compliance, athlete rights, and ethical decision-making in various sports contexts.
- **Facility and Event Management:** Students will develop the skills to efficiently plan, organize, and manage sports facilities and events, including logistical planning, budgeting, and operational execution, ensuring a safe and engaging environment for participants and spectators.
- **Marketing and Promotion Strategies:** Students will learn to create and implement effective marketing and promotional strategies tailored to the sports industry, utilizing digital and traditional media channels to enhance brand visibility and audience engagement.

CRITERIAS FOR EVALUATION

1. PERFORMANCE AT THE INTERNSHIP

Quality of work
Readiness to perform the tasks
Time management
Handling of emergencies and flexibility with spontaneous occurrences
Attendance

2. ATTITUDE

Adaptability (ability to accept instructions and flexible)
Responsible
Professionalism
Ethics

3. SOFT SKILLS

Communication skills
Interaction with colleagues and supervisor
Interaction with the target audience
Public Relations

4. COOPERATION

Towards company & peer
Team work
Discipline
Responds positively to supervisor's feedback

CAMPUS TO CORPORATE WORKSHOP

Total Credits: 2
External Marks:100
Total Marks: 100

Course Outcome:

- Develop strong written and verbal communication skills, including crafting professional emails, reports, and presentations, tailored for the sports industry.
- Introduce students to corporate culture, including the expectations and norms in the sports business world, and how to adapt and thrive in various corporate environments.
- Teach students how to create a professional digital presence and personal brand, leveraging social media and other online platforms for career advancement.

UNIT 1: Corporate etiquette workplace etiquette-business etiquette – email etiquette – telephone and meeting. Dressing and grooming skills-dressing for different occasions.

UNIT II: Make email attachments, join professional groups and social networks; download and upload files using virtual memory – use of electronic devices in modern communication such as email, and online meeting working with social networking sites such as LinkedIn, Facebook, and Instagram.

SYLLABUS DETAILS
BACHELOR OF BUSINESS ADMINISTRATION - SPORTS MANAGEMENT
SEMESTER 6

COURSE CODE	SUBJECT NAME	THEORY/ PRACTICAL	TOTAL CREDITS	SCHEME OF EXAMS						TEACHING SCHEME		
				INTERNAL		EXTERNAL		TOTAL		LECTURES	PRACTICAL	TOTAL NO. OF HOURS
				THEORY	PRACTICAL	THEORY	PRACTICAL	THEORY	PRACTICAL			
10370601	RESEARCH PROJECT	T	20	200	-	400	-	600	-	-	200	200
10370602	PRACTICAL ASPECTS OF SPORTS MANAGEMENT	P	6	-	50	-	100	-	150	-	60	60
10370603	MARKET RESEARCH AND RESEARCH DESIGN WORKSHOP	P	2	-	50	-	-	-	50	20	-	20
TOTAL			28							20	260	280

RESEARCH PROJECT

Total Credits: 20
Internal Marks: 200
External Marks:400
Total Marks: 600

Each student needs to submit a project on the Topic allotted to them by their Mentor. Project Topics shall be related to the one of few types or segment of Events. Student shall be mentored to come-up with unique ideas / concept for an event. They shall be made to undertake brainstorm session to explore the various ideas generated and shall be logically driven to selecting a viable and feasible idea considering multiple constraints. Further to it a detailed report shall be prepared to highlight the various stages of delivering successful event.

Course Outcome:

- **Advanced Analytical Skills:** Students will develop advanced skills in quantitative and qualitative analysis, enabling them to conduct comprehensive research on various aspects of sports management, including market trends, consumer behavior, and organizational performance within the sports industry.
- **Strategic Management Proficiency:** Students will gain proficiency in strategic management principles as applied to sports organizations. This includes the ability to formulate, implement, and evaluate strategies that enhance the competitive advantage and operational efficiency of sports enterprises.
- **Ethical and Legal Understanding:** Students will acquire a deep understanding of the ethical and legal considerations in sports management. They will be able to identify and address ethical dilemmas and legal issues, ensuring compliance with regulations and promoting integrity within sports organizations.
- **Innovation and Leadership:** Students will enhance their innovation and leadership capabilities, learning to foster a culture of creativity and adaptability in sports organizations. They will be prepared to lead projects and initiatives that drive growth and development in the dynamic field of sports management.

CRITERIA FOR EVALUATION

- Research
- Conceptualization & Ideation, Brainstorming,
- Data Collection
- Analysis,
- Planning,
 - Blue Print, Team Planning, Organization Structure,
- Time Management,
- Resource Management,
- Production & Operations,
- Logistics, Technical Requirement,
- Advertising & Marketing,
- Finance Management.
- Conclusion

PRACTICAL ASPECTS OF SPORTS MANAGEMENT

Total Credits: 6
Internal Marks: 50
External Marks: 100
Total Marks: 150

Course Outcome:

- **Facility and Operations Management:** Students will learn to oversee the day-to-day operations of sports facilities, including maintenance, scheduling, and compliance with safety standards, ensuring optimal functionality and user experience.
- **Strategic Marketing and Promotion:** Students will gain proficiency in creating and implementing marketing strategies tailored to sports entities, utilizing digital marketing tools, sponsorship acquisition, and fan engagement techniques to enhance brand presence and market reach.
- **Financial Management in Sports Organizations:** Students will develop the ability to manage financial operations within sports organizations, including budgeting, financial forecasting, and revenue management, ensuring sustainable financial health.
- **Event Planning and Management Skills:** Students will be able to design, organize, and execute sports events, understanding the practical intricacies of event logistics, risk management, and audience engagement.

CRITERIA FOR EVALUATION

1. PERFORMANCE AT THE INTERNSHIP

Quality of work

Readiness to perform the tasks

Time management

Handling of emergencies and flexibility with spontaneous occurrences

Attendance

2. ATTITUDE

Adaptability (ability to accept instructions and flexible)

Responsible

Professionalism

Ethics

3. SOFT SKILLS

Communication skills

Interaction with colleagues and supervisor

Interaction with the target audience

Public Relations

4. COOPERATION

Towards company & peer

Team work

Discipline

Responds positively to supervisor's feedback

MARKET RESEARCH AND RESEARCH DESIGN WORKSHOP

Total Credits: 2

External Marks:100

Total Marks: 100

Course Outcome:

- Develop a comprehensive understanding of the principles and methods of market research, with a focus on the sports industry.
- Gain hands-on experience with various data collection methods, such as surveys, interviews, and observational studies, and learn to analyze data using statistical and qualitative analysis tools.
- Familiarize students with industry-standard tools and software for market research.
 - Learn to create robust research designs, including the formulation of research questions, hypothesis development, and selection of appropriate methodologies.

UNIT 1:Types of market research; research approaches, significance of market research, market research process, criteria of good marketing research, problems encountered by market research in India.

UNIT II: Research design – pretest, post-test, control group, casual research, observation techniques, experiments and test markets.

UNIT III: Data collection, primary and secondary data, questionnaire design and issues, interviews, comparative and noncomparative attitude measurements scaling techniques, sampling design, sampling procedure, types of sampling, and sample design determination.

UNIT IV: Data analysis and interpretation analysing qualitative data collected through interviews and open-ended questions. One sample test, chi Square test, two sample tests K sample test, multidimensional scaling, discriminant analysis.