

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

**Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)**

COURSE STRUCTURE

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	BSM-101	English	3	1		4	4
2	BSM-102	Statistics	3	1		4	4
3	BSM-103	Computer Applications- I	3	1		4	4
4	BSM-104	Organization and Management in Sports	3	1		4	4
SESSIONAL							
1	BSM-181	Language Laboratory			4	4	4
TOTAL CREDITS							20
SEMESTER II							
Theory							
1	BSM-201	Business Communication	3	1		4	4
2	BSM-202	Computer Applications – II	3	1		4	4
3	BSM-203	Foundation of amateur and professional sports	3	1		4	4
4	BSM-204	Contemporary Issues in Sports	2	1		3	3
5	BSM-205	Ethics in Sports	2	1		3	3
SESSIONAL							
1	BSM-281	Public Speaking on Assigned			3	3	3
2	BSM-282	Computing Lab			3	3	3
TOTAL CREDITS							24

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2ND YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BSM-301	Principles of Management	3	1		4	4
2	BSM-302	Financial Accounting	3	1		4	4
3	BSM-303	Sports Training and Conditioning	3	1		4	4
4	BSM-304	Environment studies	3	1		4	4
SESSIONAL							
1	BSM-381	Sports Training and conditioning practical				4	4
TOTAL CREDITS							20
SEMESTER IV							
Theory							
1	BSM-401	Marketing Management	3	1		4	4
2	BSM-402	Human Resource Management	3	1		4	4
3	BSM-403	Advertising, Public Relation and Sponsorship in Sports	3	1		4	4
4	BSM-404	Sports Facilities Planning and Management	3	1		4	4
SESSIONAL							
1	BSM-481	First Aid and CPR				4	4
TOTAL CREDITS							20

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3RD YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
Theory							
1	BSM-501	Basics of Sports Medicine & Nutrition	3	1		4	4
2	BSM-502	Managing and Promoting Sports Events	3	1		4	4
3	BSM-503	Spectator Management	3	1		4	4
4	BSM-504	Funding in Sports	3	1		4	4
SESSIONAL							
1	BSM-481	First Aid and CPR				4	4
TOTAL CREDITS							20
SEMESTER VI							
Theory							
1	BSM-601	Sports Law and Risk Management	2	1		3	3
2	BSM-602	Psychology of Sports	3	1		4	4
3	BSM-603	Managing Sports Organization	3	1		4	4
SESSIONAL							
1	BSM-681	Comprehensive Viva on Project(Major)				4	4
TOTAL CREDIT							15

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DETAILED SYLLABUS

SEMESTER-I

Paper: English

Code: BSM – 101

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

Module-1. Grammar- Part of Speech, Tense, Voice, Common Errors. Writing- Formal Letters(Making Enquires, Placing Orders, Listening and Handling Complains
Module 2- Grammar- Degrees of Adjectives, words often confused. Writing- Essay Writing
Module 3- Comprehension
Module -4 Grammar- One word Substitution, Use of Idioms Writing- Job Application and CV.

Suggested Readings:

1. Leo Jones, Richard Alexander: New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press.
2. NCERT, Knowing about English – A Book of Grammar & Phonology
3. NCERT, Working with English – A Workbook,
4. A.E. Augustine & K.V. Joseph : Macmillan Grammar – A Handbook, Macmillan
5. Krishna Mohan & N.P. Singh : Speaking English Effectively, Macmillan

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Paper: STATISTICS

Code : BSM – 102

Contacts Hours / Week : 3L+1T

Credits : 4

Course Contents

1. Introduction: Statistics as a subject; Functions, Importance and Limitations of Statistics; Planning and Execution of a statistical investigation; Census and sample investigation; Descriptive and Inferential statistics
2. Collection, Editing and Presentation of Data: Primary data and secondary data; Methods of collection; Scrutiny of data. Presentation of data: textual and tabular presentations; Construction of a table and the different components of a table. Diagrammatic representation of data: Line diagrams, Bar diagrams, Pie charts and divided-bar diagrams.
3. Frequency Distributions: Attribute and variable; Frequency distribution of an attribute; Discrete and continuous variables; Frequency distributions of discrete and continuous variables; Bivariate and Multivariate Frequency Distributions
4. Measures of Central Tendency: Definition and utility; Characteristics of a good average; Different measures of average; Arithmetic Mean; Median; Other positional measures – quartiles, deciles, percentiles; Mode; Relation between Mean, Median and Mode; Geometric and Harmonic Mean. Choice of a suitable measure of central tendency.
5. Measures of dispersion: Meaning and objective of dispersion; Characteristics of a good measure of dispersion; Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation
6. Sampling and Sampling Distributions: Sampling versus complete enumeration; Random and nonrandom sampling; Different types of random sampling; Sampling distributions – Standard error; sampling distribution of the sample mean and the sample proportion. Sampling from normal and non-normal populations; The Central Limit Theorem.

Suggested Readings:

1. R.I. Levin & D.S. Rubin: Statistics for Management: Pearson Education
 2. Amir D. Aczel & Jayavel Sounderpandian – Complete Business Statistics: Tata mcgraw- Hill
 3. R.S Bhardwaj, Business Statistics, Excel Books
 4. P Gupta & M.P. Gupta: Business Statistics: Sultan Chand & Sons
 5. G. C. Beri – Statistics for Management: Tata mcgraw- Hill
 6. A.M Goon, M.K Gupta & B, Dasgupta : Basic Statistics : World Press.
 7. Hoel & Jessen: Basic Statistics for Business and Economics; John Wiley & Sons, New York.
- Anderson, Sweeney and Williams – Statistics for Business and Economics, West Publishers

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Paper: COMPUTER APPLICATIONS – I

Code : BSM – 103

Contacts Hours / Week : 3L+1T

Credits : 4

Course Contents

1. Basic Computer Concepts – Different generations of computer hardware; Modern taxonomy of computers; Hardware and software; Programming languages; Problem solving and algorithms; Basic computer applications; General idea of information and communication technologies; Information system development process.

2. Computer Hardware – Input and Output devices; Memory (or storage) devices; Central Processing Unit. Input / Output devices: keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and pen drive handwriting recognition systems; visual display terminals, printers, plotters etc. Storage devices: Primary storage – RAM, ROM, EEROM, PROM, EPROM; Secondary storage – direct access devices, serial access devices: hard disks, CD-ROM, DVD Central Processing Unit – Control Unit;

3. Computer Software – Meaning of software; broad classification of software; system Software and application software; utilities. Systems software – Operating systems: Basic idea of an OS; OS as a resource manager – memory management, input/output management, secondary storage management, processor management, program management, network management; Brief introduction to different types of operating systems like DOS, Windows, Unix, Linux etc.

4. Computer networks and Internet – Basic concepts of computer networks; local area networks and wide area networks; switches hubs, routers, idea of distributed systems; the Internet and the World Wide Web.

5. Computer Applications: Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks.

Suggested Readings:

1. Mano – Computer System Architecture; Pearson Education
 2. Tanenbaum – Structured Computer Organization, Pearson Education
 3. Martin & Powell – Information Systems: A Management Perspective; mcgraw-Hill
 4. Laudon & Laudon – Management Information Systems: Pearson Education
 5. Comer: Computer Networks and the Internet: Pearson Education
- Graham Curtis – Business Information Systems: Addison Wesley

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Paper: ORGANISATION AND MANAGEMENT IN SPORTS IN SPORTS

Code : BSM – 104

Contacts Hours / Week : 3L+1T

Credits : 4

Course Contents

1. Concept of Organizational Behavior: Meaning of O.B., Contributing Disciplines to O.B, Individual Behavior – Ability, Learning, Values, Attitudes, Personality, Perceptions.
2. Organization Structure: Meaning of Organization Structure, Types of Organization Structure, Flat Organizations, Tall Organizations, Reporting Relationship, Channels of Communication, Organization Structure as Applied to Sports Organizations.
3. Decision Making Process: Individual Decision Making, Rational Decision Making, Decision making Styles, Creativity in Decision Making, Participative Decision Making, Group decision making
4. Leadership: What is Leadership, Trait Theories of Leadership, and Leadership Styles, How Leaders influence People, Fiedler Model, Trust and Leadership. Improving Leadership Effectiveness.
5. Group and Teams : Meaning of a Group, Group Dynamics, Group Cohesiveness, Types of Groups, Task Groups, Work Teams, Nature of Teams, Team Building, Group/Teams Effectiveness, How to Make Teams More Effective.
6. Conflict: Definition of Conflict, Stages in Conflict Process, Functional Conflict, Dysfunctional Conflict, Managing Conflict, Negotiation
7. Managing For High Performance: High Performance Work Practices, Goal Setting, Performance Management Techniques Associated with Goal Setting, Application of Goal Setting to Organizational Performance.
8. Management of Sports: Management of Sporting and Recreation Organization, Decision process and Leadership in Sports Management, Delivery of Recreation Services, Impact of Organizational Process on Individual.

Suggested Readings:

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

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SESSIONAL

Paper: Language Laboratory

Code: BSM – 181:

Contacts Hours / Week: 4P

Credits: 4

1. PPT A good presentation has a clear structure, like a good book or film. A good presentation has:

- o **A beginning (introduction & preview)**
- o **A middle (main message)**
An end (review & conclusion)

2. Role Play-

3. Group discussion

4. Motivational Classes

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SEMESTER-II

Paper: Business Communication

Code : BSM – 201

Contacts Hours / Week : 3L+1T

Credits : 4

Course Contents

Module 1- Definition, Elements, Types, Effective Communication, Barriers of Communication

Module 2- Models of Communication, Audience Analysis, Swot Analysis and Grapevine Analysis
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Module 3- Group Communication, Definition and Interpretation
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Writing- Sales Letter, Persuasive Letter Writing- Principal to effective listening Writing- Reports and Proposals.
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Suggested Readings:

1. Monipally: Business Communication , Tata mcgraw Hill
2. Ronald E. Dulek and John S. Fielder : Principles of Business Communication; Macmillan
3. Madhukar : Business Communications; Vikas Publishing House
4. Rai & Rai: Business Communication, Himalaya Publishing
5. Kaul : Business Communication; Prentice Hall
6. Senguin J : Business Communication; Allied Publishers
7. Robinson, Netrakanti and shintre : Communicative Competence in Business English; Orient Longman

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Paper: Computer Applications – II

Code : BSM – 202

Contacts Hours / Week : 3L+1T

Credits : 4

Course Contents

Module 1- Word processing software: Microsoft Word – The different functionalities in the Microsoft Word software; Creation of a new document; Editing an existing document; Saving and printing a file; Use of the different tools; Handling tables in MS Word.

Module 2- Spreadsheet software: Microsoft Excel – Creating a new spreadsheet document and editing an existing document; Using the different tools available in MS Excel. Performing mathematical calculations using MS Excel including various types of statistical measures.

Reference Operators, Functions, Typing a Function. Creating a column chart; Changing the size and position of a chart Saving a file in Microsoft Excel; Closing a Microsoft Excel worksheet.

Module 3-Presentation Software: Microsoft PowerPoint – The different functionalities of Microsoft PowerPoint. Creating a PowerPoint presentation; Creating and inserting a new slide; Creating a title slide; Applying a design template; Creating a hierarchy, Using a two-column text; Slide Sorter view; Running the slide show; Printing the slides.

Module 4-Project Management Software: MS Project – Getting started with a project; Developing a

Timeline ; Displaying and Printing the schedule; Assigning resources and costs to the tasks and resolving resource allocation problems; Finalizing and Publishing the Project Plan; Managing and Tracking the Project; Working with multiple projects, using MS Project in workgroups.

Suggested Readings:

1. Introduction to Computers with MS-Office, Leon, TMH
2. A First Course in Computers 2003, Saxena, VIKAS
3. Windows '98 in easy steps, Harshad Kotecha, Wiley Dreamtech
4. Office 2000 in easy steps, Stephen Copestake, Wiley Dreamtech
5. Windows and MS Office 2000, Krishnan, SCITECH
6. Microsoft Project 2000 in 24 hours, Tim Pyron, Techmedia
7. An Introduction to Database Systems - C.J. Date, Pearson Education

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Paper: FOUNDATIONS OF AMATEUR AND PROFESSIONAL SPORTS

Code : BSM – 203

Contacts Hours / Week : 3L+1T

Credits : 4

Course Contents

1. Regulations of Amateur Sports : Govt. Regulations relating to Amateur Sports, Role of Amateur Athletic Associations in promotion of Sports, Analysing the legal ramification of Actions of Amateur Athletic Associations and their Athletes, Regulation of Amateur Athletics, Bodies Empowered to Control Amateur Sports
2. Constitutional Issues : Constitutional Provisions for Development and Promotion of Sports,
3. Tort Liability: Meaning of Tort Liability, Implications for Athletes, Impact on other Amateur Sports,
4. Professional Team Sports: Sports based on Team Performance – Football, Volley Ball, Basket Ball, Cricket, Hockey, Rowing. Guiding Principles for Conduct of Team Sports, Organisation of Tournaments, Leagues, Knock-out
5. Individual Sports: An Overview of Individual Sports, Emerging Trend, Future Potential, Studies related to Governance of Individual Sports like Golf, Tennis, Badminton, Auto Racing, Track Race.

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Paper: CONTEMPORARY ISSUES IN SPORTS

Code: BSM – 204

Contacts Hours / Week: 2L+1T

Credits: 3

Course Contents

1. History of Modern Sports and other Forms of Organized Physical Activity: A Historical Overview of Sports, Evolutionary Processes of Modern Sports, Relation between Physical Education and Sports, Exercise Physiology

2. Physical Education and Sports: History and Principles of Physical Education, Organization, Administration and Methods in Physical Education, Elements of Statistics for Physical Education. Supervision and Curriculum Design in Physical Education.

3. Role of Government in Promotion of Sports : Role of the Ministry of Human Resource Development in Development of Sports and Physical Education, various Boards and Statutory Bodies established by Govt. For control and promotion of Sports, their roles and functions, importance and contributions.

4. Importance in the Promotion and Management of Sports.

5. Social, Cultural and Political Environment of Sports Organizations: Role of Sports In Society, issues that Sports Administrators face on day to day basis in the contemporary world, Drug abuse and gratuitous violence.

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Paper: ETHICS IN SPORTS

Code: BSM – 205

Contacts Hours / Week: 2L+1T

Credits: 3

Course Contents

1. VALUES- Importance, Sources of Value System, Types, Loyalty and Ethical Behaviour.
2. ETHICS IN SPORTS– Nature, Characteristics and Needs, Ethical practices in the field of Sports, Sports Code of Conduct.
3. INDIAN VALUES AND ETHICS- Respect for elders, Hierarchy and Status, non-violence and tolerance, cooperation. Rights and Duties. Holistic relation between Man, Attitudes, Beliefs.
4. ETHICAL VALUE SYSTEM- Distributive Justice, Individual freedom of Choice, Professional Codes. Their application in the field of sports.
5. SPORTS AS PROFESSION– Conflict between organization demand, Individual needs and professional ideal, Conflicts the Sports Managers face.
6. SOCIAL AND ETHICAL responsibilities of different Sports Association, Clubs, Manager, Coach and Sports Persons.
7. MORALE OF SPORTSMEN- Role of Organizations / Association and Sports Manager in the area. Roles and Functions of National/International Sports Organizations: Roles of IFA, FIFA, BCCI, ICC, CAB, Sports Authority of India (SAI), National Hockey Association, Bengal Volley Ball Association, Bengal Tennis Association, their Functions.

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SESSIONAL

Paper: PUBLIC SPEAKING

Code: BSM – 281

Contacts Hours / Week: 3P

Credits: 3

Non-Verbal Communication: Body languages : meanings
Effective Listening: Principles of effective listening; Factors affecting listening exercises.
Modern Forms of Communicating: Fax; E-mail; Video conferencing; etc.

Paper: Computing Lab

Code: BSM – 282

Contacts Hours / Week: 3P

Credits: 3

Exercises should include but not limited to:

1. DOS System commands and Editors (Preliminaries)
2. UNIX system commands and vi (Preliminaries)
3. Simple Programs: simple and compound interest. To check whether a given number is a palindrome or not, evaluate summation series, factorial of a number, generate Pascal's triangle, find roots of a quadratic equation
4. Programs to demonstrate control structure: text processing, use of break and continue, etc.
5. Programs involving functions and recursion
6. Programs involving the use of arrays with subscripts and pointers
7. Programs using structures and files.
8. Microsoft office-Word, Excel, PowerPoint, Mail merge, Internet.

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SEMESTER-III

Paper: Principles of Management

Code: BSM – 301

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

1. Introduction : Concept, process and significance of management; Managerial roles; An overview of functional areas of management; Development of management thought; Classical and neo-classical systems; Contingency approaches
2. Planning: Concept, process and types. Decision making – concept and process; Management by objectives; corporate planning; Environment analysis; Strategy formulation.
3. Organizing: Concept, nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentation; Organization structure – forms and contingency factors.
4. Directing : Motivation – Concept & Theories – (Maslow, Alderfer, Herzberg, mclelland, Porter & Lawler, Vroom); Financial and non-financial incentives of Motivation, <ul style="list-style-type: none">• Leadership – Leadership Theories, Leadership styles. Communication – Type, process and barriers. Studies in Leadership :- Ohio State Leadership studies, Trait theories of leadership, Contingency theory, Charismatic Leadership theories, Transactional and Transformational leadership.• Issues in Leadership: - Different Leadership styles, Authentic leadership, Trust and Leadership – a relevant issue in sports, Global Leadership in sports across culture.• Leadership in Sporting World in the 21st Century: - National and International Sports Organisations - CAB, IFA, AIFF, BCCI, FIFA, ICC, IOA, BTTA.
5. Controlling: Concept and process; Effective control system; Techniques of control.
6. Management of Change: Concept, nature and process of planned change; Resistance to change; Management in a changing environment.

Suggested Readings:

1. Wehrich and Koontz, et al : Essentials of Management; Tata mcgraw Hill
2. Stoner J and Freeman RE : Management; Prentice-Hall
3. Daft, RL : Management, Thomson
- V.S.P Rao & Hari Krishna : Management-Text & Cases,Excel Books
4. Ramaswami T; Principles of Mgmt., Himalaya Publishing
5. Chandan, JS : Management – Concepts and Strategies, Vikas Publishing
6. Robbins, SP : Management, Prentice Hall

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Paper: Financial Accounting and Management

Code: BSM – 302

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content

Module I

- Introduction-branches-Objectives of Accounting-Importance of Accounting-Users of accounting information- Basic Terminology in accounting-Systems of accounting\
- Accounting concepts and conventions- Accounting equation-Types of accounts-Rules for debit and credit
- Journal-Journalisation-Subdivision of Journal-Ledger posting-Cash Book

Module II

- Trial balance-concept of errors- types of errors
- Final accounts with adjustments
- Financial management-definition-objectives-functions-scope-concept of time value of money-long term and short term sources of finance

Module III

- Cost of capital-definition-cost of debt-cost of preference share-cost of equity-cost of retained earnings-WACC
- Capital budgeting-definition-objectives-importance-application-techniques-payback period-ARR-NPV-IRR-PI
- Working capital management definition-components-determinants-estimation- types of working capital

MODULE IV

- Cost concept-classification of cost-elements of cost-cost sheet
- Budgets and budgetary control-definition-types of budgets-preparation of flexible budget-cash budget
- Marginal costing and break even analysis

Suggested Readings:

1. Gupta, RL and Radhaswamy, M : Financial Accounting ; Sultan Chand and Sons
2. Ashoke Banerjee: Financial Accounting, Excel Books
3. Maheshwari: Introduction to Accounting, Vikas Publishing
4. Monga JR, Ahuja Girish and Sehgal Ashok : Financial Accounting; Mayur Paper Back
5. Shukla, MC, Grewal TS, and Gupta, SC : Advanced Accounts; S. Chand & Co
6. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India.
7. Agarwala, AN, Agarwala KN: Higher Sciences of Accountancy : Kitab Mahal
8. Anthony, RN and Reece, JS : Accounting Principles; Richard Inwin Inc
9. Ramchandran & Kakani : Financial Accounting for Managers; Tata mcgraw-Hill

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Paper: Sports Training and Conditioning

Code: BSM – 303

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

UNIT – 1

1. INTRODUCTION TO SPORTS TRAINING

1.1 Meaning and definition of Sports Training.

1.2 Aims and Tasks of Sports Training.

1.3 Characteristics of Sports Training.

1.4 Principles of Sports Training.

1.5 Training Means.

1.6 Training Methods.

UNIT - II

1. TRAINING LOAD

1.1 Meaning and definition of Load.

1.2 Components of Load.

1.3 Measurement of Load.

1.4 Over Load: Meaning and Definition, Causes, Symptoms and Tackling of Over Load.

UNIT - III

1. CONDITIONAL ABILITIES

1.1 STRENGTH: Meaning, Forms of Strength, Factors determining Strength, Training Methods for Strength Improvement, General guidelines for Strength Training.

1.2 SPEED: Meaning, Forms of Speed, Factors determining Speed. Training Methods for Speed Improvement.

1.3 ENDURANCE: Meaning, Forms of Endurance, Factors determining Endurance. Training Methods for Endurance Improvement.

UNIT – IV

1. MOTOR ABILITIES

1.1 FLEXIBILITY: Meaning, Forms of Flexibility, Factors determining Flexibility. Training Methods for Flexibility Improvement.

1.2 COORDINATIVE ABILITIES: Meaning, Forms of Coordinative Abilities, Factors determining Coordinative Abilities, Training Methods for Improvement of Coordinative Abilities.

UNIT – V

1. TECHNICAL TRAINING, TACTICAL TRAINING, PERIODISATION, PLANNING AND COMPETITIONS

1.1 TECHNICAL TRAINING: Meaning, Tasks of Technique, Principles of Technical Preparation, Training for Technique.

TACTICAL TRAINING : Meaning, Tasks of Tactics, Principles of Tactical Preparation, Training for tactics

1.3 PERIODISATION: Meaning and types of Periodisation, Contents of training for different period.

1.4 PLANNING: Meaning, Principles of Planning, Types of Training Plans.

1.5 COMPETITIONS: Importance of Competition, Preparation for Competitions.

Suggested Readings:

1. Cratty, B. Perceptual And Motor Development In Infants And Children, Prentice Hall , 1989.

2. Dick. F. W. Sports Training Principles, Lepus, London, 1990.

3. Jenson, C. R. Fisher, A.G. Scientific Basis of Athletic Conditioning, Lea And Febiger, Philadelphia, 1992.

4. Matveyew. L. P. Fundamentals of Sports Training, Mir Publishers, Moscow, 1991.

5. Willmore. J. H. Athletic Training And Physical Fitness, Allynand Bacon, Inc. Sydney, 1987.

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Paper: Environment Studies

Code: BSM – 304

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

MODULE I

Unit 1: Introduction to environmental studies

Definition, Nature, Scope and Importance; Types and components of environment; goals of environmental education; Global environmental crisis

Unit 2: Natural resources

Forest resources: Types and importance, deforestation and effects of deforestation; conservation and protection of forest and forest resources

Water resources: Distribution of water on Earth; Use and over-utilization of surface and ground water, Water resources of Indian & its future. .

Food resources: World food production & distribution, Food crisis - its causes. .

Energy resources: Renewable and Non-renewable energy sources, use of alternate energy sources, Energy conservation

Land resources: Land as a resource, land degradation, causes and effects of Landslides, soil erosion and desertification , Use of resources for sustainable development

MODULE II

Unit 3: Ecology and Ecosystems

Concept of ecology, autecology and synecology; population ecology, community ecology, Concept and components of ecosystem; different types of ecosystem, Definitions and classification of biomes,

Energy flow in the ecosystem, energy flow models,

Food chains, food webs and ecological pyramids

Unit 4: Biodiversity and its conservation

• Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use and social values, Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts , Endemic and Endangered species of India, Conservation of biodiversity: In situ and Ex-situ conservation of biodiversity

MODULE III

Unit 5: Environmental Pollution

i) Definition, Sources, Causes, effects and control measures of: - Air pollution, Water pollution, Soil pollution, and Noise pollution

ii) Solid waste management: causes, effects and solid waste management process

Unit 6: Social Issues and the Environment

iii) Water conservation, rain water harvesting, , Global warming, acid rain, ozone layer depletion, SMOG Wetland resources and their conservation, Govt. Agencies, viz., CPCB, SPCB and their functions, The Environment (Protection) Act, 1986, Environment Protection Movements in India – Chipko movements, Narmada bachao movement, Silent Valley movements, Movements in Karnataka (in brief)

MODULE IV

Unit 7: Weather effects on sports-Humidity,Rain,Heat,Cold ,Wind, Ocean current,Snow,Fog,Lightning .

Unit 8: Field Work Report / Project Report / Term Paper (based on assigned topics and to be evaluated by internal teachers only):

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SEMESTER-IV

Paper: Marketing Management

Code: BSM-401

Contacts Hours / Week:

Credits: 4

Course Contents

Module I

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.

Factors influencing the sports market segmentation. Role of event, sponsor and fan in sports marketing.

Future of Sports Marketing- Introduction to Blogging, Facebook, Twitter, Google +& LinkedIn, Practical Assignment.

Module II

Consumer Behaviour and Market Segmentation: Nature, scope and significance of consumer behaviour; Market segmentation – concepts and importance; Bases for market segmentation.

Module III

Marketing product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept.

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Price: Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.

Promotion: 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.

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.
- B. Ghosh : Fundamentals of Marketing Management, Books & Allied.

Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

Paper: Human Resource Management

Code: BSM – 402

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

1. Human Resource Management – Overview : Scope & Coverage of HRM, Development of HR Functions, Structure and Function of HR Manager, Role of Line Managers in Managing Human Resources.
2. Human Resource Management – Overview : Scope & Coverage of HRM, Development of HR Functions, Structure and Function of HR Manager, Role of Line Managers in Managing Human Resources.
3. Human Resource Planning : Need for HR Planning Assessment of available HR in the Organization, Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.
4. Employment Administration : Recruitment & Selection of HR – Methods and Processes; Training & Development of HR – Types and Techniques; Performance Appraisal – Instruments and Administration; Discipline & Grievance Handling; Wage & Salary Administration.
5. Industrial Relations in India : Concepts, Theory, Approaches, Context of IR; Growth and Structure of Trade Unionism, Trends in Industrial Disputes; Industrial Disputes Settlement Machinery under ID Act, Collective Bargaining; Worker’s Participation in Management; Labour Welfare.

Suggested Readings:

1. V.S.P. Rao: Human Resource Management, Excel Books
- Dwivedi: Human Resource Management, Vikas
3. C.S. Venkata Ratnam & B.K. Srivastava : Personnel Management and Industrial Relations, Tata mcgraw Hill.
4. Anjali Ghanekar : Human Resource Management, Everest Publishing
5. A.M. Sheikh : Human Resource Development and Management, S.Chand
6. E.A. Ramaswamy : Managing Human Resources, Oxford University Press
7. M.S. Saiyadain : Human Resource Management, Tata mcgraw Hill

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Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

Paper: Advertising and Public Relation

Code: BSM-403

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

<p>Module-1 INTRODUCTION TO ADVERTISING –History and Development in Advertising. Definition of Advertising, Objectives of Advertising in Sports. Advertising copy – main steps in copy development. Advertisement Cost.</p>
<p>Module-II IMC IN SPORTS – Concepts of Integrated Marketing Communication in Sports, Elements of Integrated Marketing Communication. ; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Evaluation of advertising effectiveness. Effect of media broadcasting on sports.</p>
<p>Module III BUSINESS OF ADVERTISING - Advertiser, Advertising Agency and World of Media, Brand Manager, Duties and responsibilities of a Brand manager, Client Advertising Agency relationship in the 21st century. SPORTS PERSONALITIES AS BRAND ENDORSER- Reputed sports persons and the brand they are endorsing.</p>
<p>Module IV- PUBLIC RELATIONS - History, Definition and Role of Public Relations in promoting sporting events. SPONSORSHIP ISSUES IN SPORTS - Meaning and Objectives of Sponsorship, Advertising and Sponsorship, Developing Sponsorship proposal. CASE STUDY AND PRESENTATION- Details of Sponsorship Agreement in National and International sports bodies.</p>

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Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

Paper: SPORTS FACILITIES PLANNING & MANAGEMENT

Code: BSM-404

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

Module I

Planning and Management Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting, and Sitting Arrangements etc.

Module II

Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps etc. Responsibilities of facilities managers, essential knowledge and skills Required for operating a sport facility: Soft Skills (interpersonal and PR skills) & Hard Skills – Facility planning, site selection and design and construction, crowd and alcohol management .

Module-III

First aid and emergency arrangement

Module-IV

Facility administration, including marketing and sales, finance and budgeting, human resources and legal issues. Event planning, security and procedures.
Critical phase of facility management: From pre-event briefings to Cleanup and closings, Merchandising, Housekeeping and Maintenance.

-Case study on Management of Sports facilities – Stadiums, Tents, Recreation facilities.

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(Effective for 2018-2019 Admission Session)

SEMESTER-V

Paper: BASICS OF SPORTS MEDICINE & NUTRITION

Code: BSM-501

Contact Hours / Week: 3L+1T

Credits: 4

Course Contents

Module I

UNIT – 1

1. INTRODUCTION

- 1.1 Concept of Sports Medicine.
- 1.2 Aim and Objective of Sports Medicine.
- 1.3 Need and Scope of Sports Medicine.
- 1.4 Role of Sports Physician, Physical Educator / Sports Coaches in Sports Medicine.

UNIT - II

1. BASIC KINESIOLOGY

- 1.1 Meaning and definition of Kinesiology.
- 1.2 Importance of Kinesiology for Games and Sports.
- 1.3 Kinesiological classification of Muscles. Roles of Muscles.
- 1.4 Joints and their Movements.

Module- II

UNIT - III

1. SPORTS INJURIES

- 1.1 Introduction.
- 1.2 Types of Sports Injuries.
- 1.3 Reasons of Sports Injuries.
- 1.4 Prevention and Management of Sports Injuries.

UNIT – IV

1. THERAPEUTIC MODALITIES

- 1.1 Brief description of Therapeutic Modalities.
- 1.2 Role of Ice in treatment of Sports Injuries.
- 1.3 Clinical application of Heat Modalities.
- 1.4 Brief concept of Short Wave Diathermy (SWD), Whirlpool Bath, Transcutaneous Electrical Nerve Stimulation (TENS), Interferential Stimulation

Module-III

Unit 1-Basic concept of nutrition and diet: Definition, Importance and functions of Diet and Nutrition, Define Nutrients, Types of Nutrients, Basic concept of macro and micro Nutrients, Understanding the path of digestion and absorption of the Micro Nutrients.

Unit II- Energy (Definition) , RDA < Balanced Diet, Types of Diet, BMI, Nutritional parameters of athletics performance including intervention planning, energy production, the energy nutrients, vitamins and minerals , Timing and composition of intakes
Planning and preparation of diets for younger and older athletes of various categories-Age groups, gender and sports types
Weight management strategies for sports persons- weight loss and weight gain planning

Unit III- Planning and preparation of diets for sports persons suffering from –Anemia and osteoporosis- Development of micronutrient rich recipes and sports drink Weight and preparation of diets for – Diabetes mellitus- Hypertension, Atherosclerosis- Gastro intestinal diseases- Peptic Ulcer, GI disturbance due to anxiety.

Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

Suggested Readings:

1. Steven Ray, Irvin Richer, Sports Medicine, Prentice Hall, 1983.
2. Vinger and Roerner, Sports Injuries, PSG Publishing Co., Inc, 1981.
3. William J. G. P., Sports Medicine, London Edwar Arnold Publishers.
4. Morehouse and Rash, Sports Medicine for Trainer, W. B. Saunders.
5. Armstrong and Tucker, Injuries and Sports, London Scamples Press.

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Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

Paper: MANAGING & PROMOTING SPORTS EVENTS

Code: BSM-502

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

Module I

INTRODUCTION- Definition, Scope of Event management, Risk & Safety measures.
MANAGING SPORTING EVENTS- Planning, Organizing, Coordinating and Controlling
Pre events, During the Events & Post Events issues.

Module-II

WORLD OF SPORTS EVENT MANAGEMENT- Sponsors, Sports Management
Companies, Spectators ,Sports personalities,
SPORTS MANAGEMENT COMPANIES- Introduction, Role, Scope of Work, and
Service rendered to the clients, Ways of Functioning- Team work, Departments etc.
CAREER OPPORTUNITY IN SPORTS MANAGEMENT COMPANIES

Module- III

CASE STUDY AND PRESENTATION – Promoting national & International Sporting
events. Importance of IMC in promoting Sports Events Successfully., Role of Advertising,
PR etc.
CASE STUDY AND PRESENTATION- Managing Sporting Bodies , Associations-AIFF,
IFA, BCCI,CAB, LEANING INDIAN FOOTBALL CLUBS etc.

Module IV

UNDERSTANDING SPORTS MEDIA- Introduction to different Sports Media (Television
channels, Sports Magazines etc.)

SPORTS CHANNELS- Popular Sports Channels Operating in India- ESPN STAR
SPORTS, ZEE SPORTS, TEN SPORTS, DD SPORTS, and NEO SPORTS etc.

COMPREHENSIVE STUDY ON DIFFERENT SPORTS CHANNELS- Profile, Top
Management, Functional Departments, Work Culture, Career Opportunities, Telecast
rights for major Sporting Events, Program Mix, Advertising Opportunities.

SPORTS JOURNALISM- Introduction, Scope of Work, News Value of Sports, Essential
Qualification of Sports Writer & Presenter.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

Paper: SPECTATOR MANAGEMENT

Code: BSM-503

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

Module-I

Spectators and crowd defined.

How spectators become a crowd - Types and nature of crowd and spectator.

Importance of Spectators for Sports & Games.

Expectation of Spectators from Sports Organizing Authorities.

Facilities to be provided to the spectators.

Misconduct by spectators during a sports event: Analysis of different reasons & effect of such misconduct.

Module-II

Some important press releases from the various publications.

Prerequisites of a spectator management policy.

Spectator management tactics- in general.

Spectator management tactics – with special service force

Module-III

Factors to be taken into consideration for developing a spectator control mechanism.

Dispersal of spectators- By Organizer & Law and Order Agencies.

Syllabus of Bachelor of Sports Management

(Effective for 2018-2019 Admission Session)

Paper: FUNDING IN SPORTS

Code: BSM-504

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

Module I

Unit-I

Why sports need to be funded: Role of Fund in Sports Management

SPONSORSHIP: Meaning of sponsorship

Sports and sponsorship

Sports events likely to be sponsored

Major sponsors in sports

Team sponsors and individual sponsors

Sponsorship opportunities in sports

Benefits of sponsorship

Effects of sponsorship

How to get sponsors for- table tennis, football, badminton etc.

Sponsor Proposal- guidelines

ENDORSEMENTS

What is an endorsement

Sports and celebrity endorsement

Sportspersons and their recent endorsements

Endorsement strategy

Marketing and endorsement

Benefits of endorsements

Unit –II Other Sources of funds available for sports:

BROADCASTING-

What is broadcasting

The basics of sports broadcasting rights,

Where does the money go,

Sports Leagues and their broadcasting rights

Benefits to the broadcaster

MEDIA PROVIDERS-

Who are the media providers

How do they fund sports

Media provider owner of sports teams

Why do media providers own teams

Benefits to a media provider owning a team

ADVERTISEMENTS Sports and advertisements

Advertisement preferences

Advertisement and brand choice

Aiming the right target

Top sports ad companies

Firms and their advertisement choices

Effects of advertisement

Game theory in advertisement

OTHERS SUPPLIERS, GATE MONEY

Module-II. Budgeting of Sports Funds:- Budgetary Control

Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

SEMESTER-VI

Paper: SPORTS LAW AND RISK MANAGEMENT

Code: BSM-601

Contacts Hours / Week: 2L+1T

Credits: 3

Course Contents

1). CONSTITUTION (Relevant articles) i) Art 14. ii) Art 15. iii) Art 19 (1) (g).
2). LAW OF CONTRACT i) Essentials of a Contract. ii) Offer and acceptance. iii) Capacity of Parties. iv) Minor's Contract v) Void Agreements and Voidable Contracts. vi) Consequences of breach of Contract.
3). LAW OF TORTS i) Principle of volenti nonfit injuria. ii) Negligence. iii) Death in relation to Tort. iv) Fatal Accidents Act, 1855.
4). ADMINISTRATIVE LAW I) Tribunals for resolution of disputes
5). LAW OF EVIDENCE i) Opinion of experts. ii) Oral Evidence. iii) Documentary Evidence. iv) Burden of proof.
6). RISK MANAGEMENT i) Identification. ii) Assessment. iii) Containment.
7). RISK MANAGEMENT IN SPORTS i) Analysis of Risk situations in Sports: Preventive Actions to avoid such situations. ii) Programme / Project Risk Analysis – Methods to reduce / avoid risks in Projects.

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Syllabus of Bachelor of Sports Management
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Paper: PSYCHOLOGY OF SPORTS

Code: BSM-602

Contacts Hours / Week: 3L+1T

Credits: 4

Course Contents

1. INTRODUCTION – Definition, Scope, Branches of Psychology , Concept of Sports Psychology, Major View Points – Psychoanalytic school.
2. PERSONALITY – Meaning, Types, Personality Traits of Sports Person.
3. LEARNING - Definition, Theories on Learning- Classical and Operant conditioning.
4. MOTIVATION- Definition, Importance of Motivation in Sports performance, Reaching and Sustaining Ideal motivation. How Sports persons can be motivated.
5. CONFIDENCE – Defining Confidence and Role of Sports Manager in Developing Confidence among Sports Personalities.
6. EMOTIONS- Definition, Relation between emotions and Sports performance, why sportsmen respond emotionally.
7. GOAL SETTING- Meaning, Goal Setting Principles, Relation between Goal Setting and Performance in Sports
8. IMPLEMENTING SPORTS PSYCHOLOGY- Understanding the psychology of the Players and the Coach and implementation. Developing and facilitating Coach – Player relationship.

Syllabus of Bachelor of Sports Management
(Effective for 2018-2019 Admission Session)

Paper: MANAGING SPORTS ORGANIZATION

Code: BSM-603

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content

Module-I

SPORTS ORGANIZATION- Definition of Sports Organization, Organization Goals, Importance of understanding Organization Goals & effectiveness.

SPORTS ORGANIZATION'S OPERATING ENVIRONMENT Meaning, Nature of Organizational Environment, Macro Environment & Micro Environment, Relationship between an Organization's Structure and its Environment.

SPORTS ORGANIZATION CULTURE- Meaning of Organization Culture, Strong VS. Weak organizational culture, Learning Organizational Culture, THICK & THIN Organizational Culture, Managing a Sports Organizational Culture.

SPORTS ORGANIZATION STRATEGY- Meaning, Deliberate & Emergent Strategies, Strategy Formulation & Implementation, SWOT analysis.

DEALING WITH ORGANIZATIONAL CHANGE-Meaning of Organizational change, Planned Change, Resistance to change – Overcoming Resistance to change & implementation, Managing Resistance to change, Lewin's and Kotter's Model. Managing STRESS in work Place.

ASSIGNMENTS ON SPORTS ORGANIZATION- CAB, IFA, Bengal Lawn Tennis Association, SAI etc.

Module-II

SPORTS ADMINISTRATORS- Profile of Administrators managing different games in India, Managerial expertise, Professional Outlook, Knowledge about the specific game etc.

Political influence in indian sports administration- bcci, cab, aiff, ioa.

Game specific comparative study indian context & international context

Cricket- administration in cab, bcci & icc. Test playing venues in india vs australia, england etc. Football- administration in ifa, aiff, AFC, FIFA, CFL

I-league playing clubs in india & top english premier league clubs. Facilities offered to their members, promoting the clubs etc.

Administration of corporate clubs& leisure plex- space circle club, ocio, ccfc etc.

Suggested Books:

- Introduction to Recreation & leisure - Robert F. Ashcraft (Human Kinetics)
- Understanding Sports Organization-Trevor Slack (Human kinetics) Managing Sports Organizations- Ruben Acosta Hernandez
- Contemporary Sports management- Janet.B. Parks & Jerome Quarterman (Publishers Human Kinetics)

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Syllabus of Bachelor of Sports Management
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Online Courses may be opted by working students of BSM 6th semester

Course

Sl. No	Course	Duration	Credits	Name of Foundation/ University
1.	Psychology at work	6 weeks	4	University of Western Australia
2.	Sports & Exercise Nutrition	4 Week	4	European Qualification Framework
3.	MOOC Sponsorship management	5 Weeks	4	Johan Cruyff Institute and University at Barcelona

Online courses student can opt for Honours.

1.	Communication in the 21 st century Workplace	4 weeks	2	University of California
2.	Marketing management	9 weeks	2	IIMB, India
3.	Financial accounting	6 weeks	2	IIMB, India
4.	Customer relationship management	6 weeks	2	IIMB, India
5.	Environmental studies global perspective	Self-paced	2	Harvard University
6.	Developing soft skill and personality	8 weeks	2	IIT, Kanpur
7.	Human Resource Management	7 weeks	2	University of Minnesota
8.	Introduction to Kinesiology	4 weeks	2	The Academy of Systematic Kinesiology
9.	Brand Management	5 weeks	2	University of London
10.	Introduction to Public Relations	4 weeks	2	National University of Singapore