

Est. in 1921



# UNION CHRISTIAN COLLEGE (AUTONOMOUS) ALUVA

Affiliated to Mahatma Gandhi University, Kottayam, India  
NAAC Accredited with A++ Grade in Vth cycle  
0484 2609194, +91-7012626868  
email: ucc@uccollege.edu.in



## Department of BSM



## UG SYLLABUS

### UNDERGRADUATE (HONOURS) PROGRAMMES {UCC UGP (HONOURS)}

---

Adopted from THE MAHATMA GANDHI UNIVERSITY  
UNDER GRADUATE PROGRAMMES  
(HONOURS) SYLLABUS  
MGU-UGP (Honours)  
(2024 Admission Onwards)

---

Est. in 1921



**UNION CHRISTIAN COLLEGE,  
ALUVA (Autonomous)**

**UNDERGRADUATE  
PROGRAMMES (HONOURS)  
SYLLABUS**

**UCU-UGP (Honours)  
(2025 Admission Onwards)**

**Faculty: Physical Education and Sports Sciences**

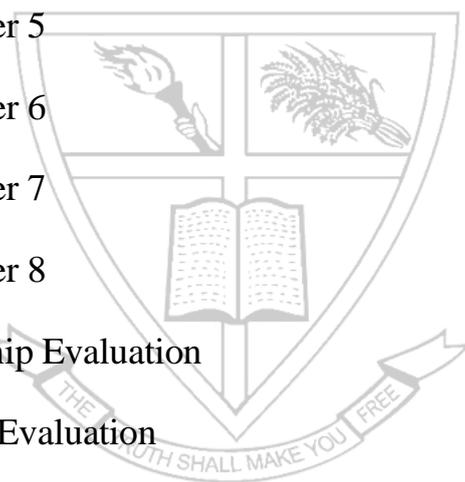
**BoS: Physical Education**

**Subject: Bachelor of Sports Management (Honours)**

## Contents

Sl.No	Title
1	Preface
2	Board of Studies & External Experts
3	Semester 1
4	Semester 2
5	Semester 3
6	Semester 4
7	Semester 5
8	Semester 6
9	Semester 7
10	Semester 8
11	Internship Evaluation
12	Project Evaluation
13	Syllabus revision workshop participants

Est. in 1921



## Preface

As we embark on this journey together in the field of Sports Management with a specialization in Major and Strength and Conditioning as a Minor, it is my pleasure to introduce this revised syllabus. This document represents the culmination of extensive collaboration, research, and expertise from various stakeholders within the sports industry and academia.

Sports Management is an ever-evolving field that requires a comprehensive understanding of both business principles and the unique dynamics of the sports world. With the growing emphasis on athlete performance, the integration of Strength and Conditioning as a minor offers students a holistic approach to sports management, focusing on the critical role of physical fitness, injury prevention, and performance enhancement.

This revised syllabus reflects our commitment to providing students with a well-rounded education that combines theoretical knowledge with practical experience. Through a combination of classroom lectures, hands-on practical sessions, industry internships, and research projects, students will develop the skills, knowledge, and competencies necessary to thrive in today's competitive sports industry.

The curriculum has been carefully designed to cover a wide range of topics, including sports marketing, event management, sports law, finance, and athlete development. Additionally, the integration of Strength and Conditioning coursework will provide students with a deeper understanding of exercise physiology, biomechanics, nutrition, and program design, enhancing their ability to support athletes in achieving their performance goals.

As educators and industry professionals, we are committed to preparing our students for success in the dynamic and fast-paced world of sports management. We believe that this revised syllabus will equip students with the tools and knowledge they need to excel in their careers and make a meaningful impact in the sports industry.

We would like to express our gratitude to all those who have contributed to the development of this syllabus, including faculty members, industry experts, and students. Your insights, feedback, and dedication have been invaluable in shaping this curriculum and ensuring its relevance and effectiveness.

We are excited about the opportunities that lie ahead for our students and look forward to accompanying them on their journey towards becoming future leaders in the field of sports management.

Sincerely,

Chairperson,  
Board of Studies (UG) in Physical Education

### **Board of Studies & External Experts**

<b>NAME</b>	<b>DESIGNATION</b>
ASHISH JOSEPH, Assistant Professor & Head, Department of Physical Education, St Thomas College Palai	Chairperson
Prof (Dr). SINDHU RS. Professor & Head, Department of Physical Education , St Thomas College Kozhencherry	Chairperson (Ex officio) PG BOS
Dr. VINEEDKUMAR K. Assistant Professor & Head, Department of Physical Education, Mar Thoma College, Perumbavoor	Member
DR. SONI JOHN T, Associate Professor & Head, Department of Physical Education, Christ College Irinjalakuda	External Member
DR. SAJEEV JOS Assistant Professor & Head, Department of Physical Education, St Alberts College, Ernakulam	Member
ANUP JAIN M J Assistant Professor & Head, Department of Physical Education, SSV College Perumbavoor	Member
ANOOP NAZEER Assistant Professor & Head, Department of Physical Education, MES College, Nedukandam	Member
PRAVEEN THARIYAN Associate Professor & Head, Department of Physical Education, S D College Kanjirapally	Member
DR. BINDU. M Associate Professor & Head, Department of Physical Education, U C College Aluva	Member
Dr.Rejeesh T Chacko, Assistant Professor, Department of Physical Education, U.C.College, Aluva	Member
DR. XAVIOUR G Associate Professor & Head, Department of Physical Education, Government College, Nattokam	Member
AKHIL J. Assistant Professor & Head, Department of Physical Education, SNM College Maliankara	Member
DR SANTOSH J ( Rtd), Associate Professor & Head, Department of Physical Education, Nirmala College, Muvattupuzha	Member
Prof (Dr) ANIL RAMACHANDRAN Professor & Head, Department of Physical Education, Kannur, University, Kannur	External Expert

**Syllabus Index**  
Name of the Major: **Sports Management**

**Semester: 1**

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours / week	Hour Distribution /week			
					L	T	P	O
UC1DSCSUC100	Introduction to Sports Management	DSC A	4	5	3		2	
UC1MDCSUC100	Leadership Skills in Management	MDC	3	4	2		2	
UC1MDCSUC101	Sports and Entertainment Marketing		3	4	2		2	

L — Lecture, T — Tutorial, P — Practical/Practicum , O — Others

**Semester: 2**

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
UC2DSCSUC100	Principles and Practices of Sports Management	DSC A	4	5	3		2	
UC2MDCSUC100	Integrated Marketing Communication	MDC	3	4	2		2	
UC2MDCSUC101	Training and Development		3	4	2		2	

**Semester: 3**

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
UC3DSESUC200	Sports Ecosystem in India	DSE	4	4	4			
UC3DSCSUC200	Human Resource Management in Sports	DSC A	4	5	3		2	

UC3DSCSUC201	Sports Marketing	DSC A	4	5	3		2	
UC3MDCSUC200	Training Principles and Periodization	MDC	3	3	3			
UC3VACSUC200	Safe Training Methods	VAC	3	3	3			

### Semester: 4

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
UC4DSESUC200	Becoming a Sports Agent	DSE	4	4	4			
UC4DSCSUC200	Sports Event Development	DSC A	4	5	3		2	
UC4DSCSUC201	Organizational Behaviour	DSC A	4	5	3		2	
UC4SECSUC200	Programming Resistance Training	SEC	3	3	3			
UC4VACSUC200	First Aid and Emergency Care	VAC	3	3	3			
UC4INTSUC200	Internship		2					

### Semester: 5

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
UC5DSCSUC300	Sports Fan Engagement and Ticketing	DSC	4	4	4			
UC5DSESUC300	Operation Management in Sports	DSE*	4	4	4			
UC5DSESUC301	Negotiation Skills for Sports Management		4	4	4			
UC5DSESUC302	Digital Marketing and Artificial Intelligence	DSE*	4	4	4			
UC5DSESUC303	Sports Law		4	4	4			
UC5DSESUC304	Financial Management for Sports		4	4	4			

UC5DSESUC305	Sports Content Creation and Presentation	DSE*	4	4	4			
UC5SECSUC300	Scouting For Sports	SEC	3	4	2		2	

\* Any one from this DSE Basket

### Semester: 6

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
UC6DSCSUC300	Brand Management	DSC A	4	5	3		2	
UC6DSESUC300	Sports Stadia and Venue Management	DSE*	4	4	4			
UC6DSESUC301	Economics of Sports		4	4	4			
UC6DSESUC302	Data Analytics for Sports	DSE*	4	4	4			
UC6DSESUC303	Sports Sponsorship		4	4	4			
UC6SECSUC300	Contract Drafting Technique	SEC	3	4	2		2	
UC6VACSUC300	Cooperate Social Responsibility and Sports	VAC	3	3	3			

\* Any one from this DSE Basket

### Semester: 7

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
UC7DCCSUC400	Quantitative techniques in Sports Research	DCC	4	4	4			
UC7DCCSUC401	Project Management in Sports	DCC	4	4	4			
UC7DCCSUC402	Sports Entrepreneurship	DCC	4	5	3		2	

UC7DSESUC400	Sports Nutrition and Weight Management	Minor Basket	DSE*	4	4	4			
UC7DSESUC401	Performance Mapping and Data Visualization			4	4	4			
UC7DSESUC402	Doping, Ergogenic Aid and Substance Abuse.			4	4	4			
UC7DSESUC403	Return of Injured Athlete to Sports			4	4	4			
UC7DCESUC400	Research methodology.	Major Basket	DCE*	4	4	4			
UC7DCESUC401	Sports Field Design, Construction and Management			4	4	4			
UC7DCESUC402	Sports Public Relation			4	4	4			
UC7DCESUC403	Business Communication in Sports			4	4	4			

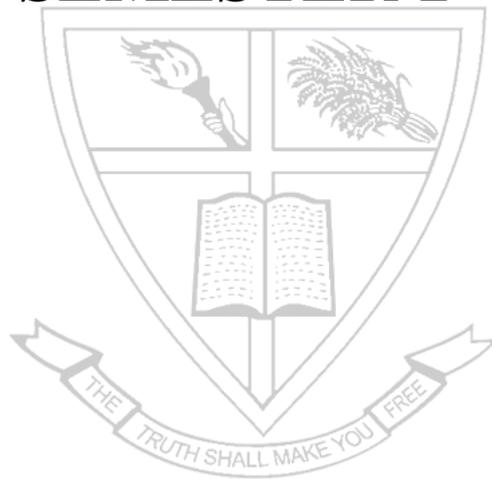
\*Any three from Major or Minor Basket

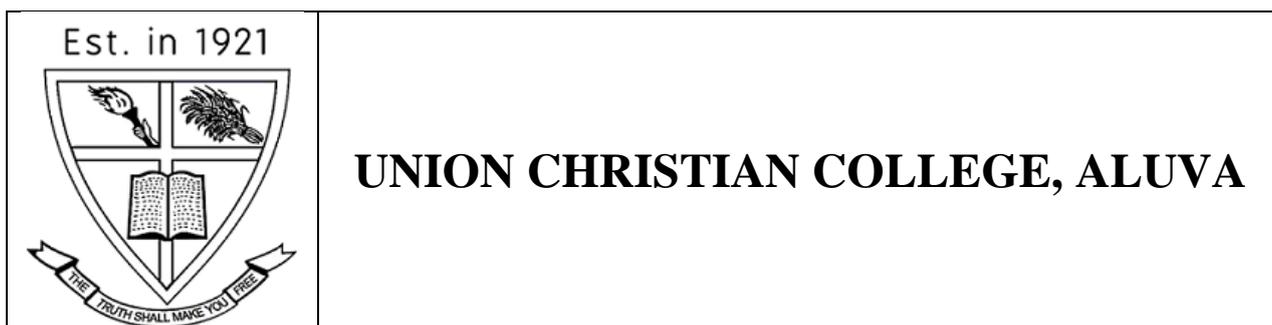
### Semester: 8

Course Code	Title of the Course	Type of the Course	Credit	Hours/week	Hour Distr./week			
					L	T	P	O
UC8DCCSUC400	Retail Management in Sports	DCC	4	5	3		2	
UC8DCCSUC401	International Business and Sports Management		4	5	3		2	
UC8DCESUC400	E-Sports	DCE	4	5	3		2	
UC8DCESUC401	Global Sports Tourism		4	5	3		2	
UC8DCESUC402	Business Ethics in sports		4	5	3		2	
UC8PRJSUC400	Project/ Internship	PRJ	12					

Established in 1921

# SEMESTER 1





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Introduction to Sports Management</b>					
<b>Type of Course</b>	DSC A					
<b>Course Code</b>	UC1DSCSUC100					
<b>Course Level</b>	<b>100- 199</b>					
<b>Course Summary</b>	Principles and Practices in Sports Management covers foundational concepts in sports administration, including organizational structures, event planning, marketing, finance, and ethical considerations. Students explore the business side of sports, learning how to manage teams, facilities, and events while understanding the broader industry dynamics.					
<b>Semester</b>	1	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture 3	Tutorial	Practical 1	Others	
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define sport management and discuss its significance	U	1
2	Understand concepts associated with Sport Management	A	2
3	Describe the nature and scope of professional opportunities within the field and explain the functions performed by sports managers.	E	2, 3
4	Explain the importance of developing a professional perspective in Sport Management.	A	2
5	Demonstrate an understanding of the application of various management functions.	S	1, 6

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to Management & Sports	1.1	Nature and Concept of Management –Definition	2	2
	1.2	Scope of management, Qualities of a good manager	3	2
	1.3	Globalization of Sports, International sports organizations, Global sports events, and competitions Cultural and economic impacts of sports globalization	3	1
	1.4	Evolution of Management Thought: Scientific Management to Contemporary Management, Contribution of F.W Taylor, Henri Fayol.	5	1
2 Basics of Sports Management	2.1	Nature and Concept of Sports Management – Definition, Scope	3	1
	2.2	Historical development of sports management Key stakeholders and their roles	4	2
	2.3	Professional sports leagues and teams. Amateur and youth sports organizations Non-profit and for-profit sports entities Role of a Sports Manager	4	2
	2.4	Overview of career opportunities in sports management	3	3
3 Introduction to Planning & Decision Making	3.1	Levels of Management, Concepts of PODSCORB, Planning – Definition, Scope of Planning	4	3
	3.2	Types of Plans, Planning Process	3	3
	3.3	MBO – concept, significance, Steps in a typical MBO process	3	3
	3.4	Decision Making: Meaning, Importance, Process, Techniques of Decision Making. Role Play (Practical session)	10	2
4 Introduction to Organizing, Directing, and Controlling	4.1	Organizing: Concepts, Types of Organization Structures, Advantages and Limitations. Case study (Practical session)	10	4
	4.2	Delegation: Authority & Responsibility relationship	5	4
	4.3	Directing: Meaning and Process	5	5
	4.4	Controlling: Meaning, Importance, and Process. Case study (Practical session)	10	5
5 Teacher Specific component				

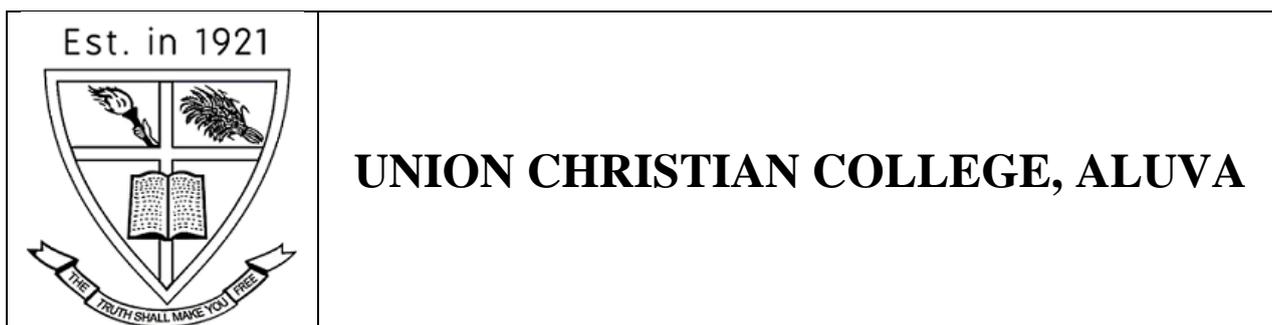
Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Presentation Theory Case study
Assessment Types	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz)  ESE Theory – 50 marks  (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

- 1) Esherick, C., Baker, R. E. (2013). *Fundamentals of Sport Management*. United Kingdom: Human Kinetics.
- 2) *Essentials of Management - An International, Innovation and Leadership Perspective* 11th Edition. (2020). (Harold Koontz, Heinz Weihrich, Mark V. Cannice.): McGraw-Hill Education.
- 3) *Principles and Practice of Sport Management*. (2011), Lisa Pike Masteralexis, Mary A. Hums, Carol A. Barr. United States: Jones & Bartlett Learning.
- 4) *Sports Management*. (2020). (Dr. Goraksha Vitthalrao Pargaonkar.): Friends Publications (India).

### SUGGESTED READINGS

1. Robbins, Stephen P., Coulter, Mary K, *Management*, Pearson Education



<b>Programme</b>						
<b>Course Name</b>	<b>Leadership Skills in Management</b>					
<b>Type of Course</b>	MDC					
<b>Course Code</b>	UC1MDCSUC100					
<b>Course Level</b>	<b>100 – 199</b>					
<b>Course Summary</b>	This course provides a comprehensive understanding of leadership, motivation, communication, and team dynamics within the context of sports. It equips participants with the knowledge and skills necessary to enhance individual and team performance, foster positive team culture, and develop effective leadership strategies in sports settings.					
<b>Semester</b>	1	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture 2	Tutorial	Practical 2	Others	
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand motivational theories in the context Of sports	U	1
2	Develop and implement goal-setting strategies to enhance individual and team performance.	A	1,2
3	Exhibit effective communication skills for sports leaders, including public speaking and media relations	S	4
4	Apply team-building strategies to enhance cohesion and collaboration.	C	3
5	Analyze and foster positive team dynamics and culture within a sports context.	A	1
6	Identify and explain the application of different leadership styles in sports	A	3

7	Demonstrate a comprehensive understanding of various leadership theories and models.	U	4
8	Resolve conflicts within sports teams through clear and assertive communication	AN	5

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to Sports Leadership	1.1	Definition and importance of leadership in sports, Historical perspectives on sports leadership, Discussion on the unique challenges and opportunities of sports leadership.	2	1
	1.2	Understanding team dynamics in sports, Group cohesion, and its impact on team performance, Building and managing effective sports teams	3	1
	1.3	Effective communication strategies for sports leaders, Communication styles and their impact on team dynamics, Addressing communication challenges in sports organizations.	3	2
	1.4	Application of communication theories to sports leadership, Role of perception and feedback in sports communication, Overview of communication models (linear, transactional).	2	2
2 Leadership and Ethics in Sports Management	2.1	Identifying and managing conflicts in sports organizations, Decision-making processes in sports leadership.	2	2
	2.2	Importance of strategic planning in sports organizations, Developing a strategic plan for a sports team or organization, Implementing and evaluating strategic initiatives.	3	3
	2.3	Ethical Considerations in Sports Leadership, Social responsibility in sports organizations,	3	3
	2.4	Common challenges faced by sports leaders, Strategies for overcoming leadership challenges, Leadership theories and styles.	2	3
	3.1	The role of motivation in sports performance, Motivational theories in sports, Goal setting and performance enhancement, Definition and types of conflicts in sports settings, Causes and consequences of conflicts in sports teams.	2	4

3	3.2	The role of conflict in team dynamics	3	4
Motivation and Communication and Conflict Resolution and Decision-Making in Sports Leadership		Effective communication strategies for resolving conflicts, Active listening and empathy in conflict resolution, Introduction to various conflict resolution models (integrative, distributive, collaborative), Application of conflict resolution models to sports scenarios, Practical exercises in conflict resolution simulations, Decision-making models in sports management, Crisis management and problem-solving techniques.		
	3.3	Developing SMART goals for sports teams and organizations, Recognizing and rewarding achievement in sports teams.	3	4
	3.4	Ethical Considerations in Sports Leadership, Developing a personal code of ethics for sports leaders, Balancing transparency with privacy in sports organizations.	2	5
	3.5	Case studies on ethical dilemmas, motivational strategies, communication model and leadership styles in sports management.	30	1,3,4
4. Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Theory Flip classroom Presentation Group Discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continues Comprehensive Assessment (CCA) Total Mark - 30</b>  Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -15 marks (Written exam- short answer -10x1, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 35 marks  (Written examination theory – MCQ 10x1, Short Answer – 5x2, Short Essay - 3x5).

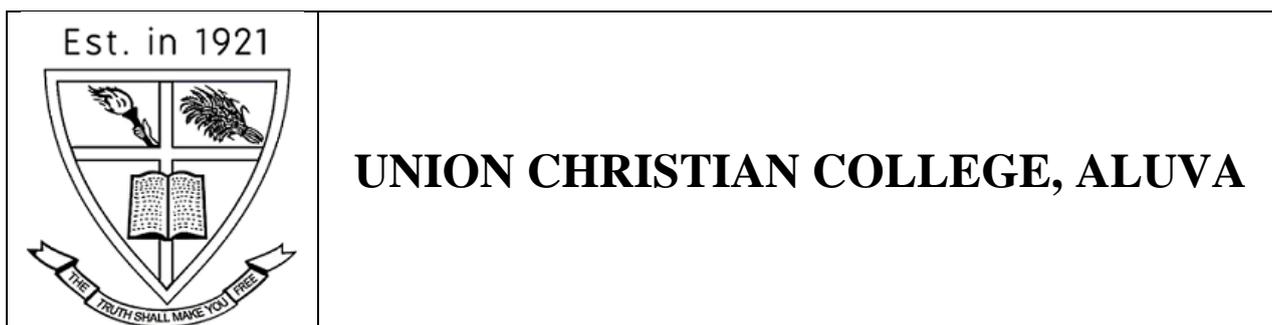
### **References**

1. Book Title: "Sports Marketing: A Strategic Perspective" Authors: Matthew D. Shank, Mark R. Lyberger Publisher: Routledge Edition: 5th Edition
2. Smith, Jane. Strategic Marketing in Entertainment and Sports. Marketing Press, 2019.

### **SUGGESTED READINGS**

1. Kotler, P., Armstrong, G.(2016).Principles of Marketing, Global Edition.Germany: Pearson Education Limited.
2. Sports Marketing: AGlobal Approach to Theory and Practice.(2020).(SeanEnnis.): Springer International Publishing.





<b>Programme</b>						
<b>Course Name</b>	<b>Sports and Entertainment Marketing</b>					
<b>Type of Course</b>	MDC					
<b>Course Code</b>	UC1MDCSUC101					
<b>Course Level</b>	<b>100 – 199</b>					
<b>Course Summary</b>	<p>A sports entertainment marketing course typically covers strategies for promoting and branding sports events, athletes, and teams. Topics may include sponsorship, digital marketing, fan engagement, and the impact of social media on sports marketing. Students often learn to create effective marketing plans tailored to the unique aspects of the sports industry, considering the intersection of business and entertainment within this dynamic field. Additionally, the course may explore case studies and industry trends to provide practical insights into the evolving landscape of sports entertainment marketing.</p>					
<b>Semester</b>	1	Credits			3	Total Hour s
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		2		1		60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding Sports Marketing Principles: Students should grasp the fundamental concepts and principles of marketing as they apply specifically to the sports and entertainment industry	U	1
2	Strategic Branding: Ability to develop and implement effective branding strategies for sports teams, athletes, and events to enhance visibility and fan engagement.	A	1,2
3	Sponsorship and Partnerships: Knowledge of securing and managing sponsorships and partnerships, including negotiating deals that benefit both the sports entity and the sponsor.	S	4

4	Digital Marketing in Sports: Proficiency in leveraging digital platforms, social media, and online channels to promote sports events and engage with fans.	C	3
5	Fan Engagement Strategies: Understanding how to create and execute strategies that enhance fan experiences, foster loyalty, and build a strong fan base.	A	1

*\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

## COURSE CONTENT

### Content for Classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
<b>1 Introduction to the Sports and Entertainment Industry</b>	1.1	Overview of sports marketing principles, Sports and Entertainment landscape, Major Players, and Key trends.	2	1
	1.2	The distinction between traditional marketing and sports marketing	2	1
	1.3	Analysis of the sports industry structure.	3	2
	1.4	Major stakeholders: teams, athletes, leagues, sponsors, and fans	3	2
<b>2 Branding and Sponsorship</b>	2.1	Importance of branding for teams and athletes,	3	2
	2.2	Introduction to Brand Equity	2	3
	2.3	Understanding sponsorship dynamics, Sponsorship strategies	3	3
	2.4	Building and maintaining successful partnerships in sports	2	3
<b>3 Fan Engagement, Community Building and Event marketing, promotion.</b>	3.1	Strategies for Fostering Fan Loyalty, Creating meaningful fan experiences,	4	4
	3.2	Utilizing data for decision-making in sports marketing, Introduction to Performance metrics and analysis tools.	3	4
	3.3	Planning and executing marketing campaigns for sports events, Ticket sales strategies, and event promotion tactics.	3	4
	3.4	The fundamentals of planning and executing events. Budgeting, logistics, and risk management for events, Case studies on Branding and Sponsorship.	4	5
		Case Study of the Sports and Entertaining Market	30	
4 Teacher Specific components				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Theory Flip classroom Presentation Group Discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 30</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -15 marks (Written exam- short answer -10x1, viva) <b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 35 marks (Written examination theory – MCQ 10x1, Short Answer – 5x2, Short Essay - 3x5).

### References

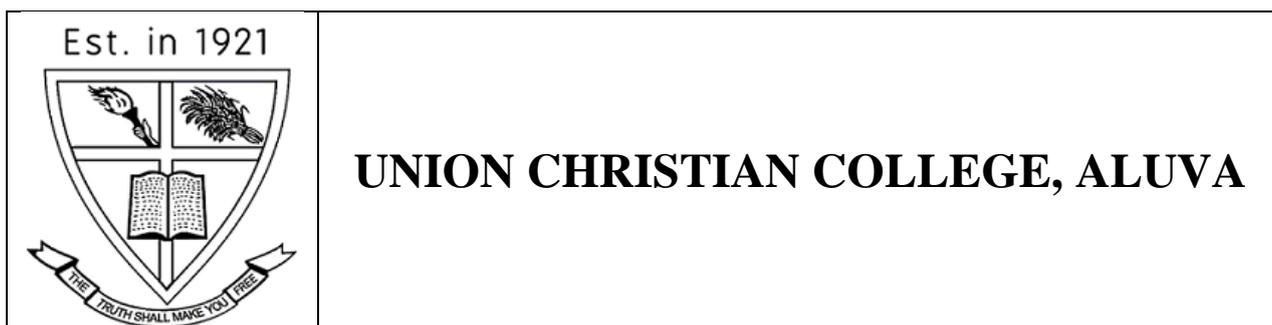
1. Book Title: "Sports Marketing: A Strategic Perspective" Authors: Matthew D. Shank, Mark R. Lyberger Publisher: Routledge Edition: 5th Edition
2. Smith, Jane. Strategic Marketing in Entertainment and Sports. Marketing Press, 2019.

### SUGGESTED READINGS

1. Kotler, P., Armstrong, G. (2016). Principles of Marketing, Global Edition. Germany: Pearson Education Limited.
2. Sports Marketing: A Global Approach to Theory and Practice. (2020). (Sean Ennis.). Springer International Publishing.

# SEMESTER 2





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Principles and Practices of Sports Management</b>					
<b>Type of Course</b>	DSC A					
<b>Course Code</b>	UC2DSCSUC100					
<b>Course Level</b>	<b>100- 199</b>					
<b>Course Summary</b>	The course covers various aspects of sports management and organizational principles applied specifically to the sports industry. It delves into planning, organizing, leadership, coordination, and controlling within the context of sports organizations. Additionally, it addresses human resource management, talent management, and governance in the sports industry.					
<b>Semester</b>	2	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Analyze the significance and applications of planning in sports	An	1
2	Evaluate various types of Sports Organizations and Organizing Challenges	E	1
3	Appreciate the importance of control in sports management	Ap	2
4	Understand the importance of Human Resource Management in Sports	U	1, 2
5	Demonstrate an understanding of various theories that apply to management, leadership, and organizational behaviour.	S	2, 3

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Planning in Sports Managem ent	1.1	Overview of Sports Management, Managerial Functions	4	2
	1.2	Environment Analysis	4	2
	1.3	Purpose of Planning, Planning process	4	1
	1.4	Introduction to Sports Industry – Analysis of Sports Industry, Planning in Sports	3	1
2 Functions of Management – Organizing	2.1	Fundamentals of Organizing, Organization Departmentalization – types, advantages, and disadvantages	4	1
	2.2	Specialization, Formalization, traditional and modern organization structures, Span of control	3	2
	2.3	Coordinating organizational departments, tools of coordination- meeting, committee, supervision, Resource allocation.	4	2
	2.4	Types of organizations associated with various sports such as football clubs, athletic organizations, cricketing organizations, and challenges in organizing games.	4	3
3 Functions of Management – Leading	3.1	Meaning and Definition of Leadership	3	3
	3.2	Qualities of a good leader. Leadership Styles.	4	3
	3.3	Theories of Leadership – Trait Theories, Behavioural Theories, Managerial Grid, Path-Goal Theory, Contemporary Leadership Theories.	4	3
	3.4	Directing, Tools for effective direction, Sports leadership- best practices and challenges, Motivation – theory and practice.	4	2
4 Functions of Management : Controlling and people management	4.1	Controlling function – definition, types of control, Steps in Controlling Process, Importance of Control	4	4
	4.2	Control techniques – Budgets, Reporting, Managing Finance	3	4
	4.3	Managing people in sports, Basics of human resources management – recruiting and staffing	4	5
	4.4	Sports Celebrity management, talent management	4	5
	4.5	Case studies	30	1,3,5

5. Teacher Specific Component				
-------------------------------	--	--	--	--

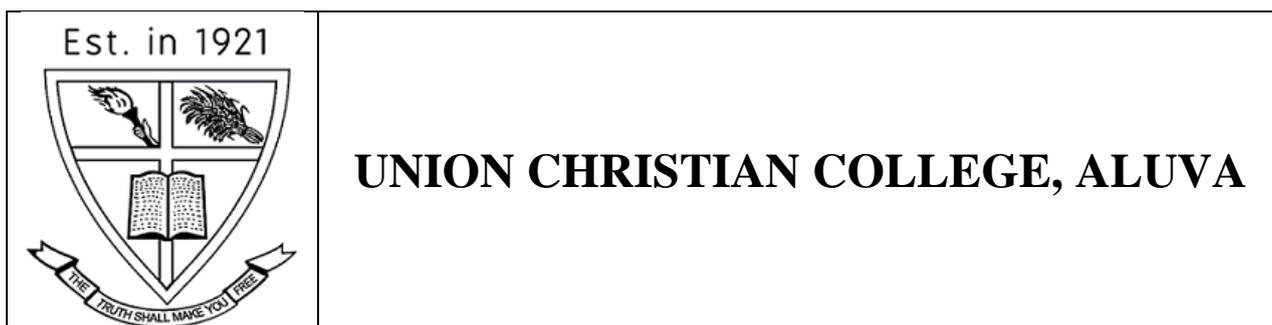
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>  <b>Presentation</b>  <b>Theory</b>  <b>Case study</b>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

1. Essentials of Management - An International, Innovation and Leadership Perspective | 11th Edition. (2020). (Harold Koontz, Heinz Wehrich, Mark V. Cannice.): McGraw-Hill Education.
2. Principles and Practice of Sport Management. (2011), Lisa Pike Masteralexis, Mary A. Hums, Carol A. Barr. United States: Jones & Bartlett Learning.
3. Esherick, C., Baker, R. E. (2013). Fundamentals of Sport Management. United Kingdom: Human Kinetics.
4. Sports Management. (2020). (Dr. Goraksha Vitthalrao Pargaonkar.): Friends Publications (India).

### SUGGESTED READINGS

1. Robbins, Stephen P., Coulter, Mary K, *Management* , Pearson Education



<b>Programme</b>						
<b>Course Name</b>	<b>Integrated Marketing Communication</b>					
<b>Type of Course</b>	MDC					
<b>Course Code</b>	UC2MDCSUC100					
<b>Course Level</b>	<b>100-199</b>					
<b>Course Summary</b>	<p>Integrated Marketing Communication (IMC) is a strategic approach that combines various promotional tools and channels to convey a unified message to the target audience. The key components include advertising, public relations, direct marketing, sales promotion, and digital marketing. IMC aims to create consistency in messaging across different media to enhance brand visibility and effectiveness. Understanding consumer behaviour, market research, and leveraging diverse communication channels are essential aspects of an IMC strategy. Successful implementation involves coordination and synergy among all communication elements for a comprehensive and impact campaign.</p>					
<b>Semester</b>	2	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		2		1		60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding IMC Principles, Gain a solid understanding of the principles and concepts underlying Integrated Marketing Communication	U	1

2	Learn how to maintain message consistency across different marketing channels to strengthen brand identity and resonance.	K	2
3	Explore the integration of traditional and digital media platforms, understanding their strengths and limitations in reaching the target audience	E	1, 2
4	Learn how to maintain message consistency across different marketing channels to strengthen brand identity and resonance	S	2,3
5	Stay updated on current marketing trends, emerging technologies, and changes in consumer behaviour to adapt strategies accordingly.	An	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

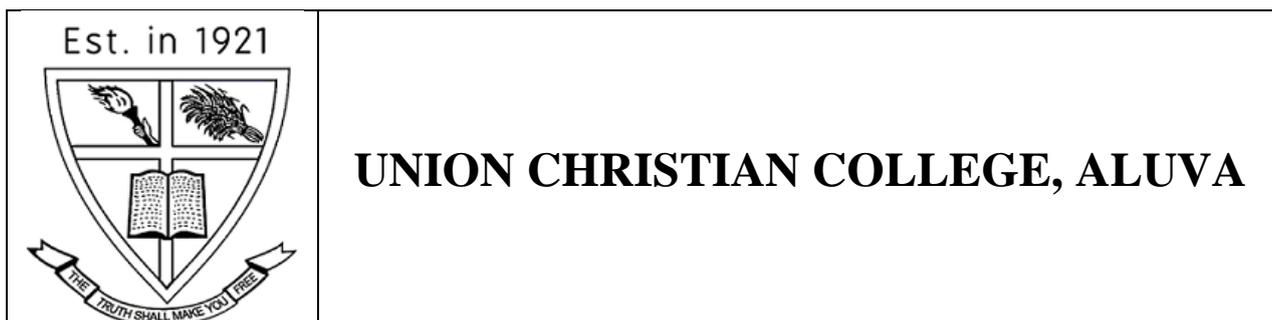
Module	Units	Course description	Hrs	CO No.
1 Introduction to IMC	1.1	Overview of Integrated Marketing Communication	2	1
	1.2	Evolution and Importance of IMC	3	1
	1.3	Key Concepts and Definitions	2	2
	1.4	Impact on IMC Strategy and application of research in IMC planning	3	3
2 Strategic Planning	2.1	Developing IMC Strategies	2	3
	2.2	Setting Objectives and Goals	3	2
	2.3	Budgeting and Resource Allocation	3	2
	2.4	Gathering and Analyzing Consumer Data, Application of Research in IMC	2	
3 Advertising, Public Relation, and Metrics and Analytics	3.1	Role of Advertising in IMCP	2	5
	3.2	PR Strategies and Media Relations	3	4
	3.3	Direct Mail, Email Marketing, and Telemarketing	2	4
	3.4	Promotional Tactics and Incentives Measuring Direct Marketing Effectiveness	3	4
	3.5	Key Performance Indicators (KPIs using IMC, Data Analysis for Campaign Evaluation Using Analytics Tools ( Practical approach)	15	4
	3.6	Multimedia content creation, Legal and regulatory compliance ( Practical approach)	15	5
4 Teacher Specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Seminar Group discussions Presentation Demonstration
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 30</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -15 marks (Written exam- short answer -10x1, viva)
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 35 marks (Written examination theory – MCQ 10x1, Short Answer – 5x2, Short Essay - 3x5).

### References

1. Smith, John A. Winning Strategies: Integrated Marketing Communication in Sports. Sports Press, 2020.
2. Carter, Emily R. Sports and Brands: Mastering Integrated Marketing Communication. Athletic Press, 2018.





<b>Programme</b>						
<b>Course Name</b>	<b>TRAINING AND DEVELOPMENT</b>					
<b>Type of Course</b>	MDC					
<b>Course Code</b>	UC2MDCSUC101					
<b>Course Level</b>	<b>100-199</b>					
<b>Course Summary</b>	This course delves into the multifaceted realm of Training and Development within organizational contexts. It provides an in-depth analysis of factors influencing these practices, various models, theories, and methods used, as well as the assessment of needs and evaluation processes.					
<b>Semester</b>	2	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	1	1	60	
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the structure of Training and Development	U	1
2	Examine the various types of Training and Development in business organizations	E	1
3	Explain and evaluate the various aspects of Training and Development	E	1,2,4
4	Evaluate the various methods in Training and Development	E	1,2,3
5	Explain various concepts related to Training and Development	U	5,8
<p><b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b></p>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1: Introduction to training and Development	1.1	Introduction to training: need for Training and Development	2	1
	1.2	Training and development models	3	1, 2
	1.3	Assessment phase, Training and Development phase, Evaluation Phase	3	2, 3
	1.4	Needs Assessment and Analysis	2	2
2: Training methods	2.1	Training administrations, effective usage of instructions in training	2	3, 4
	2.2	Training Methods- On the job	2	4
	2.3	Off the job- Case studies, lectures, vestibule, sensitivity, in-basket, role plays, audio-visual & other contemporary methods	3	4
	2.4	Role of Trainers, Qualities of a Good Trainers	3	4,5
3: Training Evaluation & Career management	3.1	Motivation- Theories of Motivation; Application of Motivation at work place	2	3,4,5
	3.2	Training Evaluation and Measurement: Introduction to evaluation process	2	4, 5
	3.3	The Evaluation of Criteria, Evaluation, Team Building, Structure of Groups	2	4,5
	3.4	concept of career, guidelines for Career management. steps in career Planning - methods of career planning and development	1	1,5
	3.5	Concept of management development - need and importance of Management development process	3	5
	3.6	Case Studies	30	5
Teacher Specific Component				
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case study</li> </ul>			

<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continues Comprehensive Assessment (CCA) Total Mark - 30</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -15 marks (Written exam- short answer -10x1, viva)
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 35 marks (Written examination theory – MCQ 10x1, Short Answer – 5x2, Short Essay - 3x5).

### References

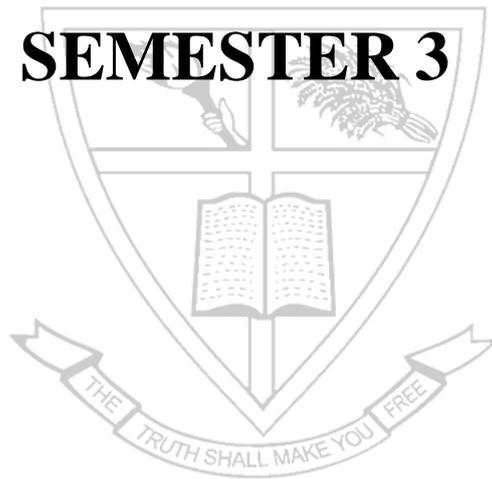
1. Training in Organizations - Needs Assessment, Development & Evaluation Goldstein Irwin L Wordsworth Publications.
2. Training for Development, Lynton & Parekh Sage publications
3. Management and Organisational Behaviour Mullins I. J. Prentice Hall of India (2008).
4. Organisational theory Jones G. R. Addison Wesley(1995)
5. Principles of Personnel Management Edwin P. Flippo McGraw Hill(2008)

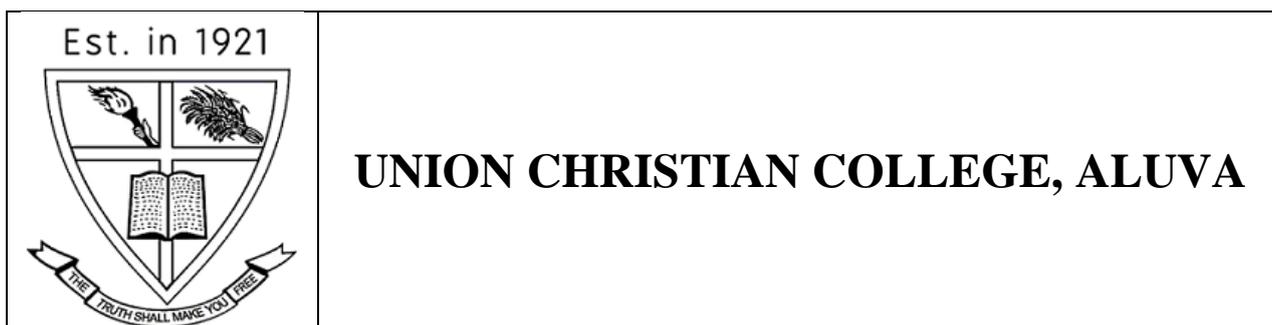
### SUGGESTED READINGS

1. Rao, VSP and Krishna, V. Hari, Management: Text and Cases, Excel Books, 1st edn. 2004.

Est. in 1921

**SEMESTER 3**





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Sports Ecosystem in India</b>					
<b>Type of Course</b>	DSE					
<b>Course Code</b>	UC3DSESUC200					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	This course will provide the students with the knowledge of historical evolution of sports in India. They will also be imparted the knowledge of major national and state-level sports organizations, sports policies in India, sports infrastructure in India and commercialization of sports in India.					
<b>Semester</b>	3	<b>Credits</b>			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		4				
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Students will demonstrate a comprehensive understanding of the historical evolution of sports in India, including key milestones and events.	U	1
2	Students will be able to identify and explain the roles and functions of major national and state-level sports organizations, analyzing their impact on the overall sports ecosystem.	A	1
3	Students will gain knowledge of sports policies in India and assess their implications on the development and functioning of the sports ecosystem.	U	1
4	Students will demonstrate an understanding of sports infrastructure in India, including stadiums, training centers, and grassroots development programs.	U	2
5	Students will analyze the commercialization of sports in India, including the role of marketing, sponsorships, and media rights, and will be able to evaluate the business aspects of the sports industry.	A	3

6	Students will develop critical thinking and analytical skills through the examination of case studies related to sports marketing strategies and successful sports initiatives in India.	A	4
7	Students will acquire practical skills in assessing the impact of sports on society, including its role in promoting social change and addressing societal challenges.	E	4
8	Students will apply theoretical knowledge to evaluate and propose solutions to challenges within the sports ecosystem, including issues related to athlete development, gender inequality, and ethical concerns.	E	4
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Sports Governance structure in India	1.1	Evolution of sports in India, Milestones and significant events	2	1
	1.2	Sports Policies of India, Glance of Indian performance at International Level.	3	3
	1.3	Major sporting entities of India – MYAS, IOA, SAI, NSF, SSA, DSA is constitution, and regulations	3	2
	1.4	Roles and responsibilities of sports governing entities	3	3
2 Sports Implementing strategy overlook	2.1	Talent scouting and Training structure in India	2	4
	2.2	Sports Infrastructure and development.	3	4
	2.3	Sports Goods and Manufacturing, Sports Retail Sector	3	5
	2.4	Introduction of Professional leagues; Structure of IPL, ISL, Pro Kabaddi League, I League, Badminton League, Prime Volley League, International Primer	3	6
		Tennis League, Hockey India League		
	3.1	Sports Events, Sports Marketing , Funding structure for Sports	3	6

3. Global Sports Market	3.2	Understanding Global Sports Market	3	4
	3.3	Constraints of Global Sports Market, Key trends driving the sports market	3	4
	3.4	Global Economic Impact, Role of Leagues in grass root development	4	4
4 Overview and Key issues in Indian Sports	4.1	Importance of government initiatives, corporate partnerships, and community involvement	3	4
	4.2	Viewership evaluation, Sports Broadcasting Media in India – Domestic and Foreign broadcasters in the Indian market	3	7
	4.3	Understanding issues of performance at sports events, Talent scouting & Training	3	7
	4.4	Understanding issues in Governance, Infrastructure development	3	8
5 Teacher Specific Component				

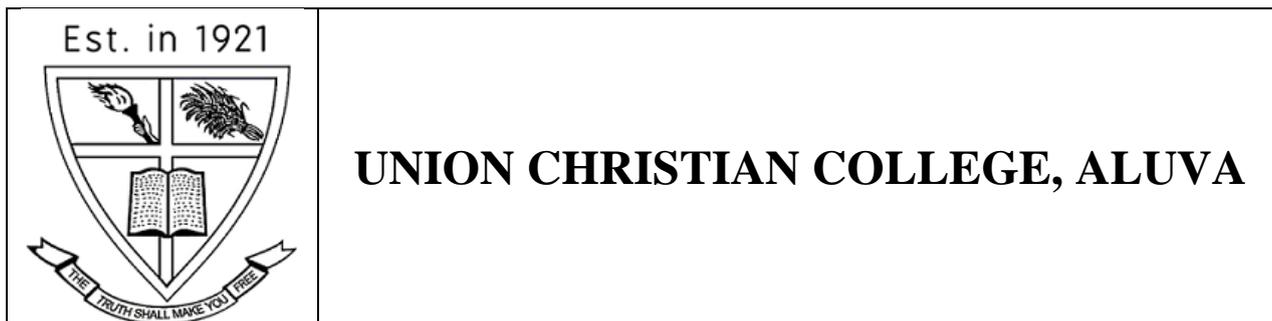
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>• Presentation</li> <li>• Group Discussion</li> <li>• Case studies</li> </ul>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

- 1) Sports Governance in India, by K. R. Wadhwaney

### SUGGESTED READINGS

- 1) The Business of Sports report by KPUC



<b>Programme</b>	<b>BSM (Honours)</b>				
<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT IN SPORTS</b>				
<b>Type of Course</b>	DSC A				
<b>Course Code</b>	UC3DSCSUC200				
<b>Course Level</b>	<b>200-299</b>				
<b>Course Summary</b>	This course provides a comprehensive understanding of Human Resource Management (HRM) principles, focusing on their application across various industries and organizational contexts. Students will explore the nuances of HR systems, talent acquisition, skill development, and the integration of HR concepts for strategic decision-making within businesses.				
<b>Semester</b>	3		Credits		4
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others
		3		1	
<b>Total Hours</b>					75
<b>Pre-requisites, if any</b>					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the concept of human resource management and to understand its relevance in organizations.	U	2
2	Acquire necessary skill set for application of various HR issues.	S	1
3	Analyse the strategic issues and strategies required to select and develop manpower resources	An	2
4	To develop relevant skills necessary for application in HR related issues	S	4
5	Able to integrate the knowledge of HR concepts to take correct business decisions	E	2
<p><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></p>			

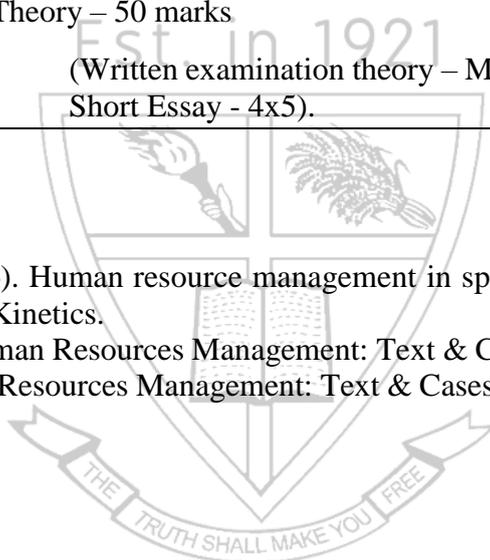
### Course Content

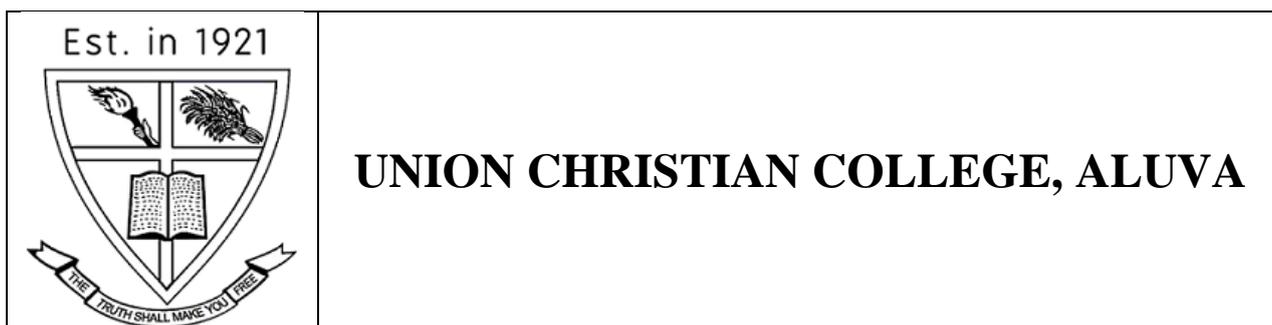
Module	Units	Course description	Hrs	CO No.
1.Introduction to HRM	1.1	Meaning, Nature, Personal Management vs HRM	2	1
	1.2	Importance and scope of HRM	2	1
	1.3	Structure and Function of HR Manager	2	2
	1.4	Qualities of HR Manager	3	3
2. Recruitment and Selection	2.1	Human Resource Planning Meaning, Objectives and Benefits	3	4
	2.2	Job analysis – Job description, Job specification and Job design, Preparation of Job description and Job Specification in the context of Sports Management.	4	2
	2.3	Recruitment – Meaning, Definition, Methods of recruitment	2	5
	2.4	Selection –Meaning and definition, Steps in selection	3	1
3. Training and Compensation	3.1	Training – meaning, Training Need Analysis (TNA), ADDIE training process	3	5
	3.2	Performance Appraisal - Meaning, Techniques	3	4
	3.3	Compensation – Factors Determining Pay Rate. Job Evaluation Methods – Ranking, Job Classification, Point Method, Computerized job evaluation	3	3
	3.4	Statutory & Non-Statutory Benefits – Insurance & Retirement benefits	3	1
4.Industrial relations	4.1	Industrial Relations – Meaning, Importance	3	5
	4.2	Industrial Disputes – Causes, Forms of industrial disputes	3	4
	4.3	Trade Unions – Objectives, Functions – Employee welfare	3	2
	4.4	Grievances Handling – Grievance Procedure	3	3
	4.5	Case studies of HRM	30	4
5 Teacher Specific Component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>• Presentation</li> <li>• Group Discussion</li> </ul>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz)  ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

1. Chelladurai, P. (2006). Human resource management in sport and recreation (2nd Ed.). Champaign: Human Kinetics.
2. Aswathappa K. – Human Resources Management: Text & Cases – Tata McGraw Hill
3. V.S.P. Rao – Human Resources Management: Text & Cases – Excel Books





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>SPORTS MARKETING</b>					
<b>Type of Course</b>	DSC A					
<b>Course Code</b>	UC3DSCS UC 201					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	This course provides a comprehensive overview of sports marketing, exploring its evolution, strategies, and ethical considerations. Throughout the program, students will delve into various facets of marketing within the sports industry, gaining insights into consumer behavior, promotional techniques, and the development of effective marketing plans.					
<b>Semester</b>	3	<b>Credits</b>			4	<b>Total Hours</b>
<b>Course Details</b>	Learning Approach	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Others</b>	
		3		1		
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains *</b>	<b>PO No</b>
1	Understand the sports marketing environment and trends influencing marketers.	U	1
2	Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports- related settings.	A	2
3	Able to identify and use or implement the marketing research resources	C	1
4	Successfully evaluate the viability of a target market segment or any other aspect of the marketing mix	E	4

5	Able to understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting.	U	4
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1: Introduction to marketing & marketing mix	1.1	Introduction to Marketing, Definition, Evolution of marketing concepts – production concept, product concept selling concept, marketing concept, holistic marketing concept.	2	1
	1.2	Core marketing concepts- needs wants, desire, demand, concept of market, Demand forecasting, Measures of market demand	3	1, 2
	1.3	Introduction to relationship marketing, CRM, experiential marketing, Marketing and society, marketing environment, SWOT Analysis, Analyzing sports industry using models like PESTLE	3	1
	1.4	Marketing mix: Introduction to 4 P's of marketing	3	1,2
2: Segmentation, Targeting & Positioning	2.1	Introduction to Segmentation, Targeting & Positioning, Market segmentation – basics, importance of segmentation, Segmentation process– analyzing marketing attractiveness.	3	1
	2.2	Segmentation for sports products- examples from various sports products, Targeting – Concept, Importance	3	2
	2.3	Positioning – Basics of positioning, Positioning process,	3	3
		Formulating and implementing sports marketing strategy		
	2.4	Introduction to marketing research, marketing research process	3	4
	3.1	Consumer behavior- Influencing factors, Consumer- buying decision process	3	2,3,4

3:Consumer behavior	3.2	Analyzing business markets – Difference between consumer markets and business markets.	3	4
	3.3	Introduction to Products, levels of product, New product development process, challenges in new product development.	3	2
	3.4	Product lifecycle-marketing strategies in various PLC stages	2	2,4
4: Integrated marketing communication	4.1	Integrated marketing communication concept, communication process.	2	1,2
	4.2	Marketing Communication mix– Advertising, sales promotion, Direct Marketing, Personal Selling	3	2
	4.3	Managing sports products and brand-building	3	4, 5
	4.4	Understanding sports distribution and media promotion mix for sports events, Globalization of sports product	3	4,5
	4.5	Case studies of successful sports marketing projects	30	5
5 Teacher Specific Component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture, case studies
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>
	<b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

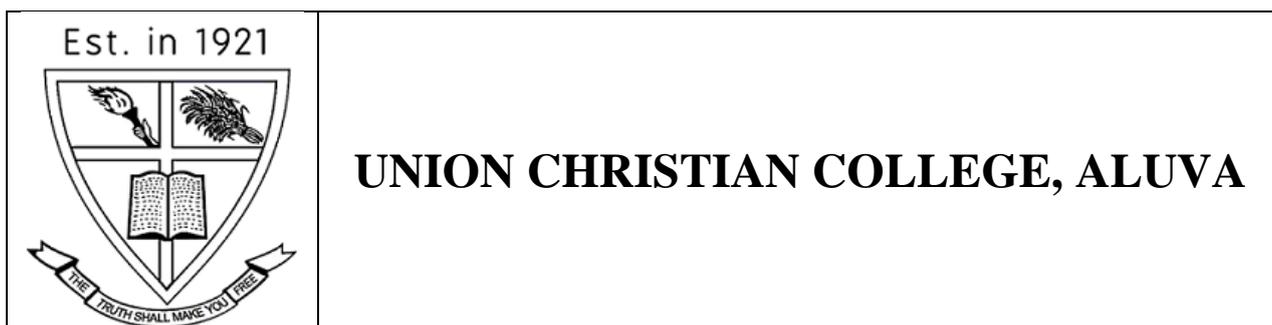
## References

- 1) Kotler, P., Armstrong, G. (2016). Principles of Marketing, Global Edition. Germany: Pearson Education Limited.
- 2) Sports Marketing: A Global Approach to Theory and Practice. (2020). (Sean Ennis.). Springer International Publishing.
- 3) Lyberger, M. R., Shank, M. D. (2014). Sports Marketing: A Strategic Perspective, 5th Edition. United Kingdom: Taylor & Francis.

## SUGGESTED READINGS

- 1) Marketing Strategy 5E. (2006). (Orville Walker, John Mullins, Harper W. Boyd, Jr.): McGraw-Hill Education (India) Pvt Limited.





<b>Programme</b>						
<b>Course Name</b>	<b>Training Principles and Periodization</b>					
<b>Type of Course</b>	MDC					
<b>Course Code</b>	UC 3MDCS UC 200					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	Throughout the course, there's likely a balance between theoretical knowledge and practical application, preparing individuals to effectively manage and support athletes in their journey.					
<b>Semester</b>	3	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3				45
<b>Pre-requisites if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the foundational principles of training, including overload and progression	K	1
2	Identify different phases of periodization such as macrocycle, mesocycle and micro cycle	U	2
3	Apply Periodization concept to design effective training programmes for various sports	A	2
4	Demonstrate knowledge of periodisation as a systematic approach to organizing training overtime	C	1, 2
5	Evaluate the role of recovery and adaptation in the context of training principle.	E	2, 3
<p><b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b></p>			

## COURSE CONTENT

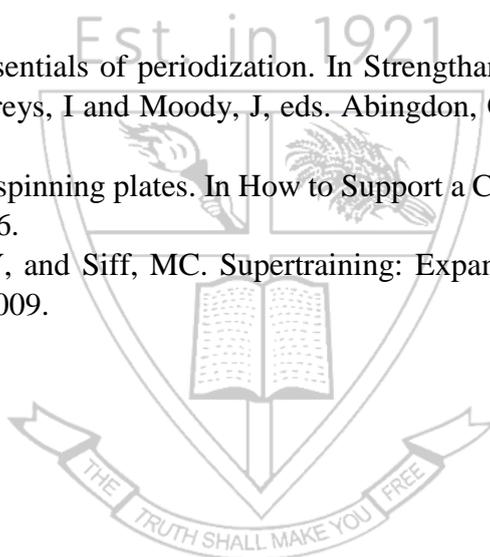
### Content for Classroom transaction (Units)

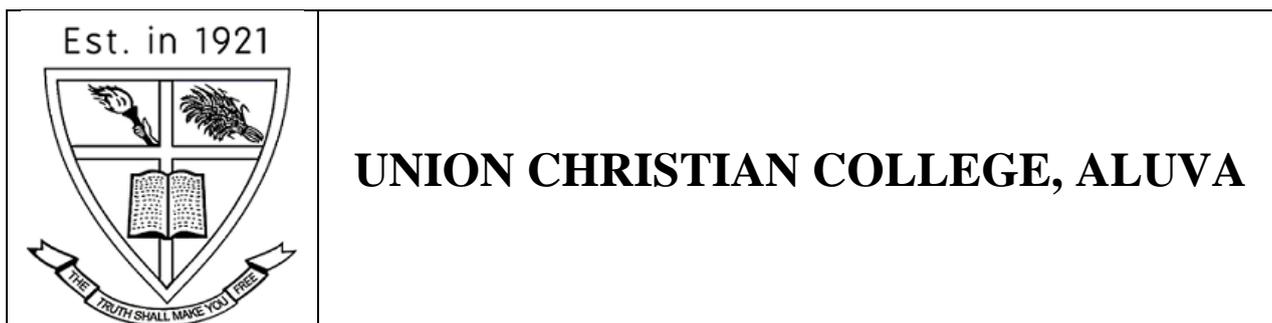
Module	Units	Course description	Hrs	CO No.
<b>Introduction to Sports training &amp; Transfer of training</b>	1.1	Definition, Meaning, aims, functions, of sports training	3	K
	1.2	Principles of sports training, Characteristics of sports training	4	K
	1.3	Concept of transfer of training Kinds of transfer of training <ul style="list-style-type: none"> <li>• Positive Transfer</li> <li>• Negative transfer</li> <li>• Zero transfer</li> </ul>	4	K
	1.4	Factors affecting transfer of training. Different theories of transfer of training <ul style="list-style-type: none"> <li>• Theories of Identical Elements (<a href="#">E.L Thorndike</a>)</li> <li>• Generalization of Experience (<a href="#">Charles Judd</a>)</li> <li>• Cognitive Theory</li> </ul>	4	K
<b>Training Load and adaptation process</b>	2.1	Definition, types, and factors affecting training load.	3	An
	2.2	Principles of Training Load	5	An
	2.3	Judgement of training load	4	K
	2.4	Meaning of Overload	3	E
<b>Periodization and programming for individual and team sports</b>	3.1	Periodization and designing a plan.(P)	20	K
	3.2	Schedule Management <ul style="list-style-type: none"> <li>• Off- season</li> <li>• Pre-season</li> <li>• In-season</li> </ul>	7	U
	3.3	Periodization and programming for individual sports versus team sports (P)	10	U
	3.4	HIIT <ul style="list-style-type: none"> <li>• Long intervals</li> <li>• Short intervals</li> <li>• Repeated sprint training</li> <li>• Sprint interval training</li> <li>• Game based training (small, sided games)</li> </ul>	8	K
4	4.1	Teacher Specific component		
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Theory Flip classroom Presentation Group Discussion			

<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>Continuous Comprehensive Assessment (CCA)- 25 marks</b></p> <p><b>Formative Assessment</b></p> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (10 Marks) written test</li> </ul>
	<p><b>End Semester Examination ( ESE)- 50 Marks</b></p> <p>University Examination-</p> <p>Written- Very Short answer type question 5x2, Short Essay – 6x5, Essay 1x10</p>

### References

1. Haff, GG. The essentials of periodization. In Strength and Conditioning for Sports Performance. Jeffreys, I and Moody, J, eds. Abingdon, Oxon: Routledge, 404-448, 2016.
2. Ingham, S. Seven spinning plates. In How to Support a Champion. UK: Simply Said LTD, 86-119, 2016.
3. Verkhoshansky, Y, and Siff, MC. Supertraining: Expanded Version. Rome, Italy: Verkhoshansky, 2009.





<b>Programme</b>						
<b>Course Name</b>	<b>Safe Training Methods</b>					
<b>Type of Course</b>	VAC					
<b>Course Code</b>	UC 3VACS UC 200					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	<p>The Safe Training course provides a comprehensive understanding of creating and maintaining secure environments in strength and conditioning. Emphasizing informed consent, participants learn to implement robust procedures, ensuring participants are fully aware of potential risks. The course covers the importance of clear warnings and effective supervision techniques to minimize hazards during training. Facility evaluation is explored to establish safe training spaces, and collaboration with a performance safety team is emphasized to address and mitigate risks. Graduates will be proficient in fostering safety through informed decision-making, proactive supervision, facility optimization, and teamwork in strength and conditioning settings.</p>					
<b>Semester</b>	3	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3				45
<b>Pre- requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Identify potential risks and safety concerns associated with various strength training exercises.	U	1
2	Evaluate and establish appropriate facilities with a focus on creating a safe training environment.	E	2
3	Understand the roles and responsibilities of various team members in ensuring overall safety.	U	5

4	Implement thorough waivers and informed consent/assent processes to inform participants of potential risks and obtain their acknowledgment.	A	6
5	Recognize the importance of providing clear warnings on potential risks associated with strength and conditioning activities.	An	2
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
<b>Waivers and Informed consent/Assent, Warning and Supervision</b>	1.1	Informed consent form, Ethical and Legal issues	3	U
	1.2	PARQ, Preparticipation screening and clearance	3	E
	1.3	Warning guidelines, Supervision	3	U
	1.4	Gender sensitive supervision, Emergency supervision	3	A
<b>Facilities for Safe training</b>	2.1	Location and Access <ul style="list-style-type: none"> <li>• Strength training conditioning room</li> </ul>	3	U
	2.2	Ceiling, flooring, lighting, and windows	3	An
	2.3	Signage <ul style="list-style-type: none"> <li>• Emergency procedures</li> <li>• Operational policies</li> <li>• Rules</li> </ul> Safety guidelines	3	E
	2.4	Other considerations <ul style="list-style-type: none"> <li>• Drinking water access</li> <li>• Restrooms</li> <li>• On call assistance, Telephones</li> <li>• First aid etc...</li> </ul>	4	An
<b>Performance Safety team</b>	3.1	Preventing sudden death	3	U
	3.2	Sudden cardiac death	3	E
	3.3	Hyperthermia	2	An
	3.4	Exertional Rhabdomyolysis	4	K
4	Teacher Specific Component			

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Theory Flip classroom Presentation Group Discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA)- 25 marks</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (10 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE)- 50 Marks</b> University Examination- Written- Very Short answer type question 5x2, Short Essay – 6x5, Essay 1x10

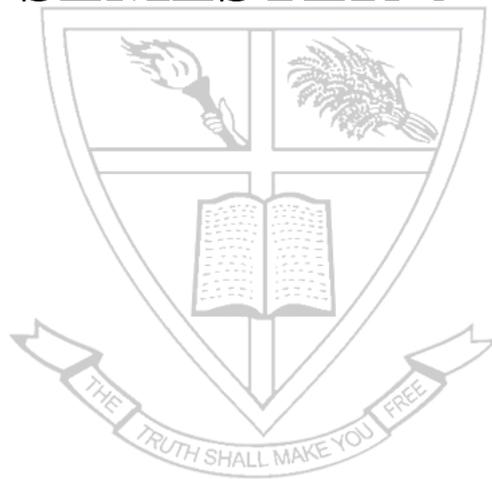
### References

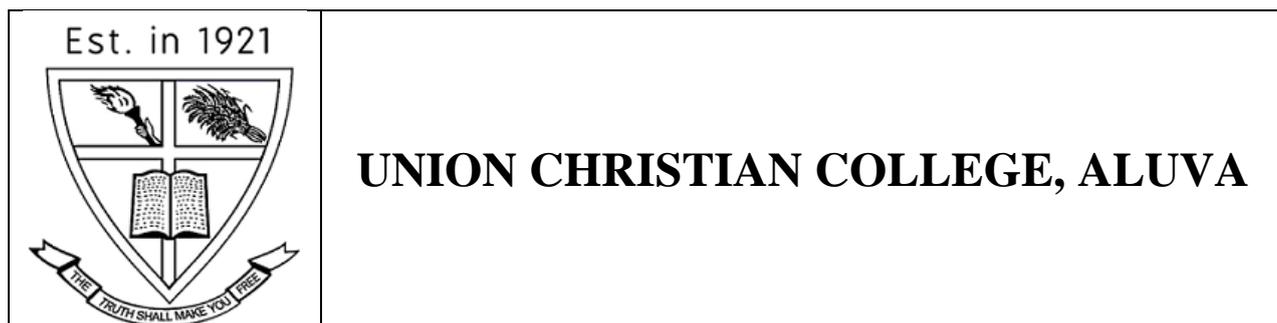
1. NSCA. Basics of strength and conditioning manual



Established in 1921

# SEMESTER 4





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>BECOMING A SPORTS AGENT</b>					
<b>Type of Course</b>	DSE					
<b>Course Code</b>	UC4DSESUC200					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	A sports agent is a professional who represents athletes in managing their careers. Their main roles include negotiating contracts, securing endorsement deals, managing finances, providing legal guidance, and planning the athlete's career. Agents play a key role in maximizing opportunities and ensuring the overall success of their clients on and off the field.					
<b>Semester</b>	4	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define sport agent	U	1
2	Significance of Sports Agent	K	2
3	To understand the work of Sports Agent	E	2
4	To identify the skills of a Sports Agent	E	1,3
5	To understand how Sports Agent build the career of an athlete	An	2
6	To plan the career of the athlete	A	1, 4

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

**COURSE CONTENT**  
**Content for Classroom transaction (Units)**

<b>Module</b>	<b>Units</b>	<b>Course description</b>	<b>Hrs</b>	<b>CO No.</b>
1 Overview of the Sports Industry & Role and Responsibilities of a Sports Agent	1.1	Introduction to the sports industry Historical evolution of sports agencies Key stakeholders in the sports industry Definition and scope of sports agency	3	1, 2
	1.2	Indian Sports and Sports Agencies Rise in Professionalism, Expansion of Sports Leagues, Diversification of Sports, Global Partnerships,	3	3
	1.3	Emergence of New Talent, Increased Branding and Endorsements, Technology and Data Analytics, Regulatory Developments,	3	5
	1.4	Need for and importance of Athlete Representation, Understanding the athlete-client relationship	3	3
	1.5	Scouting, Talent Identification and Recruitment Client recruitment and retention	3	3
	1.6	Handling athlete endorsements and branding Negotiating Sports Contracts Contract clauses, terms, and conditions Contract and Financial Management	3	4
	1.7	Salary caps and player contracts in professional leagues Financial planning for athletes Taxes and legal implications	3	5
	1.8	Legal and ethical considerations in sports representation Regulatory bodies and compliance Networking for athlete Player Health, injury management and Wellness	3	5
2 Competencies of a Sports Agent	2.1	Negotiation Skills, Legal Knowledge, Financial Acumen,	3	4
		Communication Skills, Relationship Building, Market Intelligence, Analytical Skills, Ethical Conduct, Adaptability.		
	2.2	Crisis Management, Time Management, Networking, Sales and Marketing Skills, Emotional Intelligence.	3	4
	2.3	Financial Management for Athletes	3	4

		Understanding athlete finances Budgeting and financial planning Investment strategies for athletes Tax implications for professional athletes		
	2.4	Sports Law and Compliance Overview of sports law Legal considerations in athlete representation Representing athletes in contract disputes and negotiations Legal Representation:	3	5
3 Industry Trends and Emerging Technologies	3.1	Career Transition and Post-Retirement Planning- Career Guidance Planning for athletes' post-career lives Career transition strategies Managing the transition from active play to retirement Mentorship and support for retired athletes	3	6
	3.2	Current trends in sports representation The impact of technology on sports agencies Data analytics in athlete management Case studies of innovative sports agencies Amateur Athlete Representation	3	6
	3.3	International and Global Sports Agency International player representation, work permit, visa etc	3	5
		Transfers and contracts in the global sports market Navigating different legal systems and regulations		
	3.4	Sports Agent Business Operations Business management for sports agents Contracts and fees Financial compliance and reporting	3	5
	4.1	<b>Representing athletes across a wide range of sports.</b> Team Sports: Football (Soccer), American Football, Basketball, Baseball Individual Sports: Tennis, Golf Combat Sports: Boxing, Mixed Martial Arts (MMA) Motorsports: Formula 1, NASCAR, and other racing series Athletics: Track and Field Winter Sports: Skiing, Snowboarding, and Ice Skating Endurance Sports: Cycling, Triathlon, Marathon Running Team and Individual Olympic Sports	3	4

	4.2	<p><b>Case studies of successful sports agents and agencies</b>  Scott Boras, Drew Rosenhaus, Mino Raiola, Rich Paul, Tom Condon, Jorge Mendes, Arn Tellem, Casey Close,</p> <p>Bunty Sajdeh (Cornerstone Sport), Rohan Sharma (Relativity Sports India), Neerav Tomar (IOS Sports &amp; Entertainment), Satish Menon (Rhiti Sports Management), Aneesh Gautam (Kwan Entertainment), Arun Pandey (Rhiti Group), Rahul Johri (RGC Sports), Vinod Naidu</p> <p>Famous Indian Players and representation: Sachin Tendulkar, Virat Kohli, Rohit Sharma, MS Dhoni, Shikhar</p>	4	5
		Dhawan, KL Rahul, Rishabh Pant, Jasprit Bumrah, Hardik Pandya		
	4.3	<p><b>Getting into the Industry: Specialized Education, Gain Relevant Experience- Internships, Networking, Legal Understanding,</b>  Build a Professional Network Obtain Licensing  Gain Practical Experience  Establish Your Agency Stay Informed</p>	3	5
	4.4	The ethics of athlete representation Licensing and regulations for sports agents	2	5
5 Teacher Specific Component				

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <p>Lecture Seminar Workshop Group discussions</p>
<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>Continuous Comprehensive Assessment (CCA) 30 marks</b></p> <p><b>Formative Assessment</b></p> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>

**End Semester Examination ( ESE) 70 Marks**

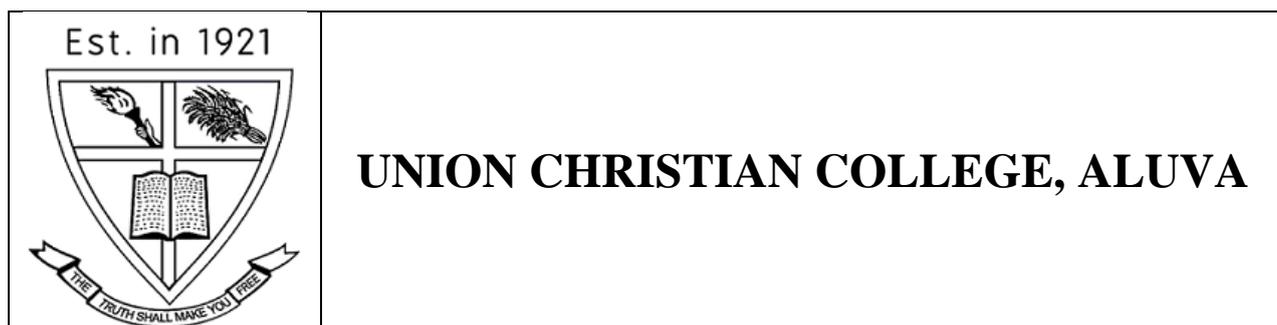
University Examination-

Written- Very Short answer type question 10x2, Short Essay – 6x5,  
Essay 2x10

**References**

- 1) The Sports executive path by SAAM MOMEN
- 2) Becoming a Sports Agent by Rivlin Gary





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>SPORTS EVENT DEVELOPMENT</b>					
<b>Type of Course</b>	DSC A					
<b>Course Code</b>	UC4DSCSUC200					
<b>Course Level</b>	<b>200- 299</b>					
<b>Course Summary</b>	<p>This course provides a comprehensive overview of event management in the field of sports, focusing on key elements crucial for successful execution. Participants will gain insights into the coordination functions of venue management teams, understanding logistics, safety, and security dynamics. The curriculum covers the entire event lifecycle, from bidding and designing to planning and operation, establishing a framework for efficiency and success. Additionally, participants will learn to mitigate risks and enhance revenue in ticketing and hospitality through innovative pricing strategies. Participants will also grasp the significance of knowledge management for organizational sustainability and continual improvement in event quality. By the end of the course, students will be equipped to apply foundational event management principles to the dynamic landscape of sports events.</p>					
<b>Semester</b>	4	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO. No
1	Demonstrate an understanding of the process of organising major sports events	U	2
2	Develop the skills for effective bidding for events	S	1, 4
3	Demonstrate a thorough understanding of the logistical details relevant to organising major sports events	U	2

4	Understand the various possibilities of generating sponsorship for the event.	U	1
5	Develop and implement a risk management plan	C	2
6	Effectively evaluate a major sports event	E	3
7	Understand every details of event day checklist implementation	U	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Understanding Sports Event industry	1.1	Introduction to the sports event industry	2	2
	1.2	Stakeholders in sports events (organizers, sponsors, athletes, spectators, media)	3	1
	1.3	The event development lifecycle (planning, organizing, executing, evaluating)	3	3
	1.4	Types of sporting events (professional, amateur, community-based) Different types of competition format – Fixtures	2	2
2. Event Bidding, Staffing & Volunteering	2.1	Event concept development and feasibility analysis	2	4
	2.2	Budgeting and financial planning for sporting events	2	1
	2.3	Venue selection and management	2	5
	2.4	Event logistics (equipment, staffing, transportation, security)	3	1
	2.5	Risk management and contingency planning. Crowd control, crowd management plans, negligence,	2	3
	2.6	Disaster preparedness and mitigation strategies, Technology and its role in event management	2	2
	3.1	Developing a targeted marketing strategy for sporting events	3	5

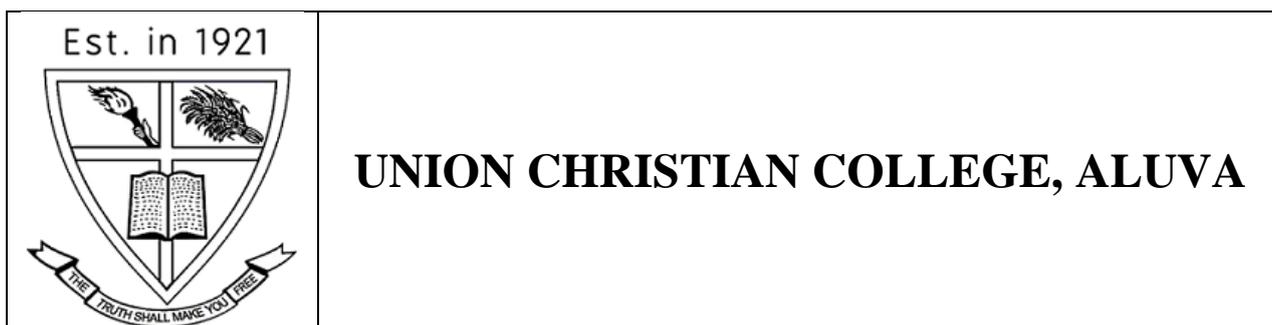
3. Crowd Management & Event Services	3.2	Utilizing various marketing channels (traditional and digital)	2	4
	3.3	Sponsorship acquisition and management	2	3
	3.4	Building brand partnerships and activations	2	1
	3.5	Public relations and media relations for events	2	4
	3.6	Measuring the effectiveness of marketing and sponsorship campaigns	2	5
4. Event Day Management and Post Event Evaluation	4.1	Volunteer recruitment, training, and management	2	5
	4.2	Operational procedures for different event stages (pre-event, event day, post-event)	2	1
	4.3	Event health and safety considerations	1	3
	4.4	Communication and coordination among different teams	2	4
	4.5	Post-event evaluation and reporting	2	5
	4.6	Identifying areas for improvement and future planning	2	5
	4.7	Case studies related to various sports events conducted- detailed discussion and analysis	30	
Teacher Specific Component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion, Case studies
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz)  ESE Theory – 50 marks  (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

1. Managing Sport Events, By T. Christopher Greenwell, Leigh Ann Danzey- Bussell, David Shonk
2. The Business of Sports Event Management by Chadwick, S. & Kellison, T.B.
3. Event Management for Sports and Entertainment by Goldblatt, J. & Kavaley, B.J.
4. Sports Event Management: A Strategic Approach by Mullin, B., Hardy, S., & Sutton, W.

### SUGGESTED READINGS



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Organizational Behaviour</b>					
<b>Type of Course</b>	DSC A					
<b>Course Code</b>	UC4DSCSUC201					
<b>Course Level</b>	<b>200- 299</b>					
<b>Course Summary</b>	This course aims to provide students with a comprehensive understanding of organizational behavior and its application in managing individual and group behavior within an organizational context. The course will explore theories, concepts, and practical strategies to enhance cognizance of human behavior in organizations.					
<b>Semester</b>	IV	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		75
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To develop cognizance of the importance of human behaviour	S	1
2	Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization	A	2
3	Demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization	A	1, 2
4	Analyse the complexities associated with management of the group behaviour in the organization	An	2, 3
5	Demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organization	A	2
6	To analyse specific strategic human resources demands for future action	An	3

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

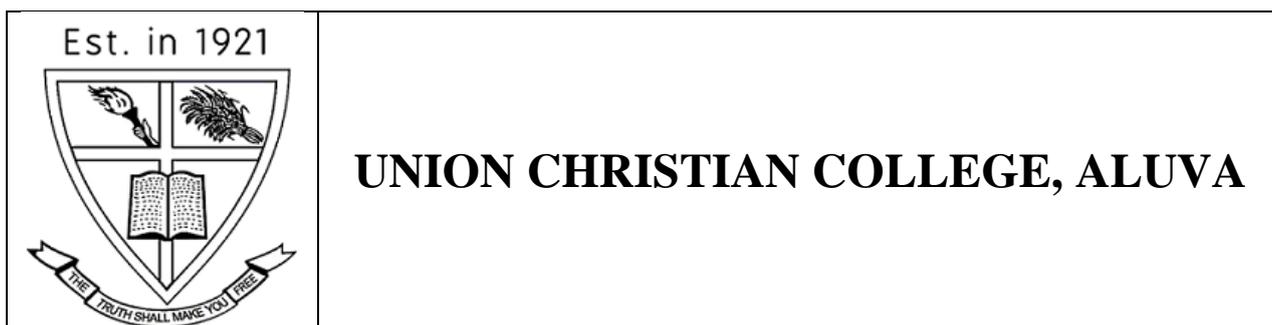
Module	Units	Course description	Hrs	CO No.
<b>1. Introduction to Organizational Behavior</b>	1.1	Meaning, Scope and Importance of Organizational Behaviour	3	1
	1.2	Key Elements of Organizational Behaviour	3	2
	1.3	Role of Managers In Organizational Behaviour	3	1
	1.4	Approaches to Organizational Behaviour. Challenges and Opportunities for Organizational Behavior	3	3
<b>2. Organizational Culture and Structure</b>	2.1	Meaning, Nature and Origin of Organizational Culture. Functions and Elements of Organizational Culture	3	5
	2.2	Types of Organizational Culture, Creating and Maintaining Organization Culture	3	2
	2.3	Organizational structure – Types, Elements of Organization Structure, advantages and disadvantages of Organizational structure	4	6
	2.4	Managing Cultural Diversity	2	4
<b>3 Teams &amp; Groups</b>	3.1	Meaning and Types of Group, Stages of Group Formation	3	3
	3.2	Group decision making techniques	3	2
	3.3	Difference between teams and groups	2	1
	3.4	Meaning Importance and types of Teams, Developing high performance Teams, Managing teams at work, Group cohesiveness	3	5
<b>4. Perception and Personality</b>	4.1	Meaning of Perception, Factors Influencing Perception, Perception process	3	4
	4.2	Personality-Meaning, Types and Determinants	3	3
	4.3	Types of Personality, Personality Traits Influencing OB, Personality traits Theories - Big Five Model, The Myers Briggs Type Indicator	4	1
	4.4	Case studies on different Organizational Structures, Team formation, Group performance	30	2
<b>5 Teacher Specific Component</b>				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Seminar Group discussions Videos Presentations Assignments Exercises Tutorials
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

- 1) Stephen. P, R., 2013, *Organizational Behaviour*, Pearson Education India
- 2) Stephan P. Robbins, Timothy A. Judge and Neharika Vohra, *Organisational Behaviour*, Pearson , 18th edition, 2018.
- 3) Luthans, *Organizational Behaviour* , McGraw Hill, International

### SUGGESTED READINGS



<b>Programme</b>							
<b>Course Name</b>	<b>PROGRAMMING RESISTANCE TRAINING</b>						
<b>Type of Course</b>	SEC						
<b>Course Code</b>	UC4SECSUC200						
<b>Course Level</b>	<b>200-299</b>						
<b>Course Summary</b>	This course is designed to provide students with a comprehensive understanding of the principles and methodologies involved in programming resistance training for individuals across various fitness levels and goals.						
<b>Semester</b>	4			Credits		3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	45	
<b>Pre-requisites, if any</b>							

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Students will demonstrate a deep understanding of resistance training principles, including biomechanics, muscle physiology, and the acute and chronic responses to resistance exercise	U	1
2	Participants will be able to critically evaluate and select resistance exercises based on their effectiveness and safety.	E	2
3	Students will learn to manipulate training volume and intensity to achieve specific outcomes, such as hypertrophy, strength, or power, while considering individual differences and adaptation rates	A	5
4	Students will develop the skills to design individualized resistance training programs, considering factors such as age, fitness level, injury history, and personal goals.	S	6
5	Students will understand the importance of ongoing program assessment and be able to monitor progress, make informed adjustments, and adapt programs to meet changing needs or goals.	U	1

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

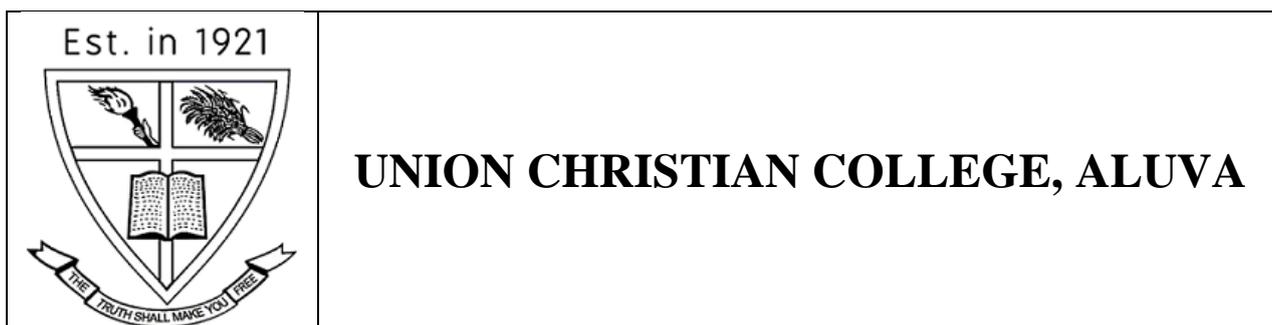
Module	Units	Course description	Hrs	CO No.
<b>Fundamentals of Resistance Training Programming</b>	1.1	<b>Introduction to Resistance Training</b> <ul style="list-style-type: none"> <li>• Definition and principles of resistance training</li> <li>• Overview of strength, hypertrophy, and endurance</li> <li>• Benefits and importance of resistance training</li> </ul>	3	1
	1.2	<b>Training Variables</b> <ul style="list-style-type: none"> <li>• Manipulating intensity, volume, and frequency</li> <li>• Progressive overload and its importance</li> <li>• Rest intervals and their impact on training</li> </ul>	5	1
	1.3	<b>Program Design Principles</b> <ul style="list-style-type: none"> <li>• Individualizing resistance training programs</li> <li>• Setting goals for different populations</li> <li>• Assessing athlete needs and limitations</li> <li>• Developing effective warm-up and cool-down routines</li> </ul>	4	2
<b>Resistance Training methods</b>	2.1	<b>Exercise Selection and Progressions</b> <ul style="list-style-type: none"> <li>• Choosing compound vs. isolation exercises</li> <li>• Progressions for various fitness levels</li> <li>• Integrating free weights, machines, and bodyweight exercises</li> <li>• Incorporating functional movements</li> </ul>	3	4
	2.2	<b>Specialized Resistance Training</b> <ul style="list-style-type: none"> <li>• Understanding and using resistance bands</li> <li>• Incorporating stability balls and medicine balls</li> </ul>	4	2
	2.3	<ul style="list-style-type: none"> <li>• Kettlebell training principles</li> <li>• Advanced equipment: TRX, resistance machines, etc.</li> </ul>	4	5
<b>Advanced Programming in Resistance Training &amp; Considering Special population</b>	3.1	<b>Advanced Training Techniques</b> <ul style="list-style-type: none"> <li>• Cluster sets and rest-pause training</li> <li>• Eccentric and concentric training</li> <li>• Blood flow restriction (BFR) training High-intensity techniques: drop sets, supersets, etc.</li> </ul>	4	5
	3.2	<b>Concurrent Training Considerations</b> <ul style="list-style-type: none"> <li>• Combining resistance training with cardiovascular exercise</li> <li>• Managing conflicting adaptations</li> </ul>	4	4

3.3	<ul style="list-style-type: none"> <li>Optimizing performance for athletes in multiple disciplines</li> <li>Avoiding overtraining in concurrent training</li> </ul>	3	3
3.4	<b>Training for Specific Populations</b> <ul style="list-style-type: none"> <li>Resistance training for older adults</li> <li>Youth resistance training guidelines</li> <li>Resistance training during pregnancy</li> </ul> Adapting programs for individuals with health conditions	4	4
3.5	<b>Functional Training and Movement Patterns</b> <ul style="list-style-type: none"> <li>Functional vs. traditional resistance training</li> <li>Incorporating movement patterns into programming</li> <li>Core training principles.</li> <li>Aqua bag exercises</li> </ul>	7	5
4	<b>Teacher specific component</b>		

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>Presentation</li> <li>Group Discussion</li> <li>Lecture</li> </ul>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA)- 25 marks</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>Assignments (5 Marks)</li> <li>Seminar (5 Marks)</li> <li>Viva (5 Marks)</li> <li>Internal Examination (10 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE)- 50 Marks</b> University Examination- Written- Very Short answer type question 5x2, Short Essay – 6x5, Essay 1x10

**References:**

1. Baechle, T. R., & Earle, R. W. (2008). *Essentials of Strength Training and Conditioning*.
2. Bompa, T. O., & Buzzichelli, C. (2015). *Periodization: Theory and Methodology of Training*.
3. Heart Rate Training-2nd Edition , Roy T. Benson, Declan Connolly



<b>Programme</b>						
<b>Course Name</b>	FIRST AID AND EMERGENCY CARE					
<b>Type of Course</b>	VAC					
<b>Course Code</b>	UC4VACSUC200					
<b>Course Level</b>	<b>200-299</b>					
<b>Course Summary</b>	First Aid and Emergency Care typically covers essential skills and knowledge needed to provide immediate assistance to individuals in medical emergencies. The course aims to equip students with the ability to assess situations, administer appropriate first aid, and respond effectively to a variety of emergencies					
<b>Semester</b>	4	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>						45

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand and apply the principles of chest compressions and rescue breathing	U	1
2	Understand appropriate actions to take in response to specific medical emergencies	U	1
3	Develop effective teamwork and leadership skills in emergency situations	S	2
4	Apply appropriate first aid measures for common traumatic injuries such as cuts, burns, fractures, and sprains.	A	2
5	Recognize signs and symptoms of common medical emergencies	An	5
6			

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
Introduction to Basics of first aid & procedures	1.1	Definition, aim and ethical consideration of First aid Definition and role of a first aider Steps of first aid, Good Samaritan law	3	1
	1.2	Qualities of a effective first aider, Ten commandments for first aider	3	1
	1.3	Definition, aim elements of BLS CPR, steps for performing CPR	3	1
	1.4	CPR for newborns and infants Recovery position	3	2
	1.5	Definition, causes, symptoms first aid for choking	2	1
	1.6	Burn injury-types of burn, causes of burn and first aid for burn injury	2	2
Basic life support (BLS)	2.1	Spinal injury-symptom and sign, first aid for spinal injury, transportation of injured athlete	2	3
	2.2	Head injury –symptom and sign, first aid for head injury	3	3
	2.3	Shock-symptom and signs, first aid for shock First aid in foreign objects entering the sense organs: foreign body in the eye, ear, nose, skin, swallowing of foreign objects.	3	2
	2.4	Electrical injuries-medical problem caused by electric shock, first aid for electrical injuries	2	3
	2.5	Bandages, type, rules for applying bandages Arm sling, procedure of applying arm sling	2	3
		Dressing(adhesive dressing, non adhesive dressing) rules for using dressing		
	2.6	Blunt trauma-symptom and sign, first aid for blunt trauma Wounds, types, first aid for wounds, Fracture- types, diagnosis of fracture, first aid for fracture	3	4
	3.1	Fainting-causes, symptoms and first aid for fainting Principles on how to handle an unconscious patient	3	4

Emergency procedures	3.2	Drowning- first aid for drowning First aid in poisoning: poisoning by swallowing, gases, injections, skin absorption, Animal bites, snake bites and insect stings	3	3
	3.3	Heart attack-symptoms and signs, first aid for heart attack Cardiac arrest and first aid for cardiac arrest.	4	4
	3.4	Epileptic fits- symptoms and sign, first aid for seizures	4	5
4. Teacher specific component				

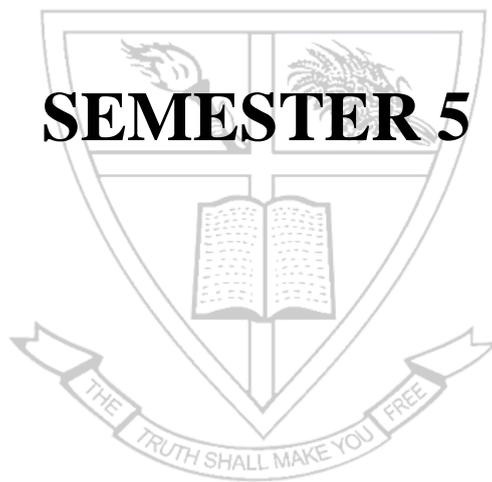
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Seminar Group discussions Videos Presentations Assignments
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA)- 25 marks Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (10 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE)- 50 Marks</b> University Examination- Written- Very Short answer type question 5x2, Short Essay – 6x5, Essay 1x10

### References

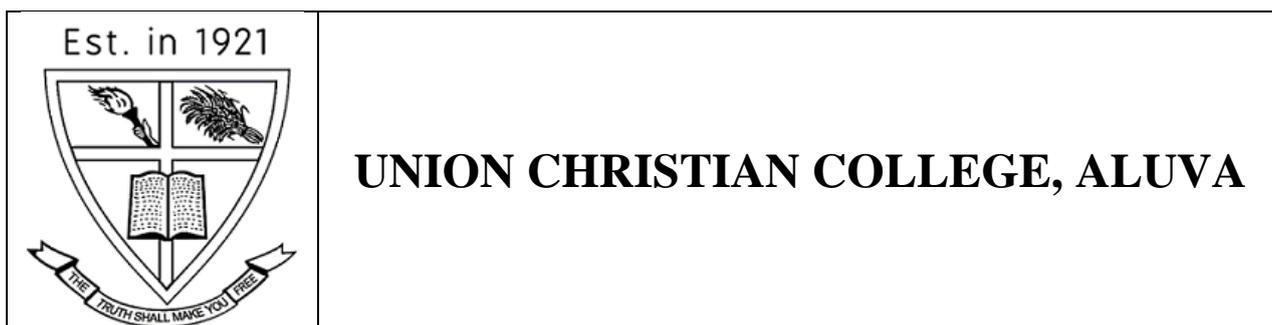
1. American Red Cross. (2016). First Aid/CPR/AED Participant's Manual (2nd ed.).

### SUGGESTED READINGS

Est. in 1921



# **SEMESTER 5**



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>SPORTS FAN ENGAGEMENT AND TICKETING</b>					
<b>Type of Course</b>	<b>DSC</b>					
<b>Course Code</b>	UC5DSCSUC300					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	The course aims to equip students with the knowledge and skills needed to drive fan engagement, boost ticket sales, and navigate the dynamic landscape of the sports industry.					
<b>Semester</b>	5	<b>Credits</b>			4	<b>Total Hours</b>
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains *</b>	<b>PO No</b>
1	<b>Understand the evolving landscape of sports fandom:</b> Identify key demographics, motivations, and expectations of contemporary sports fans.	U	1
2	<b>Analyze the impact of technology and media:</b> Explore the role of social media, mobile apps, streaming platforms, and virtual reality in fan engagement.	An	2
3	<b>Develop a strategic approach to engagement:</b> Create comprehensive plans based on identified goals, target audiences, and desired outcomes.	A	2
4	<b>Harness the power of data and analytics:</b> Measure the effectiveness of engagement initiatives and refine strategies based on insights.	U	1
5	<b>Develop ethical considerations:</b> Understand the importance of responsible practices in data collection, fan privacy, and communication.	C	8
6	<b>Understand the sport ticketing ecosystem:</b> Identify key stakeholders, revenue streams, and legal considerations.	U	2

7	<b>Analyze pricing strategies:</b> Explore demand-based pricing, variable pricing, and package structures.	An	1
8	<b>Develop best practices for customer service:</b> Implement strategies for handling inquiries, resolving issues, and building fan loyalty.	C	4
9	<b>Implement effective inventory management:</b> Utilize forecasting, allocation, and distribution strategies.	A	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
<b>Understanding the Fan</b>	1.1	Psychology of fandom: motivations, needs, and expectations	2	1
	1.2	Segmentation and profiling: identifying diverse fan groups	2	1
	1.3	The changing landscape of media consumption: impact on fan behavior	2	8
	1.4	Content creation: developing engaging narratives and multimedia experiences	3	3
	1.5	Social media engagement: utilizing platforms effectively	3	2
	1.6	Community building: fostering interaction and collaboration among fans	3	3
<b>Strategies &amp; Techniques</b>	2.1	Gamification: leveraging game mechanics to drive engagement	3	2
	2.2	Promotions and contests: creating excitement and buzz	3	2
	2.3	Event experience: enhancing the on-site and virtual fan experience	3	5
	2.4	Key performance indicators (KPIs) for fan engagement	3	2
	2.5	Data analysis tools and techniques	3	4
<b>Techniques, Measurement &amp; Optimization</b>	3.1	Measuring the impact of engagement initiatives,	2	4
	3.2	Feedback mechanisms and continuous improvement strategies, Ethical considerations in data collection and fan privacy	2	1
	3.3	Overview of the industry: history, trends, and key players	1	9
	3.4	Revenue streams and financial considerations, Legal and ethical regulations	2	2

	3.5	Pricing strategies: dynamic pricing, packages, and promotions	3	3
	3.6	Marketing and communication channels: reaching target audiences.	3	6
	3.7	Customer service best practices: building fan loyalty, Secondary ticketing markets: impact and regulations	3	6
<b>The World of Sport Ticketing, Strategies and Operations</b>	4.1	Inventory management: forecasting, allocation, and distribution.	3	
	4.2	Ticketing platforms and digital solutions, Mobile ticketing and contactless payments	2	
	4.3	Security and fraud prevention measures	4	7
	4.4	Data analytics and insights for decision- making	3	3
	4.5	Group project: simulating a ticketing campaign for a specific event	3	3
<b>Teacher specific component</b>				

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <p>Theory Flip classroom Presentation Group Discussion</p>
<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b></p> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<p><b>End Semester Examination ( ESE) 70 Marks</b></p> <p>University Examination-</p> <p>Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10</p>

### References

1. "Fanatical: How to Create Superfans and Make Them Rave About Your Brand" by John Hall and Rick Baker.
2. "Ticket to Ride: The Economics of Football Tickets" by David Berri, Stacey Luxenberg, and Martin Schmidt
3. Managing Sport Events, By T. Christopher Greenwell, Leigh Ann Danzey-Bussell, David Shonk
4. "Ticket Sales and the power of Digital Marketing: Learn how to use the internet to sell more tickets" by Matt Heinz internet to sell more tickets" by Matt Heinz



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>OPERATIONS MANAGEMENT IN SPORTS</b>					
<b>Type of Course</b>	DSE					
<b>Course Code</b>	UC5DSESUC300					
<b>Course Level</b>	<b>300 – 399</b>					
<b>Course Summary</b>	This course offers a comprehensive exploration of operations management, emphasizing its strategic significance in providing competitive advantages within workplaces. Students will delve into the interplay between operations and other business functions, understanding crucial techniques in materials management, inventory management and quality planning.					
<b>Semester</b>	V	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.	U	1
2	Plan and implement suitable materials handling principles and practices in the operations.	A	2
3	Plan and implement suitable quality control measures in Quality Circles to TQM.	A	1
4	Able to plan and implement suitable inventory management practices in a firm.	C	4
5	Understand the idea of project planning and project management	U	3

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1: Introduction to Operations Management	1.1	Definition of Operations Management: An Outline of Operations Strategy; Factors affecting Operations Management	4	1
	1.2	Objectives of Operations Management; Functions and Scope of Operations Management	4	1
	1.3	Operations Strategy: Meaning of Operations Strategy, Operations Strategy as a Competitive Weapon	4	1
	1.4	Operations Technology: Importance of Operations Technology	3	1
2: Supply Chain Management	2.1	Overview of Materials Management: Definition of Materials Management, Functions of Materials Management, Importance of Materials Management	4	2
	2.2	Concept of Purchase Management: The Objectives of Purchasing	3	2
	2.3	Role of Logistics in Sports: Introduction, Objectives of logistics, functions of logistics, Reverse Logistics	4	4
	2.4	Supply chain management: Concept and Relevance of SCM, Objectives of SCM, Competitive and supply chain strategies, Drivers of supply chain performance, Collaborative Planning Forecasting and Replenishment (CPFR)	4	4
3: Inventory Management	3.1	Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory	4	4
	3.2	Introduction to Queuing Theory, Constituents of a Queuing System	4	4
	3.3	Definition of Project and Project Management: Characteristics of a Project, PERT and CPM	4	5
	3.4	Store Administration: Introduction, Objectives, Stores organisation, functions of stores keeping; stores records and procedure, Employees and Shift Timings, Grooming Standards for Store Employees, Store Security, Store Audit	3	5
	4.1	Dimensions of Quality, Quality Control, Quality Assurance, Quality Philosophy of Deming: Deming's 14 Points	3	3

4: Total Quality Management	4.2	Total Quality Management (TQM): Principles of TQM, Building Blocks of TQM, Quality circles	4	3
	4.3	Strategic Planning and Implementation, Statistical Process Control (SPC)	4	3
	4.4	McKinsey 7s Model, Six Sigma: Six Sigma Themes	4	3
5 Teacher Specific Component				

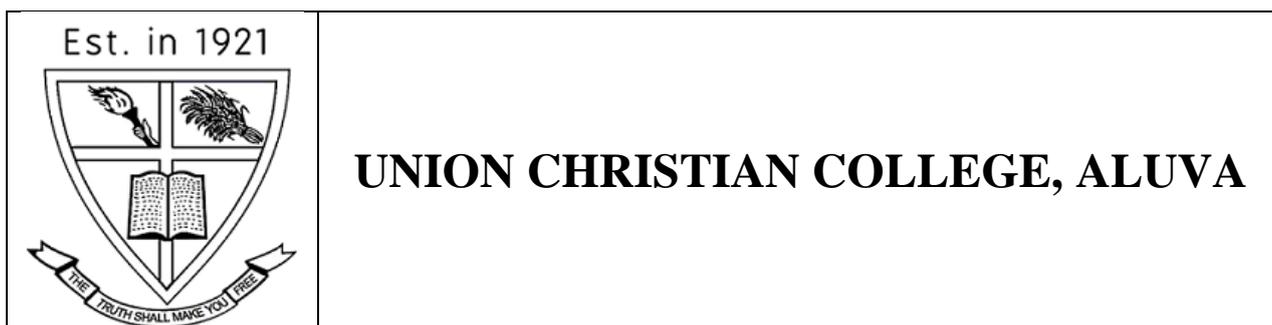
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case study</li> <li>• Presentation</li> </ul>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> </ul>
	<ul style="list-style-type: none"> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination (ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

2. Operations Management in Sports: Ingrid Griffiths, Sue Minten
3. Operations Management: Managing Global Supply Chains, by Jeffrey Pinto and Ray
4. R. Venkataraman

### SUGGESTED READINGS

1. Prof. Wilson, Operations Management
2. Dilworth James B., Operations Management
3. Adams Evertie E., Ebert Ronald J., Operations Management



<b>Programme</b>	<b>BSM (Honours)</b>				
<b>Course Name</b>	<b>NEGOTIATION SKILLS FOR SPORTS MANAGEMENT</b>				
<b>Type of Course</b>	DSE				
<b>Course Code</b>	UC5DSES UC301				
<b>Course Level</b>	<b>300 – 399</b>				
<b>Course Summary</b>	This course is designed to develop students' negotiation skills within the context of sports management. It covers fundamental negotiation principles and strategies, emphasizing their application in various scenarios within the sports industry.				
<b>Semester</b>	5	Credits		4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Total Hours
		4			
<b>Pre-requisites, if any</b>					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Develop a solid understanding of negotiation principles and strategies.	U	2
2	Apply negotiation skills to various contexts within the sports industry.	A	1
3	Enhance critical thinking and problem-solving abilities in negotiation scenarios.	S	2
4	Prepare students for real-world negotiation challenges in sports management.	C	4
5	Understand the various Networking opportunities with professionals in sports management and negotiation.	U	2

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Introduction to Negotiation in Sports	1.1	Meaning and importance of negotiation in sports management, Overview of key negotiation concepts and terminology.	4	2
	1.2	Historical perspective on significant sports negotiations	3	1
	1.3	Types of Negotiations in Business - business to business, with distributors, customers, vendors - in marketing, operations, HR, finance etc, bankers & equity funds, employees, future employees, etc.	4	3
	1.4	Defining negotiations - difference between lose - lose, lose - win, win - lose, win - win. Setting a context for win-win for both parties	4	2
2. Contract Negotiation in Sports	2.1	Types of Sports Contracts: Player contracts, coaching contracts, and sponsorship agreements. Understanding contract structures and clauses. Legal considerations in sports contract negotiation	4	4
	2.2	Salary Negotiation in Professional Sports: Principles of salary negotiation for athletes and coaches. Market trends and benchmarks in sports salaries	4	1
	2.3	Preparing for a negotiation - Researching the opposite party, defining BATNA - best alternative to a negotiated agreement, ZOPA - zone of possible agreement.	4	5
	2.4	Defining multiple variables in a negotiation, defining needs and wants, benefits & value, setting the opening price, ideal price and walk away price.	3	1
	3.1	Globalization in Sports: Understanding the international sports landscape Opportunities and challenges in global sports negotiations .Cultural considerations in international sports negotiations	4	5

3. International Negotiations in Sports	3.2	Cross-Cultural Communication: Effective communication in cross-cultural sports negotiations. Building relationships with international stakeholders. Overcoming language barriers in negotiations	4	4
	3.3	International Transfers and Player Contracts : Regulations and processes for international player transfers. Negotiating player contracts across borders. Case studies of successful international sports negotiations	4	3
	3.4	Managing Global Partnerships: Developing and maintaining international partnerships. Negotiating international broadcasting and distribution rights. Challenges and opportunities in global sports collaborations	3	1
4. Negotiating in Sports Management and Governance	4.1	Role of Negotiation in Sports Management: Negotiation's impact on team management and operations. Managing conflicts within sports organizations. Negotiating with sports governing bodies	4	5
	4.2	Collective Bargaining in Sports: Understanding collective bargaining agreements. Role of player unions and associations in negotiations. Key issues in collective bargaining in professional sports	4	1
	4.3	Crisis Management and Negotiation: Strategies for negotiating in crisis situations. Case studies of crisis negotiation in sports. Crisis communication and public relations in sports	3	3
	4.4	Future Trends in Sports Negotiation: Emerging trends in sports business and negotiation. Technology's impact on sports negotiation. Adapting negotiation strategies to future challenges	4	4
5. Teacher Specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>• Lecture Method</li> <li>• Group discussion</li> <li>• Case study</li> </ul>
---------------------------------------	---

<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b></p> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<p><b>End Semester Examination ( ESE) 70 Marks</b></p> <p>University Examination-</p> <p>Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10</p>

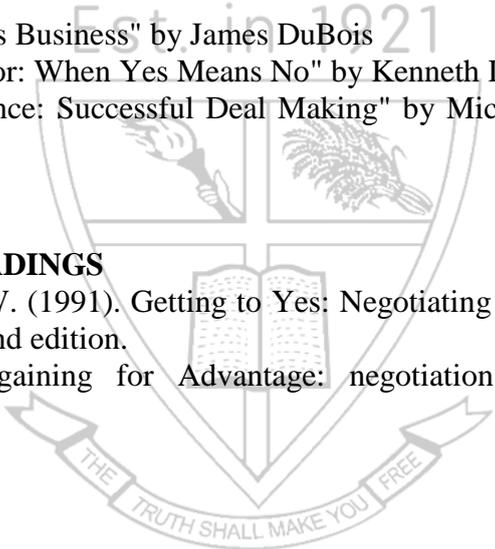
**References**

(Repeat for 5 Modules each of Minimum 15 hrs and Maximum 20hrs Duration)

1. "Negotiation in Sports Business" by James DuBois
2. "The Sports Negotiator: When Yes Means No" by Kenneth L. Shropshire
3. "Negotiation Excellence: Successful Deal Making" by Michael D. Watkins and Susan Rosegrant

**"SUGGESTED READINGS**

1. Fisher, R. and Ury, W. (1991). Getting to Yes: Negotiating Agreement Without Giving In: Penguin Books, 2nd edition.
2. Shell, Richard. Bargaining for Advantage: negotiation strategies for reasonable people. Viking, 1999





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE</b>					
<b>Type of Course</b>	DSE					
<b>Course Code</b>	UC5DSES UC302					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	A course in digital marketing in sports management covers strategies for promoting sports entities online. Topics include social media marketing, content creation, SEO, analytics, and fan engagement. Students learn how to apply these skills in the context of sports organizations to enhance visibility, fan interaction, and overall brand presence in the digital landscape.					
<b>Semester</b>	V	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Develop comprehensive digital marketing strategies tailored to the sports industry, considering the unique aspects of fan engagement, team promotion, and event marketing.	U	2
2	Gain proficiency in leveraging various social media platforms to enhance brand presence, engage fans, and execute targeted marketing campaigns	K	3
3	Acquire skills in creating compelling digital content, including videos, graphics, and articles, aligning with the sports industry's dynamic and visually oriented nature.	C	1

4	Understand and implement SEO techniques to optimize online content for search engines, improving the visibility of sports-related websites and platforms	E	1,2
5	Utilize analytical tools to measure the effectiveness of digital marketing efforts, interpret data, and make informed decisions to optimize future campaigns.	S	3,4
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

## COURSE CONTENT

### Content for classroom transactions (Units)

Module	Units	Course description	Hrs	CO No.
1. Introduction to Digital Marketing & AI	1.1	Introduction to digital marketing and Artificial intelligence. The significance of digital marketing, and artificial intelligence. Benefits of digital marketing, value delivery process, marketing strategy.	4	1
	1.2	The framework of digital marketing. Difference between traditional marketing and digital marketing. Digitalization and digital transformation. Digital marketing process, Augmentation.	4	1
	1.3	Introduction to Artificial Intelligence (AI) and its Role in digital marketing. Legal and Ethical Considerations: Copyright and intellectual property, Privacy and data protection, and social media policies.	4	2
	1.4	Overview of the digital marketing landscape (SEO, SEM, social media, Email, etc.)	3	2
2 Search Engine Optimization (SEO)	2.1	Key concepts: Introduction to SEO, keyword planner tools, Machine Learning, Natural Language Processing, Predictive Analytics	3	3
	2.2	Basics of AI for Digital Marketers: Understanding machine learning algorithms relevant to marketing, website planning and development: Types, keywords.	4	3
	2.3	Importance of data analytics in digital marketing, AI-driven data analysis for customer insights, understanding and types of predictive analytics.	4	3
	2.4	AI in Search Engine Optimization (SEO): AI-powered keyword research and optimization, Content creation and optimization with AI tools, Technical SEO, and AI-driven website audits	4	4
3 Social Media Marketing & Web Analytics	3.1	AI-driven data analysis for customer insights: Understanding customer behavior through AI, Basics of data analysis for digital marketers, different types of social media marketing.	4	4
	3.2	Introduction to web analytics using AI, Customer segmentation using AI, understanding domain and web hosting, and building websites.	4	4

	3.3	Predictive analytics for campaign optimization, Personalization, and customization in marketing	3	4
	3.4	AI in Search Engine Marketing (SEM) and Paid Advertising: Pay Per Click(PPC) Advertising: Introduction Pay Per Click Advertising: Google Ad Word. Types of Bidding Strategies	4	5
4 Artificial intelligence and social media marketing	4.1	AI-powered social media interactions: importance of AI in social media marketing, AI Customer Services and supports, Sentiment Analysis, AI content creation, Interactive Polls and Surveys, Automated Ad Targeting, Dynamic Content Generation, Language Translation and Multilingual Support, Influencer Marketing Optimization.	3	5
	4.2	AI in Social Media Marketing: advantages of artificial intelligence for social media, challenges of artificial intelligence for social media, AI-driven social media advertising campaigns	4	5
	4.3	AI-Powered Content Creation and Optimization: Content generation using Natural Language Processing (NLP), AI tools for content optimization and A/B testing, Dynamic content and personalization strategies	4	5
	4.4	AI-driven personalization strategies across channels Implementing recommendation engines in email marketing Dynamic content delivery using AI	4	5
Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <ul style="list-style-type: none"> <li>• Lecture</li> <li>• Seminar</li> <li>• Group discussions</li> <li>• Presentation</li> </ul>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination-
	Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

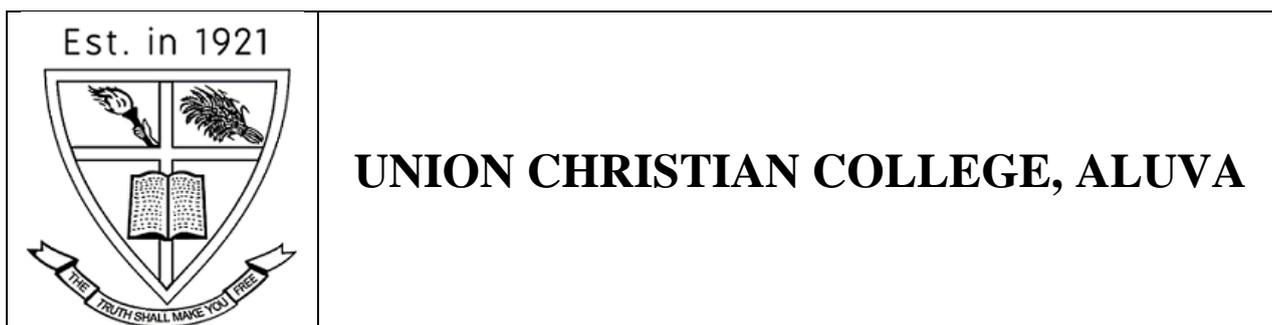
## References

1. "Ultimate Guide to Google Ads" by Perry Marshall, Mike Rhodes, and Bryan Todd
2. Johnson, Emily. *Digital Game Plan: Strategies for Sports Marketing Success*. Sports Press, 2021.
3. Smith, John. *Digital Strategies for Sports Marketing*. Sports Publishing Co, 2020.
4. *The Art of SEO: Mastering Search Engine Optimization* by Eric Enge, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin

## SUGGESTED READINGS

1. Brad Geddes. (2012). *Advanced Google AdWords*. Wiley.
2. AI for Marketing and Product Innovation" by A.K. Pradeep, "Digital Marketing Strategy" by Simon Kingsnorth.





<b>Programme</b>	<b>BSM (Honours)</b>				
<b>Course Name</b>	<b>Sports Law</b>				
<b>Type of Course</b>	DSE				
<b>Course Code</b>	UC5DSESUC303				
<b>Course Level</b>	<b>300-399</b>				
<b>Course Summary</b>	sports law course typically covers legal issues related to sports, including contracts, labor law, anti-doping regulations, intellectual property, and issues specific to sports organizations. Students may explore topics like athlete contracts, disciplinary actions, and the legal structures governing sports leagues.				
<b>Semester</b>	5	Credits			4
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others
		4			
		Total Hours			60
<b>Pre-requisites, if any</b>					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Evaluate identified personal core values and differentiate between ethics and law whilst considering cultural differences and universal ethics	U	8
2	Explain ownership structures and concepts of intellectual property	K	9
3	Recognize and explain the key legal and ethical principles and ideas which underpin and influence the regulation of sport and how they manifest in practice.	E	10
4	Restate and employ basic contractual principles in the sport context	E	1
5	Examine human rights, diversity, and inclusion issues in sport from a legal, sport, and business perspective.	An	8

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to legal system	1.1	The court and legal systems in India, Constitution and Sports in India. Challenging Sports Decisions, Impact of Non-Profit Laws on Sports in India.	4	1
	1.2	Introduction to Sports Law and Legal Principles: Overview of sports law as a field, Legal principles applicable to sports law, Historical development of sports law	4	1
	1.3	Emerging Issues in Sports Law: Technology and its impact on sports law, eSports and legal challenges, Social justice issues in sports, Future trends in sports law	4	2
	1.4	Broadcasting of Sports in India, Commercialisation of Sports and Indian Franchise Leagues, Way Forward for Sports in India.	3	3
2 Dispute Resolving mechanisms in sports	2.1	Law in Sports: Formation and enforcement of sports contracts, Standard player contracts,	3	3
	2.2	Negotiation and drafting of sports contracts, Contract disputes and resolutions	4	2
	2.3	Labor and Employment Law in Sports: Employment relationships in sports, Collective bargaining agreements, Salary negotiation and salary caps, Player unions and associations	4	2
	2.4	Tort Law and Liability in Sports: Negligence and duty of care in sports, Liability for sports injuries, Spectator injuries and premises liability, Risk management in sports organizations	4	
3 Ethical issues in Sports Industry	3.1	Antitrust Issues in Sports: Overview of antitrust laws in the sports industry, Team relocations and franchise movements, Drafts, salary caps, and competition issues, Player movement and free agency.	4	5
	3.2	Regulatory Compliance in Sports: National and international sports governing bodies, Rules and regulations in sports leagues, Compliance and enforcement mechanisms, Ethical considerations in sports law.	4	4
	3.3	Discrimination – Racial discrimination.	3	4
		Sex discrimination, religious discrimination, Sexual harassment		
	3.4	International Sports Law: Cross-border sports competitions, Player transfers and conflicts of jurisdiction, International sports arbitration, Global perspectives on sports law.	4	4

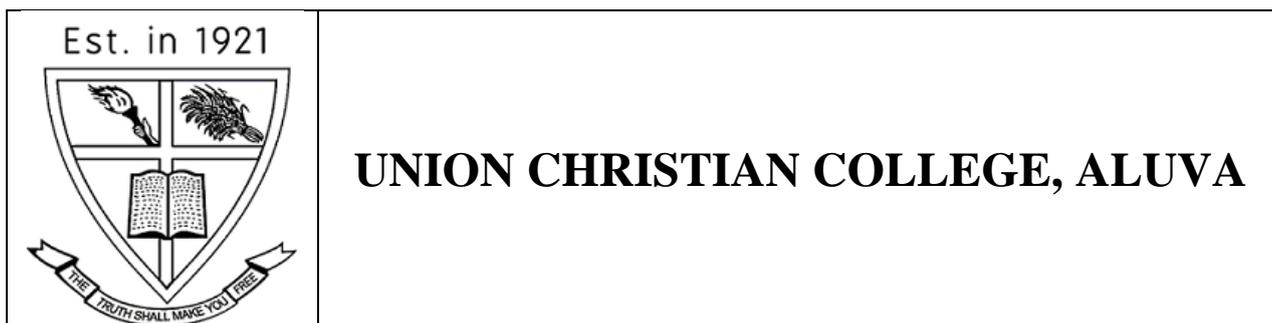
4 Legal Procedures in sports	4.1	Court of Arbitration in Sports (CAS), Representative cases.	3	4
	4.2	Intellectual Property in Sports: Trademarks and branding in sports, Copyright issues in sports broadcasting	4	5
	4.3	Image rights and publicity rights	4	3
	4.4	Licensing & Sponsorship agreements	4	5
5. Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Seminar Group discussions Presentation
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Sports Law in India- Policy, Regulation and Commercialisation, **Edited by:** Lovely Dasgupta, Shameek Sen - Assistant Professor (Law), W.B. National University of Juridical Sciences, Kolkata.
2. Sports Law by Patrick K Thornton, Johns and Bartlett publisher.

### SUGGESTED READINGS



<b>Programme</b>	BSM (Honours)					
<b>Course Name</b>	FINANCIAL MANAGEMENT FOR SPORTS					
<b>Type of Course</b>	DSE					
<b>Course Code</b>	UC5DSES UC304					
<b>Course Level</b>	300 – 399					
<b>Course Summary</b>	A course on financial management for sports typically covers topics such as budgeting, revenue generation, sponsorship deals, athlete contracts, event finances, and financial analysis within the sports industry. It aims to provide a comprehensive understanding of the unique financial challenges and opportunities in the sports business, helping professionals make sound financial decisions in this dynamic field.					
<b>Semester</b>	V	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>		4				60

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Learn fundamental aspects of sports finance and its application	U	1
2	Students also learn the preparation of financial statement	A	2
3	Understand the latest updates on financial knowledge and practice	E	2
4	Able to demonstrate the financial management skills	C	3
5	Acquire accounting, budgeting skills	S	1,2

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
<b>1 Introduction to sports finance</b>	1.1	Introduction to Sports Finance - Foundations of Sports Finance (Economics & Organizing the Sports Enterprise) Basic Financial Concepts - Financial systems and how they operate.	3	1
	1.2	Basic accounting concepts and Conventions – Rules for Debit and Credit.	2	2
	1.3	Preparation of Journal, Ledger, Trial balance.	5	1
	1.4	Preparation of final accounts – Trading account, P&L account, Balance Sheet	5	3
<b>2 .Principles of financial analysis</b>	2.1	Principles of financial analysis - Financial Statements, Forecasts, and Planning - Time Value of Money - Approaches to Financial Planning	4	2
	2.2	Capital structuring: Types of funding – short term borrowing, long term borrowing, Common Stock, Preferred Stock, Corporate bonds.	3	1
	2.3	Short term financing management – review of current assets and current liabilities	4	1
	2.4	Cash management – Meaning, objectives, Preparation of Cash budget for a Sport event.	4	2
<b>3. Basic concepts in Costing</b>	3.1	Standard Costing: Meaning, Advantages, Limitations, Steps in setting up of standard costs.	5	3
	3.2	Differences between Budgetary control and standard costing, Estimated cost	2	4
	3.3	Analysis of variances, Types of variances – Material Cost Variance, Labour Cost Variance, Overhead cost variance.	2	2
	3.4	Marginal costing – meaning and its applications. Cost Volume Profit analysis - Meaning, Assumptions, Techniques.	6	1
<b>4. Budgeting</b>	4.1	Basics of budgeting	3	1
	4.2	Budgeting and Valuation in sports: What makes sports profitable? What makes sports valuable – market capitalization?	3	2
	4.3	Capital budgeting - Budgeting for a sports event	4	3
	4.4	Fixed cost, variable cost, Semi variable cost. Break-even analysis, Break even chart	5	4
<b>5 Teacher specific component</b>				

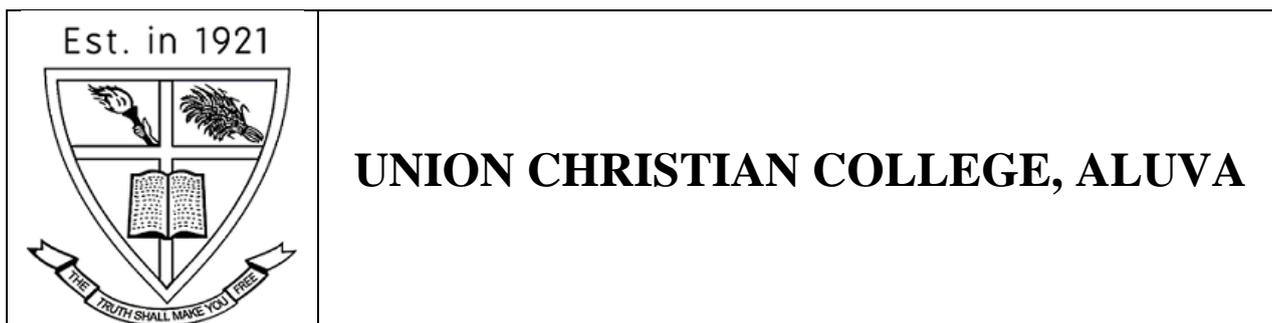
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Theory Group discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continuous Comprehensive Assessment (CCA) 30 Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Brown, M., Rascher, D., Nagel, M. & McEvoy, C. (2010). Financial Management in the Sport Industry, Holcomb Hathaway, Publishers, Inc.
2. Sawyer, T.H., Hypes, M.G., & Hypes, J.A. (2004). Financing the Sport Enterprise. Champaign, IL: Sagamore Publishing.

### SUGGESTED READINGS

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)



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Sports content creation and presentation</b>					
<b>Type of Course</b>	<b>DSE*</b>					
<b>Course Code</b>	UC5DSES UC305					
<b>Course Level</b>	<b>300 – 399</b>					
<b>Course Summary</b>	This course provides a comprehensive exploration of the dynamic intersection between sports, content creation, and presentation strategies. Participants will gain essential skills to craft compelling sports content across various mediums and learn effective techniques for presentation in both digital and live settings.					
<b>Semester</b>	V	Credits			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		4				
<b>Pre-requisites, if any</b>	Basic knowledge in social media platforms, basic computer and editing skills.					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To understand the basic concepts of content creation	U	1
2	To define, understand and create plans for content creation	U, A, C	1,2
3	To recognize and analyze current trends, challenges, and opportunities in the sports content industry.	An	1,3
4	To identify and define target demographics for sports content.	E	6,7
5	To implement effective strategies to engage and captivate sports audiences.	A	4,5,9
6	To utilize various social media platforms strategically for sports content distribution.	E, A	4,6,9

7	To understand and navigate legal and ethical considerations related to sports content creation.	U, A	7,8
8	To deliver effective live presentations with a focus on storytelling and engagement and handle Q&A sessions confidently in both virtual and live environments.	A, S	9,10
9	To craft engaging sports narratives, headlines, and captions and tailor writing style for different platforms and effectively convey sports stories.	C, S	4,6,8, 10
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
<b>1 Introduction to Sports Content Creation</b>	1.1	Overview of the sports content landscape – consumption of sports content – Rise of lifestyle sports content	4	2
	1.2	Content creation scope, concepts and its relevance in sports Types, trends and challenges in content creation.	4	1,2
	1.3	Effective storytelling in sports – team-specific content and sport-fandom content.	2	1
<b>2 Content Planning and Strategy</b>	2.1	Current sports industry trends – successful sports content campaigns - identifying target demographics in sports -analyzing fan behavior and preferences.	4	2,3
	2.2	Defining objectives and goals – short-term and long-term goals – aligning content goals with broader organizational objectives	3	2
	2.3	Creating a content calendar – importance of structured content calendar – balancing evergreen and timely content – incorporating major sports events and seasons.	4	2
	3.1	Writing for sports content - crafting engaging headlines and captions -developing effective sports narratives - writing styles for different platforms - writing scripts for sports videos and podcasts, crafting articles, blog posts and features.	4	2, 3 & 9

3 <b>Writing and visual elements in sports content</b>	3.2	Visual content – infographics-importance and relevance – basics of sports photography and videography -memes, gifs, screenshots,360degree videos.	5	3, 4 & 6
	3.3	Interviewing Techniques for Sports Stories - Conducting effective interviews with athletes and sports personalities - Incorporating quotes and anecdotes into written content	4	5 & 8
	4.1	Exploration of social media platforms - twitter, Instagram, Facebook, YouTube, TikTok - understanding unique features - audience expectations.	2	3, 4 & 6
	4.2	Crafting Engaging Tweets for Sports - Leveraging Twitter for real-time sports updates - Creating engaging tweets and using hashtags effectively - Strategies for increasing engagement and fostering conversation	4	6 & 9
	4.3	Visual Storytelling on Instagram - Importance of visuals on Instagram in sports content - Crafting visually appealing sports posts and stories - Effective use of Instagram features for sports marketing	4	5, 6
	4.4	Building Communities on Facebook - Strategies for building sports communities on Facebook - Creating and managing sports-related groups and pages - Effective use of Facebook Live for sports content  Video Content Strategies on YouTube	6	4, 5, 6

		<ul style="list-style-type: none"> <li>- Leveraging YouTube for sports highlights, documentaries, and interviews</li> <li>- Creating engaging sports video content</li> <li>- Building and maintaining a sports-focused YouTube channel</li> </ul>		
		<ul style="list-style-type: none"> <li>- Copyright and intellectual property issues in sports content creation</li> <li>- Ethical considerations in content creation</li> <li>- Compliance with industry regulations and standards</li> </ul>		
Teacher Specific Component				

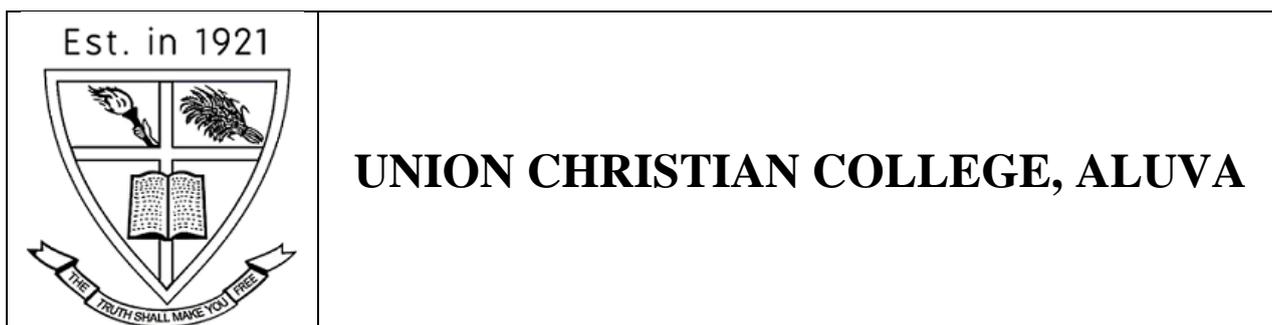
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture//Practical exercises/Viva/ Seminars/ Term Papers/Assignments/ Presentations/ Self-Study etc
<b>Assessment Types</b>	<b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ol style="list-style-type: none"> <li>1. Assignments (5 Marks)</li> <li>2. Seminar (5 Marks)</li> <li>3. Viva (5 Marks)</li> <li>4. Internal Examination (15 Marks) written test</li> </ol>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Smith, John. *The Art of Sports Storytelling*. Sports Publish, 2020.
2. Deninger, Dennis. *Live Sports Media: The what, how, and why of sports broadcasting*. Routledge, 2022
3. Ivers, Karen S & Barron, Ann E. *Digital Content Creation in Schools: a common core approach*, Bloomsbury, 2015.

### SUGGESTED READINGS

1. Berger, Jonah. *Contagious: How to Build Word of Mouth in the Digital Age*. New York, Simon & Schuster, 2013.
2. Schaefer, Mark W. *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business*. Mark W. Schaefer, 2015.



<b>Programme</b>	<b>BSM (Honours)</b>				
<b>Course Name</b>	<b>Scouting for Sports</b>				
<b>Type of Course</b>	SEC				
<b>Course Code</b>	UC5SECSUC300				
<b>Course Level</b>	<b>300-399</b>				
<b>Course Summary</b>	This course explores the principles and practices of scouting in various sports, focusing on player evaluation, recruitment, and team development. Students will learn how to analyze athlete performance, identify potential talent, and make data-driven decisions				
<b>Semester</b>	5	Credits			3
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others
		2	2	2	2
<b>Total Hours</b>					
60					
<b>Pre-requisites, if any</b>					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define the key concepts, principles, and methodologies involved in sports scouting.	U	1
2	Explain the historical evolution and significance of scouting in different sports.	E	2
3	Analyze and assess the physical, technical, and tactical aspects of athletes in various sports.	A	6
4	Identify and understand the key performance indicators specific to different positions or roles.	I	3
5	Demonstrate proficiency in collecting, organizing, and analyzing relevant data for scouting purposes.	D	2
6	Differentiate and evaluate the specific requirements and attributes for different positions within a given sport.	A	1

7	Articulate scouting reports clearly and concisely, incorporating relevant data and observations.	A	1
8	Develop a systematic approach to talent identification and recruitment.	E	6
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1.1	Introduction to Sports Scouting- Overview of sports scouting, Historical perspective, Definition, need for and importance of scouting	3	1
	1.2	Scouting techniques- <b>Player Evaluation, Video Analysis, Statistical Analysis, Scouting Reports, Interviews and References, Physical Assessments, Live Scouting.</b> Factors affecting scouting, Ethical considerations in scouting.	4	1
	1.3	Concept of giftedness and talent, Theories of giftedness, Role of conceptualization of athlete in talent identification,	4	1
	1.4	Characteristics of talented athletes, Scouting for potential, Talent identification methods and tools	4	2
2 Identifying Talent	2.1	Profiling the Talented Athlete- One-dimensional talent, Multidimensional talent, One-sport talent, Multisport talent, Talent in progress, Predicting athletic success	3	2
	2.2	Identifying Physical Attributes a) Defining the physical elements of talent - Size, Speed, Quickness, Strength, Agility, Flexibility, Coordination, Aerobic Fitness b) Assessing physical attributes c) Addressing physical deficiencies	4	3
	2.3	Recognizing Mental and Emotional Skills Defining mental and emotional skills- Drive, Passion, Stability, Mental Toughness, Positive Attitude, Realism , Focus, Effort, Persistence Addressing weaknesses	4	4
	2.4	Spotting the Intangibles- Defining the intangibles, assessing intangibilities, sports participation stages,	4	5

3 Assessing and Developing Talent	3.1	Parenting and Coaching- Talented Athletes, Deciding when to specialize, parental involvement for sports development, strategies required to develop an athlete.	3	5
	3.2	Understanding the right age for practices, Impact of Specializing versus playing two or more sports Difference between Camps, clinics, lessons Performance enhancers	4	6
	3.3	Overcoming Obstacles- Social isolation, Repetitiveness, Missed experiences, Identity foreclosure, Family disruption, Bad grades, Diminishing return on investment, Genes, Burnout and injuries	4	6
	3.4	Scouting Technology and Analytics: Using technology and data analytics in scouting Introduction to advanced statistics and metrics Hands-on data analysis tools, Gathering relevant data Video analysis and performance metrics, Data sources	4	8
4 Evaluating Talent by Sport (Practical)	4.1	Scouting Techniques: Player assessments Position-specific scouting Opposition analysis Scouting Reports and Presentations	30	8
	4.2	Preparing Athlete Portfolio- Introduction: Overview of the athlete's career, Athlete's Profile, Resume and Bio, Career Highlights, Video Highlights Reel, Skills and Strengths, Marketability and Branding, Endorsements and Sponsorships- current and past, Media Coverage, Community Engagement and Philanthropy, Career Goals and Aspirations, Agent's Representation Statement, Contact Information and Representation.		7
	4.3	Group presentations of scouting assessments Scouting and Recruitment: Player recruitment strategies Assessing market value and potential transfers Negotiation and contract management		7
	4.4	Students engage in a scouting project, assess a player or team, and provide recommendations. Testing for Talent- Trying Out Wrestling, Softball, Basketball, Baseball, Football, Golf, Gymnastics, Hockey, Tennis, Swimming, Track, Field, and Cross Country, Volleyball, (sports specific test to identify talents, early indicators )		7

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Group Discussion Demonstration Presentation Competition
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 30</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -15 marks (Written exam- short answer -10x1, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz)  ESE Theory – 35 marks  (Written examination theory – MCQ 10x1, Short Answer – 5x2, Short Essay - 3x5).

### References

(following any standard reference format like APA, MLA, Chicago....)

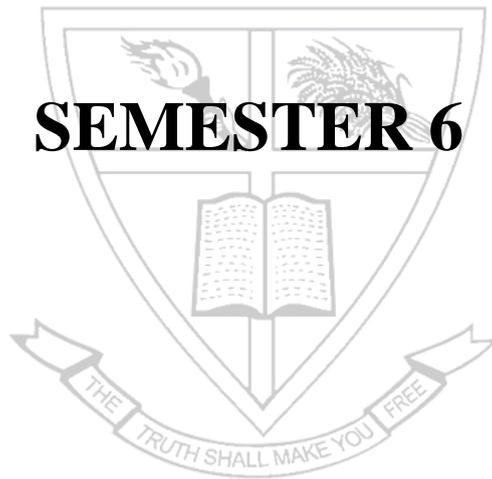
1. (Repeat for 5 Modules each of Minimum 15 hrs and Maximum 20hrs Duration)
2. Moneyball: The Art of Winning an Unfair Game" by Michael Lewis
3. The Talent Code: Greatness Isn't Born. It's Grown. Here's How." by Daniel Coyle
4. Effective Scouting in Football" by Dan Hatman

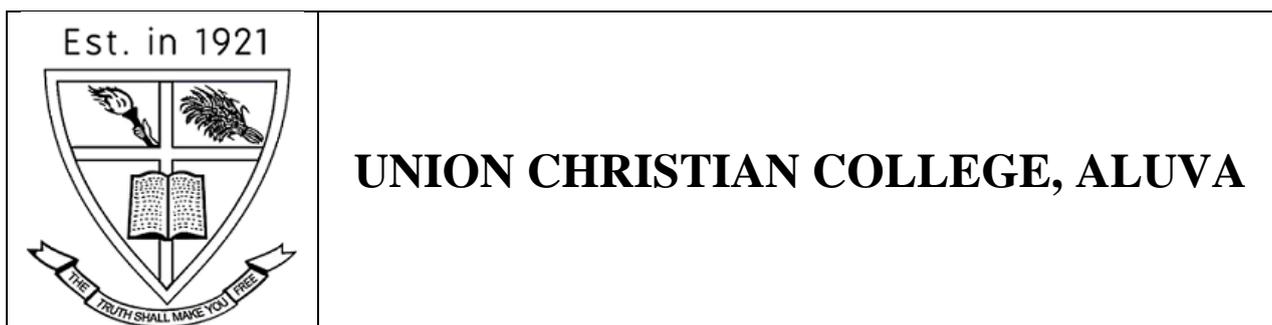
### SUGGESTED READINGS

1. The Sports Gene: Inside the Science of Extraordinary Athletic Performance, by David Epstein

Est. in 1921

# **SEMESTER 6**





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Brand Management</b>					
<b>Type of Course</b>	DSC A					
<b>Course Code</b>	UC6DSCSUC300					
<b>Course Level</b>	<b>300- 399</b>					
<b>Course Summary</b>	Brand management in sports involves creating, building, and maintaining a positive image and perception for sports teams, athletes, or sporting events. It includes strategic marketing, communication, and engagement to enhance brand value, attract sponsors, and connect with fans. Successful brand management in sports requires consistency, authenticity, and a focus on both on-field performance and off-field activities to create a strong and enduring brand identity.					
<b>Semester</b>	VI	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		2		75
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding Sports Branding: Gain a comprehensive understanding of the unique aspects of sports branding, considering the dynamic nature of the sports industry	K	1,2
2	Strategic Brand Development: Learn to develop strategic plans for building, enhancing, and sustaining sports brands, considering factors such as team identity, athlete endorsements, and fan engagement.	U	2,5

3	Marketing and Communication Strategies: Acquire skills in implementing effective marketing and communication strategies tailored to the sports industry, including digital and traditional channels.	A	1,3,4
4	Athlete Branding: Understand the role of athletes as brand ambassadors, and learn strategies to manage and enhance their personal brands in alignment with team or event brands	E	2,5
5	Sponsorship and Partnerships: Learn to negotiate and manage sponsorship and partnerships to maximize brand exposure, revenue, and mutual benefits for both the sports entity and sponsors	S	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to Sports Branding	1.1	Approaches of branding: Concept of Brand, Types of Brand, Overview of sports branding concepts	3	1
	1.2	Importance of brand identity and image in the sports industry, Launching New Brands, Brand Equity, Customer based Brand equity	4	1
	1.3	Creating a brand strategy for sports teams, athletes, and events, Strategic brand management process	3	1
	1.4	Developing and Managing Brands, Sustaining a Brand, Positioning and differentiation in a competitive sports landscape	5	2
2 Marketing and Communication in Sports:	2.1	Marketing tactics specific to sports, including digital and traditional methods.	4	3
	2.2	Effective communication strategies for sports brands, Integrating marketing communication to build brand equity	4	3
	2.3	Building and sustaining fan communities.	3	2
	2.4	Strategies for engaging fans through various platforms.	4	2
3 Athlete Branding (Case Studies)	3.1	The role of athletes in sports branding		4
	3.2	Managing and enhancing athlete personal brands		3

	3.3	Negotiating and managing sponsorship and partnerships.	30	5
	3.4	Maximizing value for both sports entities and sponsors.		5
4 Global Branding in Sports	4.1	Understanding the global dynamics of sports branding, Globalizing Brands	4	3
	4.2	Adapting branding strategies to different cultures and markets.	4	2
	4.3	Intellectual property rights in sports branding	4	4
	4.4	Ethical considerations in marketing and promotion.	3	5
5. Teacher Specific component				

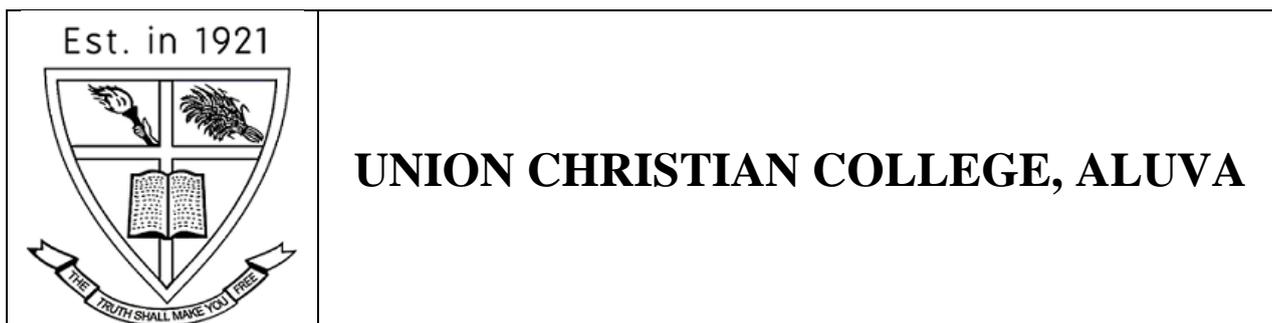
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Theory Presentation Group discussion Flip classroom
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks  (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

1. Doe, Jane. Strategic Branding in the World of Sports. Sports Press, 2021.
2. Smith, John. Winning Brands: Strategies for Success in Sports Management. Sports Publish, 2020.
3. Smith, John A. Building Winning Brands: Strategies in Sports Management. Sports Press, 2022
4. Kevin Lane Keller, *Strategic Brand Management*, Pearson Education, India.

### SUGGESTED READINGS

- 1.Sengupta Subroto; Brand Positioning; Strategies for competitive advantage; Tat McGraw Hill; New Delhi



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>SPORTS STADIA AND VENUE MANAGEMENT</b>					
<b>Type of Course</b>	DSE *					
<b>Course Code</b>	UC6DSESUC300					
<b>Course Level</b>	<b>300- 399</b>					
<b>Course Summary</b>	The course navigates the diverse landscape of sports infrastructure, covering Venue Management, Operations, Stadiums, Pitch Construction, and Future Trends. It spans stakeholder dynamics, legal compliance, financial strategies, facility logistics, and the intricate world of stadium and pitch development. Emphasizing technology, sustainability, and case studies, it offers a comprehensive view of evolving sports infrastructure practices.					
<b>Semester</b>	VI	<b>Credits</b>			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		4				
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Students will grasp the complexities of sports venue management, including stakeholder engagement, legal compliance, and financial strategies	U	1
2	Graduates will exhibit proficiency in coordinating facility logistics, planning events, and conducting post-event evaluations	A	2

3	Students will gain expertise in stadium and pitch development, understanding design principles, construction techniques, and regulatory compliance	C	3
4	Learners will comprehend the integration of technology in stadium construction, sustainable practices, and emerging trends, equipping them to adapt to the evolving landscape of sports infrastructure	E	2, 8
5	Graduates will be adept at analyzing case studies, applying project management principles, and considering financial aspects, preparing them to tackle real-world challenges in sports infrastructure development and management	An	1, 9
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Introduction to sports stadia and Venue Management	1.1	Overview of Sports Venue Management Definition and scope of sports venue management Historical development of sports venues Types of sports venues and their characteristics	3	1
	1.2	Interaction with local authorities and communities Legal and Ethical Considerations Regulatory Compliance: Building codes and safety regulations, Health and safety standards, Compliance with local laws and ordinances	4	1
	1.3	Risk management and insurance, Safety and Security: Emergency evacuation planning, Crowd control measures, Surveillance and security technologies	4	3, 4

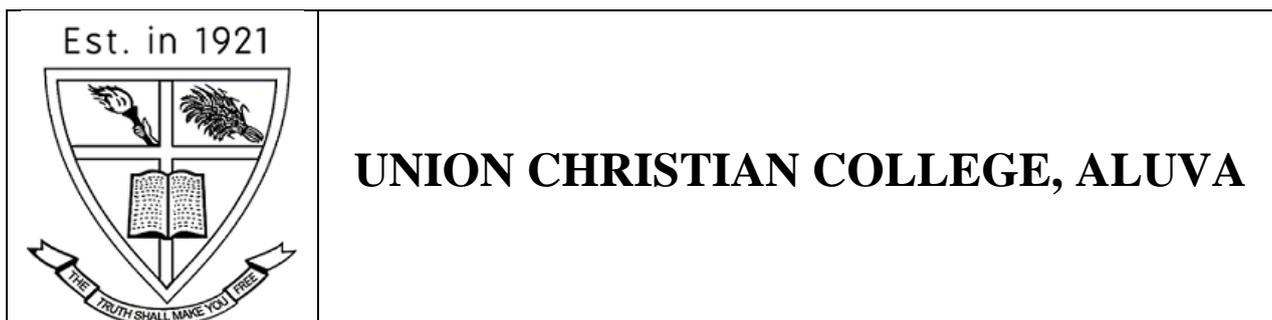
	1.4	Event Logistics and Operations Pre-event planning and coordination Event-day operations and logistics Post-event evaluation and analysis	4	1
2. Facility Operations and Maintenance	2.1	Maintenance and Technology Facility maintenance best practices Introduction to venue technology (scoreboards, security systems, etc.)	4	5
	2.2	Emergency Preparedness and Crisis Management Developing emergency response plans Crisis communication strategies Training staff for emergency situations	4	2
	2.3	Introduction to Sports Pitches Types of sports pitches (grass, artificial turf, hybrid) Pitch dimensions and regulations for different sports Factors influencing pitch selection	3	3
	2.4	Pitch Construction Materials and Techniques Selection of construction materials	4	3, 5
3. Sports stadium and pitch construction	3.1	Construction techniques for different types of pitches, Role of technology in pitch construction	4	4
	3.2	Construction and Maintenance of Natural Grass Pitches- Types of	4	3

		grass suitable for sports pitches, Factors influencing grass selection		
	3.3	Construction and Maintenance of Artificial Turf Pitches- Understanding various types of artificial turf, Advantages and disadvantages of artificial turf	4	3
	3.4	Hybrid systems and innovations in artificial turf, Maintenance of Artificial Turf Pitches,	3	3
4. Construction and Maintenance of Grass Pitches	4.1	Sports stadiums Facility Planning and Design Principles of sports venue design	3	4
	4.2	Accessibility and inclusivity in venue design Environmental sustainability considerations Introduction to Sports Stadium.	4	4
	4.3	Amenities and Facilities: Definition and significance, Evolution of amenities in sports venues, Relationship between amenities and fan experience  Spectator Seating and Viewing Areas: Seating configurations and types, Sightline considerations, VIP and premium seating options	4	5
	4.4	Hospitality Suites and Lounges: Design and layout of luxury suites, Premium seating experiences, Amenities for corporate clients and sponsors, press gallery.	4	5
5. Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion, Case studies
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

#### References

1. Mastering the Business of Sports Venue Management by John Beech
2. Sports Facility Management: Organizing Events and Mitigating Risks by Amie Shuford
3. Sports Facility Management: Organizing Events and Mitigating Risks by Amie Shuford
4. Stadium and Arena Design, Peter Culley, John Pascoe, ICE Publishing, 2015
5. Sports Turf and Amenity Grasses: A Manual for Use and Identification by C.P. Earley
6. Artificial Grass: Its Impact on Environment, Health, and Economy by Rachel Rosenberg



<b>Programme</b>	BSM (Honours)					
<b>Course Name</b>	ECONOMICS OF SPORTS					
<b>Type of Course</b>	DSE*					
<b>Course Code</b>	UC6DSESUC301					
<b>Course Level</b>	300- 399					
<b>Course Summary</b>	This course provides a comprehensive exploration of key topics in sports economics. Students will analyze current issues and debates, understand the functioning of sports prediction markets. The course covers the economics of sports demand, market power of teams, and introduces the intuition behind common applied economics methods in sports analysis. Additionally, discussions will focus on the role of sports leagues in professional sports and how government actions impact sports performance economics, exploring the interplay between economic interests and government decisions.					
<b>Semester</b>	VI	Credits			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		4				
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Analyze the demand for sports, the market power of teams, the use of price discrimination and the establishment of anti-trust laws in sports.	An	2
2	Understand the role of sports leagues and league structure in professional sports.	U	1

3	Describe and compare the tools that are used to promote competitive balance.	C	2
4	Evaluate whether professional sports teams create economic benefits to justify government subsidies	E	3, 4
5	Understand the demand for sports, the market power of teams.	U	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Introduction to Sports Economics	1.1	Understanding the concept of Sports Economics	3	2
	1.2	Linkage between Sports and Economics	4	1
	1.3	Scope of sports economics	4	3
	1.4	Economic benefits of Mega Sporting Events	4	2
2. Basic Economic Concepts	2.1	Demand and its determinants, Laws of Demand, Demand Curve	4	4
	2.2	Changes in Demand – Expansion & contraction, Increase & decrease, Elasticity of demand	3	1
	2.3	Supply and its determinants, Law of supply, Supply curve	4	5
	2.4	Changes in Supply – Expansion & contraction, Increase & decrease, Elasticity of Supply	4	1
3. Market Structure	3.1	Derived demand for sports and supply of sports goods and services	4	5
	3.2	Price ceiling, concept of revenue and costs	4	4
	3.3	Market structure, Market Equilibrium, Types of Market	4	3
	3.4	The transition to professionalism, Uncertainty of outcome hypothesis	3	1
		The Indian and International experience of		

4. The Market for Professional Sports	4.1	Leagues	4	5
	4.2	Growth of Sports Industry in India	3	1
	4.3	Emergence of new sporting leagues, Revenue sharing in leagues	4	3
	4.4	Future trends in professional Sports market	4	4
5. Teacher specific component				

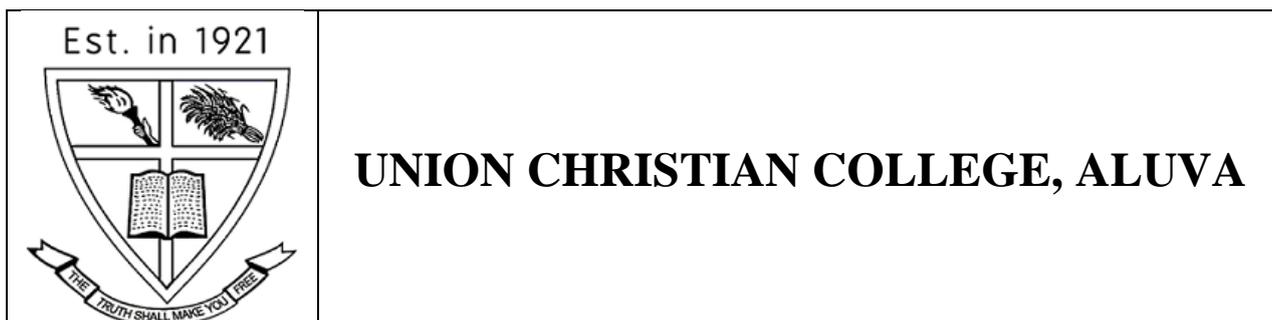
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> <b>University Examination-</b> <b>Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10</b>

### References

1. Sports Economics by Paul Downward, Alistair Dawson, TrudoDejonghe
2. The Economics of Sports by Michael A leads, Peter Von, Victor
3. Mote V.L., Paul Samuel, Gupta G.S. – Managerial Economics – TMH New Delhi

### SUGGESTED READINGS

1. Yogesh, Maheswari, Management Economics, PHI learning, New Delhi, 2012.



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>DATA ANALYTICS FOR SPORTS</b>					
<b>Type of Course</b>	DSE*					
<b>Course Code</b>	UC6DSES UC302					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	Est. in 1921					
<b>Semester</b>	6	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	To remember the concept of data analytics	K	1
2	To understand the physical variables required for data collection	U	2
3	To understand the physiological variables required for data collection	U	1
4	To understand the skill Sports specific variables required for data collection	U	1
5	Importance scouting and injury prediction through data analytics	U	2
6	Application of regression analysis in sports	A	1, 2
7	Analysis of sports performance through data analytics	An	2, 3

*\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to data analytics	1.1	<p><b>Introduction to Sports Data Analytics</b></p> <p>Understanding the role of data analytics in sports</p> <p>Overview of key statistical concepts in sports analytics</p> <p>Importance of data-driven decision-making in sports</p>	3	1
	1.2	<p>Data analytics is used in sports for:</p> <p>Player Performance Analysis:</p> <p>Performance Metrics</p> <p>Player Comparisons</p> <p>Team Performance Analysis:</p> <p>Team Statistics</p> <p>Game Strategy</p>	3	2
	1.3	<p>Data analytics is used in sports for:</p> <p>Game Outcome Prediction:</p> <p>Predictive Modeling</p> <p>Expected Goals (xG</p>	3	2

		<p>Injury Prevention and Sports Science:</p> <p>Load Management</p> <p>Biomechanics</p>		
	1.4	<p>Data analytics used in sports for:</p> <p>Scouting and Recruitment:</p> <p>Player Scouting</p> <p>Market Analysis</p> <p>Video and Footage Analysis:</p> <p>Game Footage Analysis</p> <p>Opponent Analysis</p>	4	5
2 Identification of variables for sports performance	2.1	<p>Data analytics used in sports for:</p> <p>Fan Engagement and Data Visualization:</p> <p>Data Visualization</p> <p>Fan Engagement</p> <p>Regulatory Compliance and Fair Play:</p> <p>Anti-Doping Fair Play</p>	4	3
	2.2	<p>Data analytics used in sports for:</p> <p>Athlete Monitoring:</p> <p>Health and Wellness</p>	4	4

		Rehabilitation		
		Sports Betting and Fantasy Sports		
		Key Performance Indicators (KPI) for specific sports		
	2.3	Types of data analytics (descriptive, inferential, diagnostic, predictive) Data collection, importance, Starter Software to gather Data, Mistakes to avoid during data analysis	3	
	2.4	Techniques used for systematic data collection, its description and application in various sports: Wearable Technology Player Tracking Systems: Performance Metrics and Analytics Video Analysis: Video Annotation and Tagging- Spatial Analysis Biomechanical Analysis Statistical Tracking Health Monitoring Systems	3	7

		<p>Scouting and Recruitment Software</p> <p>Inertial Measurement Units (IMUs)</p> <p>Weather and Environmental Monitoring Surveys and Questionnaires</p>		
3 Regression & correlation analysis	3.1	<p><b>Data Collection and Cleaning in Sports Analytics</b></p> <p>Types of sports data and their sources</p> <p>Techniques for collecting sports-related data (e.g., player statistics, game events), data collection softwares.</p> <p>Data cleaning and preprocessing for accurate analysis</p> <p>Handling missing and inconsistent data in sports datasets</p>	4	7
	3.2	<p><b>Exploratory Data Analysis (EDA) in Sports</b></p> <p>Descriptive statistics for summarizing and exploring sports data</p> <p>Distribution analysis and visualization techniques</p>	4	6

		Identifying outliers and patterns in sports datasets		
	3.3	<b>Statistical Modeling in Sports Analytics</b>  Hypothesis testing and confidence intervals in sports data analysis Introduction to regression analysis for predicting outcomes	4	6
	3.4	Applying regression to sports data (e.g., predicting game scores, player performance), Understanding the limitations and assumptions of statistical models in sports analytics Process for Regression analysis involves:  Data Collection  Data Preprocessing  Feature Selection  Model Selection  Model Training  Model Evaluation  Interpretation  Predictions and Analysis Continuous Improvement	4	6

4	4.1	<b>Machine Learning in Sports</b>	4	7
Implication of Data analytics in sports		<p>Overview of machine learning algorithms (e.g., linear regression, decision trees, clustering)</p> <p>Applications of machine learning in sports analytics Feature selection and model evaluation in sports analytics</p>		
	4.2	<p><b>Time-Series Analysis in Sports</b></p> <p>Understanding time-series data in sports analytics</p> <p>Forecasting and predicting future performance trends Analyzing temporal patterns and seasonality in sports data</p>	4	7
	4.3	<p><b>Cluster Analysis and Pattern Recognition in Sports</b></p> <p>Grouping and categorizing entities in sports data</p> <p>Identifying patterns and trends through cluster analysis Application of pattern recognition in player and team analysis</p>	4	7

	4.4	<b>Predictive Modeling and Simulation in Sports</b>	5	7
		Building predictive models for outcome forecasting  Simulation techniques for analyzing "what-if" scenarios		
5 Teacher Specific component				

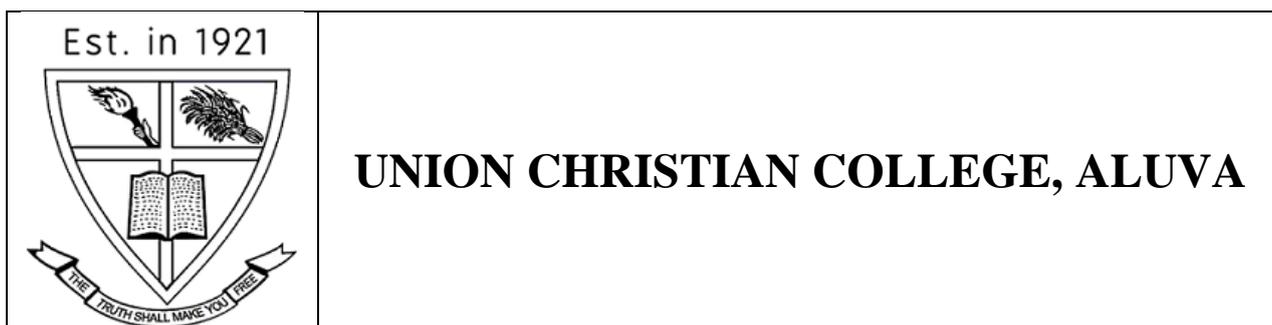
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination (ESE) 70 Marks</b> University Examination-  Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. An Introduction to Performance Analysis of Sport By Adam Cullinane, Gemma Davies, Peter O'Donoghue, Routledge.

### SUGGESTED READINGS

2. Fahil J., (2017) data analytics a detailed introduction to data analytics



<b>Programme</b>	BSM (Honours)					
<b>Course Name</b>	SPORTS SPONSORSHIP					
<b>Type of Course</b>	DSE*					
<b>Course Code</b>	UC6DSESUC303					
<b>Course Level</b>	300 – 399					
<b>Course Summary</b>	This course covers the fundamental components involved in developing and executing an effective sports sponsorship strategy, encompassing segmentation, brand alignment, strategy formulation, impact maximization, and ROI measurement.					
<b>Semester</b>	6	Credits			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains*	PO No
1	Students will demonstrate the ability to proficiently segment diverse target audiences within the sports sponsorship context	A	2
2	Learners will exhibit a mastery of measuring and reshaping brand perceptions across various demographic segments	An	1, 2
3	Students will be able to Create and Implement Comprehensive Sponsorship Strategy Development Programmes	C	2, 3
4	Students will acquire skills in implementing sampling, activation strategies, and engagement tactics	A	2, 4
5	Graduates will demonstrate competence in measuring sponsorship ROI by evaluating key brand metrics	An	1,2

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Market Segmentation	1.1	Introduction to Segmentation- Definition and importance in sports sponsorship	4	1
	1.2	Demographics, psychographics and behavioural segmentation	4	1
	1.3	Target Segment alignment for brand and sports property - segmenting, targeting, positioning	3	1, 2
	1.4	Case studies on effective segmentation strategies	4	1
2. Brand Image Alignment	2.1	Brand Image alignment - Measuring image	4	2
	2.2	Customer perception in different demographic segments	4	1, 2
	2.3	Market research to understand brand perceptions	4	2
	2.4	Strategies for aligning brand Image with sponsorship objectives	3	2
3. Crafting a Sponsorship Strategy	3.1	Preparing a Sponsorship Strategy - objective of the portfolio	4	3
	3.2	Target demographic, Defining clear objectives aligned with target demographics	3	3
	3.3	Stages of the customer's decision journey - awareness, consideration, purchase, loyalty	4	4
	3.4	Strategies for different stages of the customer journey	4	4
	4.1	Maximizing sponsorship impact - Using sampling & activation strategies to drive trials, usage, and consumption & repeat purchase.	3	5
	4.2	Measuring the ROI - return of investment of a sponsorship strategy	4	5

4. Measuring performance	4.3	Key brand metrics, such as affinity and consideration, Maximized exposure and credit from consumers, Deepened customer or client loyalty Fostered employee engagement and improved morale Driven sales, leads, and new business, etc	4	4, 5
	4.4	Linking metrics to sponsorship ROI, Methods for evaluating sponsorship success	4	5
5. Teacher Specific Component				

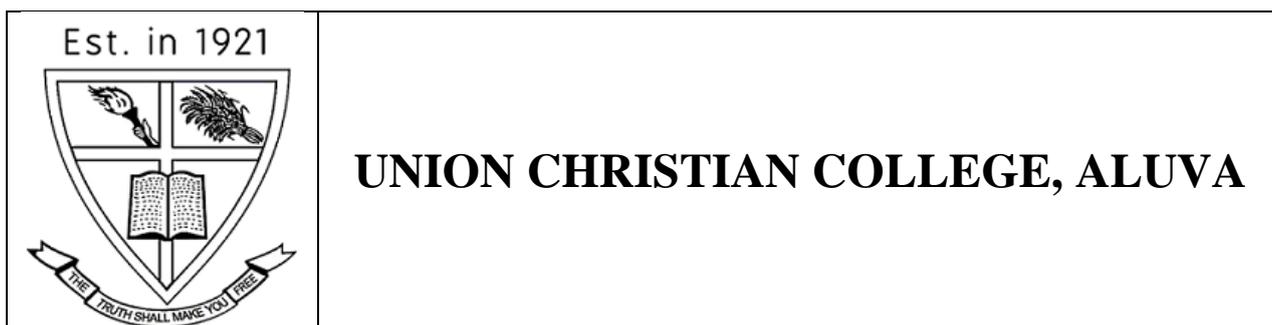
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Case studies Group Discussions
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination-
	Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Irwin, R. L., & Sutton, W. A. (2019). *Sport Promotion and Sales Management*. Human Kinetics.
2. Aaker, D. A. (2012). *Building Strong Brands*. Simon and Schuster. 3. Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Pearson.

### SUGGESTED READINGS

1. McDonald, M., & Dunbar, I. (2012). *Market Segmentation: How to Do It, How to Profit From It*. John Wiley & Sons.
2. Keller, K. L. (2016). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Contract Drafting Technique</b>					
<b>Type of Course</b>	SEC					
<b>Course Code</b>	UC6SECSUC300					
<b>Course Level</b>	<b>300-399</b>					
<b>Course Summary</b>	<p>The course on contract drafting in sports would cover essential legal principles in sports contracts. Topics may include player-agent agreements, sponsorship deals, and team contracts. Emphasis on key clauses, negotiation strategies, and the unique legal considerations within the sports industry would likely be addressed. Students may also explore recent cases and trends impacting sports contract law.</p>					
<b>Semester</b>	VI	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites if any</b>				2		60

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Provide a foundational understanding of general contract law principles and how they apply specifically to sports contracts.	A	1
2	Gain insights into the unique aspects of the sports industry, such as player transfers, league regulations, and collective bargaining agreements.	S	2
3	Learn to draft comprehensive contracts, including clauses related to compensation, performance expectations, termination, and dispute resolution.	U	1

4	Understand the legal principles governing sports contracts, including contract formation, terms, and enforceability	E	2
5	Develop effective negotiation skills to secure favourable terms for athletes, teams, or sponsors while considering the interests of all parties involved.	AN	3
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

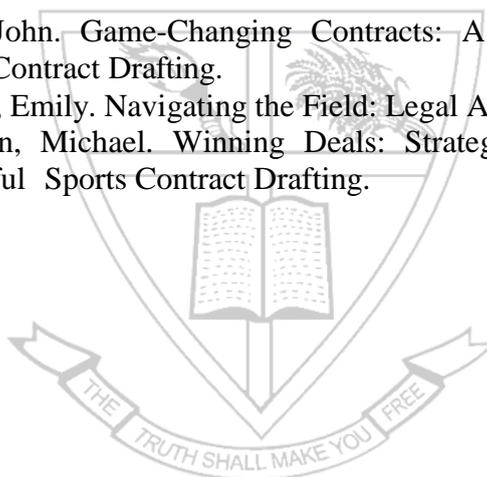
### Content for Classroom transaction (Units)

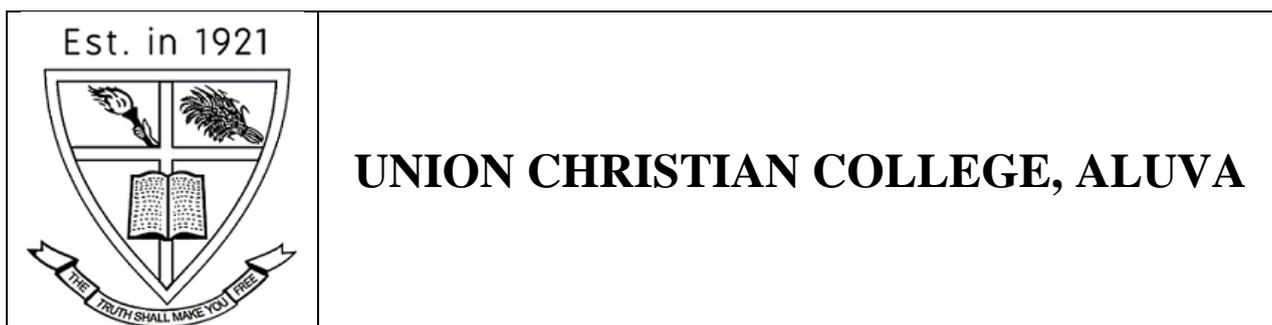
Module	Units	Course description	Hrs	CO No.
1. Introduction to Sports Contracts	1.1	Overview of sports contracts	3	1
	1.2	Importance of contracts in sports industry	4	1
	1.3	Peculiar nature of sports contracts	4	1
	1.4	Different stake holders involved in sports contracts	4	2
2. Different Components of Sports Contracts	2.1	Parties involved in sports contracts	3	2
	2.2	Terms and conditions of a sports Contract	5	2
	2.3	Performance Obligations and Regulatory Compliance in Sports contracts	4	3
	2.4	Clauses in a Sports contract- Availability Clause, Minimum pay guarantee clause, Break fee clause, Exclusivity clause, Commission clause	3	3
3. Different types of Sports Contracts (Practical)	3.1	Contracts between Players and Managers or Agency contracts	30	4
	3.2	Sponsorship and Endorsement Contracts		4
	3.3	Contract of sale of media rights with Broadcasters and Promoters		3
	3.4	Contract of Image rights		3
4. Contract Termination and Buyout provisions	4.1	Collective Bargaining Agreements	5	5
	4.2	Analysing the conditions under which a contract can be terminated	4	5
	4.3	Financial implications of Contract Termination	4	5
	4.4	Dispute Resolving Mechanisms in sports contracts	2	5
5. Teachers specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Theory Flip classroom Presentation Group Discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continues Comprehensive Assessment (CCA) Total Mark - 30</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -15 marks (Written exam- short answer -10x1, viva)
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 35 marks (Written examination theory – MCQ 10x1, Short Answer – 5x2, Short Essay - 3x5).

### References

1. Smith, John. Game-Changing Contracts: A Guide to Sports Contract Drafting.
2. Johnson, Emily. Navigating the Field: Legal Aspects of Sports Contracts.
3. Anderson, Michael. Winning Deals: Strategies for Successful Sports Contract Drafting.





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>CORPORATE SOCIAL RESPONSIBILITY AND SPORTS</b>					
<b>Type of Course</b>	VAC					
<b>Course Code</b>	UC6VACSUC300					
<b>Course Level</b>	<b>300- 399</b>					
<b>Course Summary</b>	<p>This course examines the role of Corporate Social Responsibility (CSR) in the sports industry. Students will explore how sports organizations and stakeholders can contribute to social, environmental, and ethical initiatives.</p> <p>The course will address the unique challenges and opportunities for implementing CSR in the sports context.</p>					
<b>Semester</b>	VI	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>			3			45

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the principles and evolution of CSR in the sports industry.	U	2
2	Analyze the ethical considerations unique to sports management.	An	1
3	Explore the social, environmental, and economic impact of sports organizations.	E	2

4	Develop practical skills in designing, implementing, and assessing CSR initiatives in sports.	S	4
5	Foster critical thinking and ethical reasoning in the context of sports CSR.	C	2
<b><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Introduction to CSR in Sports And Stakeholder engagement	1.1	Definition and evolution of CSR in the sports industry, The relationship between sports organizations and social responsibility.	3	2
	1.2	Ethical principles and challenges in sports, Role of ethics in sports management and decision- making.	3	1
	1.3	CSR frameworks in the sports industry. Social and environmental responsibility in sports.	3	3
	1.4	Identification and analysis of stakeholders in the sports industry. Strategies for engaging athletes, fans, and communities.	2	2
2. environmental sustainability in Sports	2.1	Importance of diversity and inclusion in sports CSR.	3	4
	2.2	Sustainable practices in sports events and facilities. Initiatives to reduce the environmental impact of sports organizations.	3	1
	2.3	Sports for development and peace initiatives. Community outreach programs and youth development.	3	5
	2.4	Integration of social impact into sports marketing.	2	1
3. Social Impact of sports	3.1	Addressing issues of discrimination and inequality.	3	5

& Implementing and assessing CSR in Sports	3.2	Integrating CSR into sports business strategies. CSR reporting and measurement of social impact.	3	4
	3.3	Economic responsibilities of sports organizations. The impact of sports events on local economies.	3	3
	3.4	Challenges and opportunities in evaluating CSR initiatives in sports. Understanding how CSR practices in sports differ across countries and cultures.	2	1
4. Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA)- 25 marks</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (10 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE)- 50 Marks</b> University Examination- Written- Very Short answer type question 5x2, Short Essay – 6x5, Essay 1x10

### References

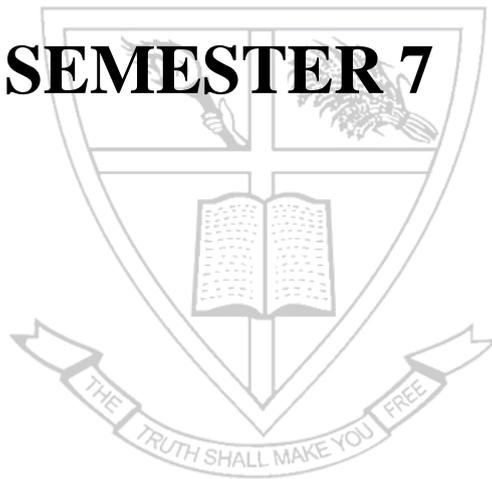
1. "Sport, Ethics and Corporate Social Responsibility: A Sport Management Perspective" by David Hassan:
2. "Corporate Social Responsibility: Definition, Core Issues, and Recent Developments" by Andrew Crane and Dirk Matten

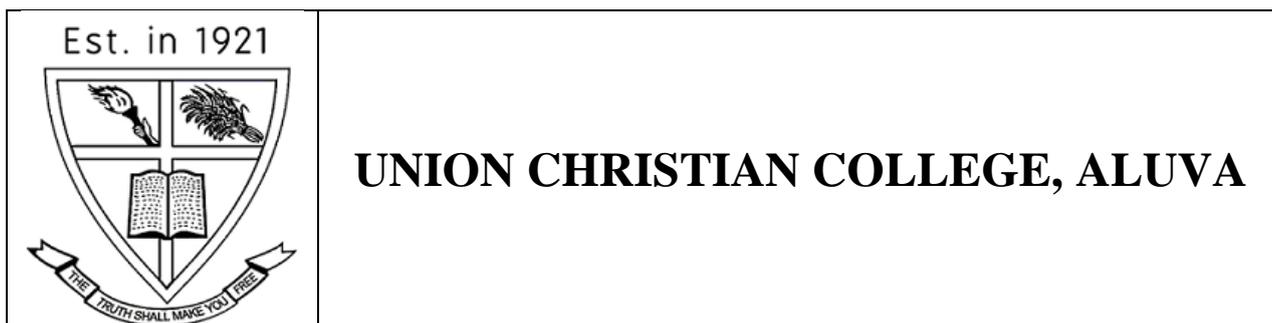
### SUGGESTED READINGS

1. "Sport and Corporate Social Responsibility: Playing Fair?" by Daniel C. Funk and Aaron C. T. Smith

Est. in 1921

# **SEMESTER 7**





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Quantitative Techniques in Sports Research</b>					
<b>Type of Course</b>	DCC					
<b>Course Code</b>	UC7DCCSUC400					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	Quantitative Techniques in Sports is a course that applies mathematical and statistical methods to analyze and interpret data in the context of sports. Topics may include probability, regression analysis, and data visualization. Students learn to make informed decisions and predictions based on quantitative analysis, enhancing their ability to contribute to sports management, coaching, and performance evaluation. The course often involves practical applications, such as using data to optimize team strategies, assess player performance, and make data-driven decisions in the sports industry.					
<b>Semester</b>	7	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand how quantitative analysis can inform decision-making processes in sports management, including player selection, team strategies, and resource allocation.	U	1, 2,3,5,
2	Gain knowledge of statistical inference techniques to draw meaningful conclusions from sports data, supporting evidence-based decision-making.	A	2,1,6, 10

3	Learn methods for evaluating and assessing individual and team performance using quantitative metrics and analysis.	E	1, 2,3,5,
4	Apply probability concepts to assess uncertainties and probabilities related to sports outcomes and events	A	1,2,6,5
5	Explore optimization methods to enhance decision- making processes, such as optimizing team line ups or game strategies.	S	1,2,5,6,8
6	Develop proficiency in using statistical and mathematical tools to analyze sports-related data. Predictive Modelling: Acquire the ability to build and interpret predictive models for outcomes in sports, such as game results or player performance.	An	,2,5,6,8,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

**COURSE CONTENT**  
**Content for Classroom transaction (Units)**

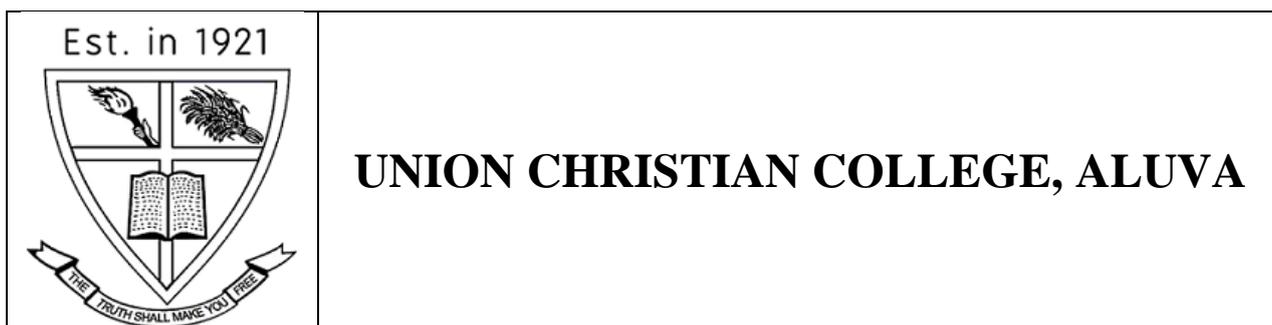
Module	Units	Course description	Hrs	CO No.
1 Mathematics for Sports	1.1	Statistics-introduction, Scope, Function, importance, limitation	4	3
	1.2	Arithmetic progression and geometric progression. Network Analysis PERT,CPM	4	2
	1.3	Decision Theory Basic concepts, Quantitative approach, Decision making situation	5	4
	1.4	Game Theory. Decision under competition, decision tree.	2	1
2 Statistics for Sports	2.1	Set, theories of set, venn diagram	4	1
	2.2	Primary and Secondary data	3	2
	2.3	Type of graphs, tables	5	2
	2.4	Sampling and Different Sampling Techniques	3	3
3 Basic Statistics for Sports	3.1	Measures of central tendency -Mean ,Median ,Mode	3	3
	3.2	Measures of dispersion Range, Standard deviation	4	3
	3.3	Correlation and regression analysis, meaning and definition of correlation, Karl Pearson's coefficient of correlation, rank correlation, Coefficient of determination	4	1
	3.4	Regression Analysis (Types of regression, determination of simple linear regression	4	1
4 Probability	4.1	Concept of probability, meaning and definition, approaches to probability, Theorems of probability	5	4

	4.2	Conditional probability, inverse probability, Baye's theorem	3	5
	4.3	Theoretical Distribution Binomial-Distribution-Poisson Distribution. Characteristics, fitting of Poisson distribution	4	6
	4.4	Normal Distribution. Features and properties, standard normal curve	3	6
5 Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction) Presentation</b>  <b>Theory</b>  <b>Case study</b>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination-  Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Smith, John., Quantitative Techniques in Sports Analysis. Sports Publishing Co., 2020.
2. Johnson, Emily. Statistical Analysis in Sports: A Comprehensive Guide. Sports Analytics Press, 2018.



<b>Programme</b>	<b>BSM (Honours)</b>			
<b>Course Name</b>	<b>PROJECT MANAGEMENT IN SPORTS</b>			
<b>Type of Course</b>	DCC			
<b>Course Code</b>	UC7DCCSUC401			
<b>Course Level</b>	<b>400-499</b>			
<b>Course Summary</b>	<p>This course provides a comprehensive exploration of project management principles and practices within the context of the sports industry. Students will develop the skills necessary to plan, execute, and evaluate sports-related projects, ranging from events and facilities to marketing campaigns. Emphasis will be placed on real-world applications, case studies, and the unique challenges and opportunities associated with project management in the dynamic field of sports.</p>			
<b>Semester</b>	7	Credits		4
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical
		4		
			Others	Total Hours
				60
<b>Pre- requisites, if any</b>				

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the Fundamentals of Project Management	U	2
2	Initiate and Plan Sports Projects:	C	1
3	Effectively Manage Risks in Sports Projects:	An	2
4	Utilize Technology and Tools for Project Management:	A	4
5	Evaluate Project Performance in Sports Organizations:	E	2
6	Apply Project Management in Real-world Scenarios:	A	3

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to Project Management in Sports	1.1	Meaning and Definition of project management in Sports	3	2
	1.2	Overview of project life cycles, Key Principles and Processes	4	1
	1.3	Role and importance of project management in sports organizations	4	3
	1.4	Application of project management in the Sports industry. Unique Challenges and opportunities in the Sports context.	4	2
2 Project Initiation and Planning	2.1	Defining project objectives, scope, identifying stakeholders in sports projects. Legal aspects and compliance in sports projects.	4	4
	2.2	Work breakdown structures, Project planning tools. Techniques for time management in sports projects.	3	1
	2.3	Budgeting and resource allocation for sports projects	4	5
	2.4	Developing a project proposal for a Sport event.	4	1
3 Project Execution and Monitoring	3.1	Implementing project plans and ensuring task completion.	4	5
	3.2	Monitoring project progress and adapting to changing circumstances.	4	4
	3.3	Performance Metrics and Key Performance Indicators (KPIs) in Sports Project Execution.	3	3
	3.4	Evaluation of project performance in sports organizations. Post –event review.	4	1
4 Technolog	4.1	Introduction to project management software and tools. Integrating	3	5
y and Tools in Sports Project Managem ent		technology for efficient project communication and collaboration.		
	4.2	RFID technology for participant tracking. Use of Communication platforms.	4	1
	4.3	Virtual Collaboration Platforms for Sports Project Management. Feedback and survey tools.	4	3

	4.4	Case studies on successful utilization of project management tools in sports.	4	4
5 Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion,
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination-  Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

(following any standard reference format like APA, MLA, Chicago....)

(Repeat for 5 Modules each of Minimum 15 hrs and Maximum 20hrs Duration)

1. "Project Management: A Managerial Approach" by Jack R. Meredith and Samuel J. Mantel Jr.
2. "Sports Project Management" by Linda E. Sharpe.

 <p>Est. in 1921</p>	<h2>UNION CHRISTIAN COLLEGE, ALUVA</h2>
---	---

<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Sports Entrepreneurship</b>					
<b>Type of Course</b>	<b>DCC</b>					
<b>Course Code</b>	UC7DCCSUC402					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	This course offers a comprehensive understanding of sports entrepreneurship, guiding students through the practical aspects of building sustainable ventures while addressing societal and global challenges, fostering an entrepreneurial mindset essential for success in today's dynamic business landscape.					
<b>Semester</b>	VII	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		2		75
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Develop an entrepreneurial mind-set by learning various aspects of sports entrepreneurship	A	1,2
2	Develop business plans considering all dimensions of business management	C	1,2,6

3	Evaluate different strategies to promote a venture	E	4,7,9
4	Application of Entrepreneurial Principles in Sports Management	A	1,2
5	Critical Thinking and Decision-Making in Entrepreneurship	An	1,2
<p><b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b></p>			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1: Concept of Entrepreneurship	1.1	Entrepreneurship: Meaning and Importance	4	1
	1.2	Factors influencing sports entrepreneurship, future of entrepreneurship	4	1,2
	1.3	Characteristics of entrepreneur, Creativity and entrepreneurship	3	3,4
	1.4	Skills of an entrepreneur, Decision making and Problem Solving	4	5
2: Types of entrepreneurs	2.1	Types of entrepreneurs; role of entrepreneur in economic development	4	1
	2.2	entrepreneurship- concept and importance Micro, Small and Medium Enterprises Starting a Micro, Small and Medium Industry	4	2
	2.3	Innovation and invention, Innovation-Process	4	3
	2.4	Types of innovation, protection of intellectual property	3	3,4
3: Entrepreneurship	3.1	Entrepreneurial Development Programmes (EDPs)	4	5
	3.2	Need and objectives of EDP	3	1,3
	3.3	Entrepreneurship Development Institutes (EDIs)	4	4

Development	3.4	Start-up: meaning, start-up policies, start-up revolution in India, start-up ecosystem	4	5
4: Developing a business plan (P)	4.1	Identifying the Business opportunity Institutional Support to Entrepreneurs Institutional Finance to Entrepreneurs,	30	1, 2
	4.2	Project identification, Project Report, Project Appraisal and selection.		2
	4.3	Promotion of a venture, Approaching financing institutions for loans		3
	4.4	Formulating a business plan. Sports Business Project Proposal Preparation- Introduction to Business Project Proposals, Problem Statement and Project Scope, Project Planning and Execution, Budgeting and Financial Analysis, Proposal Structure and Style, Editing and Proofreading, Business Presentation Skills (if applicable), Finalizing Your Business Project Proposal, Final Business Proposal Presentations.		2,3
5 Teacher specific component				
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture, Case studies			
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)			
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).			

## References

1. Dorden E., Natarajan K, (2020) Entrepreneurship Development *Himalaya Publishing House*, Mumbai.
2. Lowe R., Marriott S., (2006) Enterprise: Entrepreneurship and Innovation: Concepts, Contexts and Commercialization, Butterworth-Heinemann,
3. Bessant J., Tidd J., Innovation and Entrepreneurship, *John Wiley and Sons*, U.K, 2011
4. Desai V., Project Management and Entrepreneurship, *Himalayan Publications*, 2011
5. Gupta C. B., Srinivasan, Entrepreneurship Development in India, Sultan Chand. 2010
6. Morris M.H., Kuratko D.F., Corporate Entrepreneurship & Innovation, Cengage Learning, 2011
7. Chandra P., Project Management, *McGraw Hill*, 2009





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Sports Nutrition and Weight Management</b>					
<b>Type of Course</b>	DSE*					
<b>Course Code</b>	UC7DSESUC400					
<b>Course Level</b>	400-499					
<b>Course Summary</b>	<p>Studying sports nutrition and weight management plays a pivotal role in optimizing athletic performance and overall well-being. Comprehensive knowledge in sports nutrition ensures that athletes receive the right nutrients, timing, and hydration to enhance energy levels, endurance, and recovery. Simultaneously, a thorough understanding of weight management is essential for maintaining a healthy body composition, reducing the risk of injuries, and promoting long-term health. The integration of these disciplines empowers individuals to tailor nutrition plans to their specific needs, supporting peak performance while addressing individual goals and contributing to a sustainable, healthy lifestyle.</p>					
<b>Semester</b>	7	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding Nutritional Requirements	U	1
2	General awareness about of Macronutrients and Micronutrients	K	1
3	Understanding Weight Management Principles.	A	2
4	Knowledge of the significance of hydration for optimal performance	A	3
5	Evaluation of the use of Supplements and Ergogenic Aids in Sports.	An	8

*\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1.Introduction to Sports Nutrition	1.1	Overview of Sports Nutrition	3	1
	1.2	Sports nutrition principles and its significance in athletic performance.	4	1
	1.3	Introduction to nutrition – Definition, Nutrients, Classification of nutrients; Role of nutrients, Sources of nutrients	4	2
	1.4	Hydration strategies for athletes	4	2
2.Pre and Post Exercise Nutrition and Recovery	2.1	Timing and composition of meals before training or competition	3	4
	2.2	Balancing energy needs with digestive comfort	4	4
	2.3	Nutritional consideration for optimal recovery, including glycogen replenishment and muscle repair.	4	2
	2.4	Timing and composition of post exercise meals	4	4
	3.1	Specialised nutritional needs for athletes engaged in Endurance Sports	4	5
3. Nutrition for Strength, Endurance and Power	3.2	Fuelling Strategies for long-distance events.	4	5
	3.3	Dietary recommendations for athletes focusing on strength and power activities.	3	5
	3.4	Emphasizing muscle development and recovery.	4	4
4. Weight	4.1	Healthy approaches to weight loss while	4	3

management for Athletes.		maintaining performance		
	4.2	Healthy approaches to weight gain while maintaining performance.	4	3
	4.3	Evaluating and avoiding Unhealthy practices.	4	3
	4.4	Psychological aspects of weight management	3	3
5 Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>
	Theory Flip classroom Presentation Group Discussion
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. J.E.Park, K. park – Text book of preventive and social medicine, Banasidas Bhanot publishers, Jabalpur, Jabalpur ,1985
2. J.E. Park, K. Park, Textbook of Community Health for Nurses, Asrani Publishers, Jabalpur, 1982
3. Rector Cherie, Community and Public Health Nursing : promoting the public's Health

### Additional reading

1. “Principles and practice of infectious Disease” by John E. Bennett, Raphael Dolin, and Martin J. Blaser.
2. “Principles of Health Education and Health Promotion” by Norman J. Rosenfeld and Michel M. O'Reilly.



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>PERFORMANCE MAPPING AND DATA VISUALIZATION</b>					
<b>Type of Course</b>	DSE*					
<b>Course Code</b>	UC7DSESUC401					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	This course is designed to provide participants with the skills and knowledge necessary to effectively map and visualize data for performance analysis. Participants will learn the principles of performance mapping, data visualization techniques, and tools for presenting complex information in a clear and meaningful way.					
<b>Semester</b>	7	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the principles and terminology associated with performance mapping and data visualization	U	1
2	Analyze spatial and temporal patterns in athlete and team performance data. Analyse the strengths and weaknesses of different data visualization methods in a sports context	An	2,3

3	Develop the skills to interpret and communicate findings derived from performance mapping	S	3,4
4	Enhance technical skills for data cleaning, preparation, and visualization in a sports context	A	9
5	Evaluate the impact of technological advancements on sports equipment. Make informed recommendations for the use of innovative equipment in specific sports contexts.	E	10
6	Develop interactive data visualizations for analyzing sports performance	C	3
7	Create performance mapping dashboards for monitoring and evaluating athlete progress.	C	1
8	Apply performance mapping techniques to analyze individual athlete performance. Utilize data visualization tools to represent sports performance metrics effectively	A	3
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

### COURSE CONTENT

#### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1  <b>Introduction to Performance Mapping and Data Visualization Fundamentals</b>		Understanding the role of data in sports		
	1.1	Overview of key data sources in sports	3	1
	1.2	Importance of performance mapping data and visualization in sports	3	3
	1.3	Principles of effective data visualization design, Types of data and appropriate visualization methods	4	6
	1.4	Techniques for collecting sports-related data Data cleaning and preprocessing	5	4

		Handling missing and inconsistent data in sports datasets		
2. <b>Data Visualization Techniques</b>	2.1	Introduction to basic charts and graphs (bar charts, line charts, scatter plots)	3	4
	2.2	Creating visualizations using tools like Excel and Google Sheets, Interpreting and communicating insights from basic visualizations	4	4
	2.3	Heatmaps and spatial analysis in sports visualization	4	3
	2.4	Time-series visualizations for tracking player performance over time	4	8
3	3.1	Building interactive dashboards for exploring dynamic sports data	3	6
	3.2	Basics of GIS and its applications in sports Spatial data visualization for sports events and venues Mapping player performance and movement	4	7
	3.3	Overview of popular sports analytics and visualization tools e.g., R, Python, Tableau, Power BI, QlikView/Qlik Sense,	4	1
	3.4	Google Maps API, FlightScope, Hudl, Zoomph software's, Opta, CricViz, Hawkeye, SportVU) Integration of analytics with visualization tools	4	1
3. <b>Application of Data Visualization in sports Performance Analysis</b>	4.1	Analyze individual athlete performance through visual representations of key performance indicators (KPIs)	4	2
	4.2	Apply spatial data visualization techniques to analyze player movement on the field/court.	3	5
		Mapping player performance and movement, <b>ArcGIS, Catapult Sports, Strava</b>		

	4.3	Analyze team dynamics, strengths, and weaknesses through interactive and static visualizations	4	7
	4.4	Use of Geographic and Spatial Data in Sports Visualization (Player Movement Analysis, Team Dynamics and Formations, Injury Prevention and Player Wellness)	4	8
5. Teacher specific content				

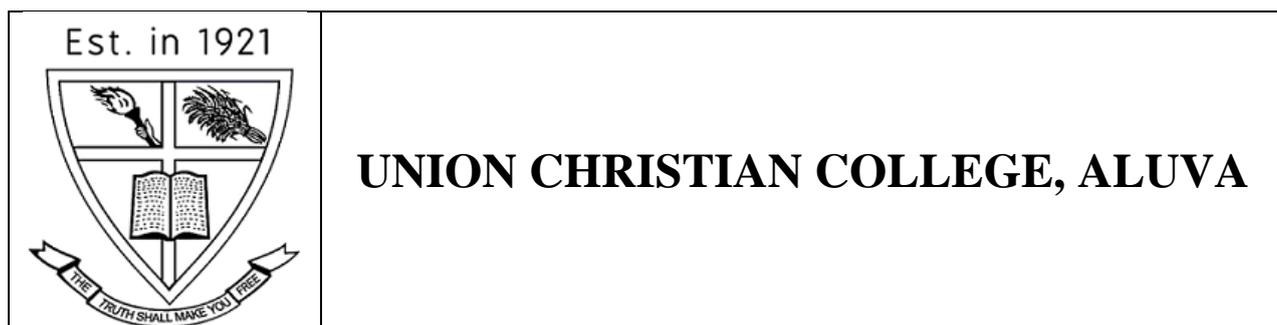
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b>  <b>Lecture-assignments-Group Discussion-Case study</b>
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination-  Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Smith, J. A. (2020). *Sports Analytics: Performance Mapping and Data Visualization*. Sports Publishing
2. Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers" by Benjamin C. Alamar.

### Articles:

1. Data Visualization in Sports: A Survey" by Daniel Weiskopf and Torsten Möller. (Available on IEEE Xplore)
2. "Using Data Visualization to Improve Decision-Making in Sports" by Daniel Cervone and Luke Bornn. (Available on arXiv)
3. "Performance Analysis in Sport: Contributions from Data Visualization" by Duarte Araújo, Keith Davids, and Ana Diniz. (Available on ResearchGate)
4. "Spatial-temporal analysis of team sports: A systematic review" by Adam D. Gorman, Paul S. Glazier, and David A. L. Giles. (Available in the International Journal of Performance Analysis in Sport)



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Doping, Ergogenic Aid and Substance Abuse</b>					
<b>Type of Course</b>	<b>DSE*</b>					
<b>Course Code</b>	UC7DSESUC402					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	The course provides an in-depth exploration of the complex and critical issues surrounding doping, ergogenic aids, and substance abuse in the context of sports. Students will delve into the scientific, ethical, legal, and health dimensions of performance enhancement in athletics. The course aims to foster a comprehensive understanding of the mechanisms, implications, and impact of doping and substance abuse, equipping students with the knowledge to navigate this multifaceted landscape.					
<b>Semester</b>	7	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	The participants will accrue a comprehensive and critical understanding of the ethical, legal, and health aspects of doping, ergogenic aids, and substance abuse in the context of sports.	U	1
2	Participants can anticipate and discuss potential future challenges and advancements in performance enhancement in sports	U	3

3	The participants can Critically analyse the consequences of doping violations and their impact on fair play and the integrity of sports.	A	1,2
4	Participants can differentiate between substances and methods considered permissible in sports and those classified as prohibited by anti-doping regulations.	U	4
5	Participants can evaluate the role of organizations like the World Anti-Doping Agency (WADA) in shaping and enforcing anti-doping policies.	E	4,6
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

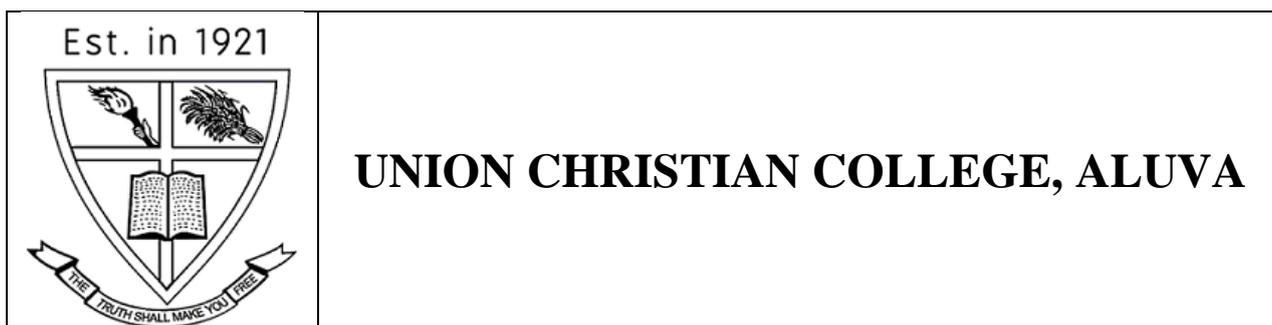
Module	Units	Course description	Hrs	CO No.
1 Basics of doping and Ergogenic Aids	1.1	Definition of Doping and Ergogenic Aids History of Doping in sports	5	1
	1.2	Basic principles and categories of Ergogenic. Different types of doping and masking	5	1
	1.3	Anti-doping agencies and their functions – WADA & NADA	5	5
2 Permissible and prohibited substances and method of doping	2.1	Permissible supplements, Nutritional strategies and training methods	5	4
	2.2	Anabolic steroids, stimulants, blood doping and masking agents.	6	2,3
	2.3	Ergogenic aids and its types Procedure for blood doping	4	3,4
3 Legal and ethical implementations	3.1	Current regulations and control of doping in sports	4	3
	3.2	Code of ethics Consequences of doping	6	1,2
	3.3	Prohibited substances and methods Testing and detection methods	5	4
4		Accountability and education		

Athlete responsibility and rehabilitation	4.1	Rehabilitation protocols	6	4
	4.2	Acceptance of responsibility Continuous monitoring and support	5	4,5
	4.3	Ethical re orientation and community engagements	4	5
5 teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecturing
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Smith, John. *Doping and Ergogenic Aids: Understanding Performance Enhancement*. Academic Press, 2020.
2. Doe, Jane. *Doping in Sports: Understanding Permissible and Prohibited Substances*. Sports Press, 2022.



<b>Programme</b>	BSM (Honours)					
<b>Course Name</b>	Return of Injured Athlete to Sports					
<b>Type of Course</b>	DSE*					
<b>Course Code</b>	UC7DSESUC403					
<b>Course Level</b>	400- 499					
<b>Course Summary</b>	This course is designed for sports medicine professionals, coaches, and athletic trainers who play a crucial role in guiding athletes through the rehabilitation and return-to-play process after an injury. The focus is on a comprehensive management approach that considers both physical and psychological aspects of recovery.					
<b>Semester</b>	7	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Address the psychological impact of injuries on athletes, learning strategies to foster resilience, motivation, and mental well-being during the recovery process.	U	10
2	Learn criteria for assessing an athlete's readiness to return to sports, ensuring a gradual progression and effective communication with coaches and athletes.	E	2
3	Enhance communication skills among medical professionals, coaches, and athletes, fostering a collaborative, multidisciplinary approach to athlete care.	A	4

4	Navigate ethical considerations, fulfill legal responsibilities, and uphold confidentiality and consent standards in managing athlete injuries.	R	8
5	Develop the ability to accurately assess and diagnose sports injuries, utilizing advanced diagnostic tools and collaborating with medical professionals.	An	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

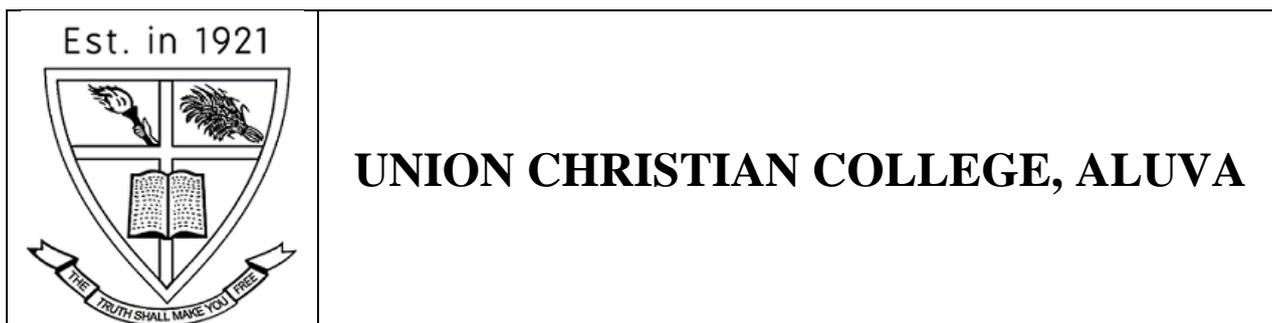
Module	Units	Course description	Hrs	CO No.
1. Introduction to Managing Injured Athlete	1.1	Introduction to the role of sports management in injury rehabilitation	15 hrs	1
	1.2	Basics of injury assessment Understanding medical reports and diagnostic tools Collaborating with medical professionals for accurate assessments		1
	1.3	Overview of insurance coverage for injured athletes		1
	1.4	Negotiating contracts with injury clauses Protecting the athlete's financial interests during rehabilitation		
2. Psychological aspect and Legal considerations	2.1	Mental aspects of injury recovery, Addressing fear and anxiety related to re-injury	15 hrs	1
	2.2	Building mental resilience and confidence, Providing emotional support during the recovery process		2
	2.3	Overview of legal and ethical principles, Distinction between legal and ethical considerations		2
	2.4	Liability and duty of care in sports injury management, Ethical considerations in making return-to-play decisions		3
3. Return to Play	3.1	Overview of Return-to-Play (RTP) process, Reflecting on the RTP decision-making process	15hrs	4

	3.2	Criteria for safe return to sports, Gradual return strategies		4
	3.3	Incorporating game-like scenarios in training, Team dynamics and integration		4
	3.4	Role of medical professionals in the RTP decision, Criteria for medical clearance,		4
4. Rehabilitation process evaluation	4.1	Overview of rehabilitation processes for common sports injuries	15hrs	1,2
	4.2	Understanding rehabilitation timelines		2
	4.3	Monitoring and supporting athletes during recovery		2
	4.4	Assessing physical fitness and strength Functional movement screening		2
5 Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion, Case studies
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. "Sports Law" by Adam Epstein
2. "Sports Management and Administration" by David C. Watt covers various facets of sports management.
3. Return to Play in Football: An Evidence-Based Approach" by Volpi, Rick, and Maffulli



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>RESEARCH METHODOLOGY</b>					
<b>Type of Course</b>	DCE*					
<b>Course Code</b>	UC7DCESUC400					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	This course serves as a comprehensive introduction to research methods. Participants will gain a solid foundation in research fundamentals, enabling them to navigate the research process effectively. The curriculum emphasizes hands-on experience, guiding participants in conducting research, formulating research synopses and reports, and utilizing statistical packages. By the end of the course, students will have a well-rounded understanding of research methodologies and the practical application of data analytics in social science research.					
<b>Semester</b>	7	Credits			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		4				
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Develop understanding on various kinds of research, objectives of doing research, research process, research designs.	U	2
2	Have basic knowledge on qualitative research techniques	U	1
3	Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	E	2

4	Understand and apply the basics of statistics in research.	U	4
5	Organize the samples and sampling techniques which is relevant to the study	A	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

### Course Content

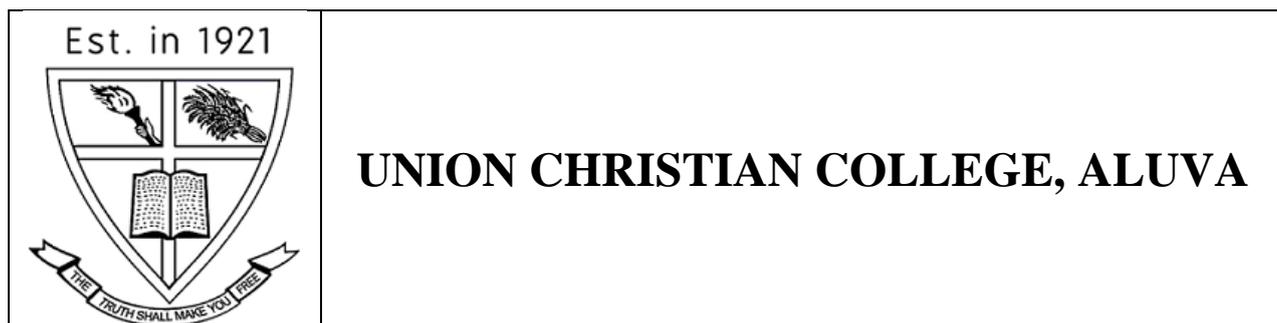
Module	Units	Course description	Hrs	CO No.
1. Introduction to research	1.1	Research – Meaning, Definition, objectives, Research concepts in Sports management, Ethical issues in research.	3	2
	1.2	Types of research – Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Exploratory, Historical.	4	1
	1.3	Research process :- Steps involved in research process	4	3
	1.4	Identification of variables - Independent and dependent variables	4	2
2. Research Design	2.1	Research Design – Meaning, Types of Research Design	4	4
	2.2	Sampling – meaning, Types, Determination of sample size	3	1
	2.3	Types of Data and methods of collecting data, Scales of measurement	4	5
	2.4	Quantitative and Qualitative data analysis, Statistical tools and software (SPSS & EXCEL)	4	1
3 Formulation of Hypothesis	3.1	Hypothesis – meaning, Definition, Characteristics and Importance	4	5
	3.2	Procedure for testing hypothesis, formulation of Hypothesis	4	4
	3.3	Null Hypothesis, Alternative Hypothesis, Level of Significance, degrees of freedom (theory only)	4	3
	3.4	Type I error, Type II error Testing of Hypothesis (theory only)	3	1
	4.1	Emerging Methods and Trends in Sport Management Research	4	5

4. Report writing	4.2	Plagiarism and use of plagiarism detection software	3	1
	4.3	Report Writing –Integral part of a report, Characteristics and contents of a good report, Bibliography	4	3
	4.4	Guidelines for Writing Research Reports	4	4
5 Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion, Presentation
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination ( ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

## References

1. (following any standard reference format like APA, MLA, Chicago....)  
(Repeat for 5 Modules each of Minimum 15 hrs and Maximum 20hrs Duration)
1. Research Methods and Design in Sport Management 2nd Edition epub With Web Resource, Damon P.S. Andrew, Paul M. Pedersen , Chad D. McEvoy
2. Research Methodology: Methods and Techniques by C. R. Kothari (Author)



<b>Programme</b>	<b>BACHELOR OF SPORTS MANAGEMENT (BSM)</b>				
<b>Course Name</b>	<b>Sports Field Design, Construction and Management</b>				
<b>Type of Course</b>	DCE*				
<b>Course Code</b>	UC7DCESUC401				
<b>Course Level</b>	<b>400-499</b>				
<b>Course Summary</b>	The Sports Field Design, Construction, and Management course provide a comprehensive exploration of the principles and practices involved in creating, developing, and maintaining sports fields. Participants gain an in-depth understanding of the key components related to sports turf management, facility design, and construction, ensuring they acquire the skills necessary for successful sports field management.				
<b>Semester</b>	VII	Credits			4
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others
		4			
		Total Hours			60
<b>Pre-requisites, if any</b>					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Identify different types of sports fields and their specific design requirements.	U	1,2,3,10
2	Conduct a comprehensive site analysis for sports field construction, considering factors such as topography, soil quality, and drainage.	K	1,2,3,5,6,7
3	Demonstrate knowledge of fundamental design principles, including field layout, dimensions, and markings for various sports.	K	1,2,3,5,6,7

4	Optimize sports field design for player safety, paints, covers, performance, and spectator experience.	AN	1,2,8,9
5	Apply irrigation and drainage principles to ensure proper water management on sports fields.	A	7,8,10
6	Implement effective turf grass maintenance practices, including mowing, fertilization, and pest control.	A	7,8,10
7	Implement strategies to minimize the environmental impact of sports field construction and maintenance.	A	1,2,3,5,6
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Turfgrasses	1.1	Introduction, Biology and Identification, Turfgrass Types , Turfgrass Selection, Using the Two-Map System to Select Turfgrass, Planting Times and Rates	4	1
	1.2	Soil Preparation, Planting Techniques, Establishment, Overseeding Warm- Season Fields, Sustaining a Mixed Warm and Cool Season Turfgrass Canopy in the Transition Zone.	3	2
	1.3	Soils and Soil Science,- Introduction, Soil as a Medium for Turfgrass,	3	2
	1.4	Fertility and Fertilizers- , Introduction Nutrient Requirements, Nutrient Uptake, Soil Reaction, Fertilizer Analysis	3	2
	1.5	Fertilizer Sources, Application Rates and Frequencies, Micronutrients, Biostimulants	2	2
2. Mowing, Irrigation, Drainage, Aeration	2.1	Mowing – Introduction, Types of Mowers, Turf Response, Height and Frequency, Pattern, Clipping Removal, Equipment and Safety, Chemical Growth Regulators.	3	3,6
	2.2	Irrigation- Introduction, Irrigation and Turfgrass Culture, General Principles of Turfgrass Irrigation, Portable Irrigation Systems, Installed Irrigation Systems, Wireless Sensor Technology, Subsurface Drip Irrigation (SDI), The Use of Nonpotable Water for Sports Field Irrigation, Know Your Water Source.	3	5

	2.3	Drainage- Introduction, Surface Drainage, Internal Drainage, Installed Drain Systems, Other Drain System Practices. Aeration and Topdressing – Introduction, Aerating for Optimal Turf Responses, Aeration Equipment, Topdressing.	3	5
	2.4	Thatch – Introduction, Definition of Thatch, Advantages and Disadvantages of Thatch in Sports Turf, How Thatch Develops, Maintaining a Managed Thatch Layer, Reducing Excessive Thatch Buildup.	3	4
	2.5	Turfgrass Stresses and Remedies- Introduction, Mechanical Stresses, Environmental Stresses, Weeds, Insects, and Diseases. Wise Use of Chemicals- Introduction, The Label is the Law, Planning and Performing Applications, Record Keeping.	3	5
3. other surfaces	3.1	Tennis Courts- Introduction, Design, Construction, Renovation, Maintenance, Rules and Regulations.	4	3
	3.2	Track and Field Facilities-Introduction, Design, Track Construction, Track Renovation, Track Maintenance, Rules and Regulations.	4	2,3
	3.3	Synthetic Turf - Introduction, History and Innovations, Choosing the Right Manufacturer and Installer, Care and Maintenance.	3	5,6
	3.4	Ancillary Information - Surveying the Grade- Introduction, Surveying Equipment, Establishing Elevations.  Paints and Covers- Introduction, Paints, Covers.	4	5,6
4. Field Evaluation and Turf grass Assessment, Safety, Environment,	4.1	Field Evaluation and Turfgrass Assessment – Introduction, Components of Field Quality, Aesthetic Appeal and Quality, Ball and Player Response as Affected by Surface Characteristics, Testing Equipment to Evaluate the Playing Surface.	3	5,6
	4.2	Safety -Introduction, Player Safety and Performance, Spectator Safety, Designing for Safety, Safety Concerns	3	5,6
Natural Grass promotion		During Construction and Renovation, Maintaining a Safe Facility.		
	4.3	Environmental Stewardship, Resource Conservation, and Sustainability- Introduction, Environmental Stewardship, Resource Conservation, Sustainability.	4	5,6

	4.4	Innovations Designed to Promote Natural Grass Fields- Introduction, Lighting, Enhanced Turfgrass Performance, Instant Field Replacement, Wireless Technology, Remote Sensing, and Predictive Models.	4	2
	4.5	Field Evaluation and Turfgrass Assessment – Introduction, Components of Field Quality, Aesthetic Appeal and Quality, Ball and Player Response as Affected by Surface Characteristics, Testing Equipment to Evaluate the Playing Surface.	1	4
5 Teacher specific component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Seminar Workshop Group discussions
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continuous Comprehensive Assessment (CCA) 30</b> <b>Formative Assessment</b> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<b>End Semester Examination (ESE) 70 Marks</b> University Examination- Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10

### References

1. Sports Fields: Design, Construction, and Maintenance, 3rd Edition, James C. Puhalla, Jeffrey V. Krans, J. Michael Goatley Jr. ISBN: 978-1-119-53474-7 March 2020 624 Pages

### SUGGESTED READINGS



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Sports Public Relations</b>					
<b>Type of Course</b>	DCE*					
<b>Course Code</b>	UC7DCESUC402					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	This course provides a comprehensive understanding of the fundamental principles of public relations and media management, with a specific focus on their application within the sports industry. It covers the integration of public relations, marketing, and promotional strategies to enhance the visibility and value of sports organizations. Additionally, the course delves into the roles and interactions of various stakeholders involved in the marketing, sales, production, and distribution of media rights and content.					
<b>Semester</b>	7	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>		4				60

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding the fundamental principles regarding to public relations and media management	U	1
2	Understanding a combination of public relations, marketing, and promoting the sport industry	A	2
3	To be familiar with the roles of each stakeholder involved in the marketing, sales, production, and distribution of media rights and content	E	1,2

4	Develop a clear understanding of the day-to-day responsibilities of sports public relations professionals.	A	2, 3
5	Establish introductory knowledge of the business of sport, media and public relation	S	2
6	Illustrate the structure of PR and event agencies	An	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

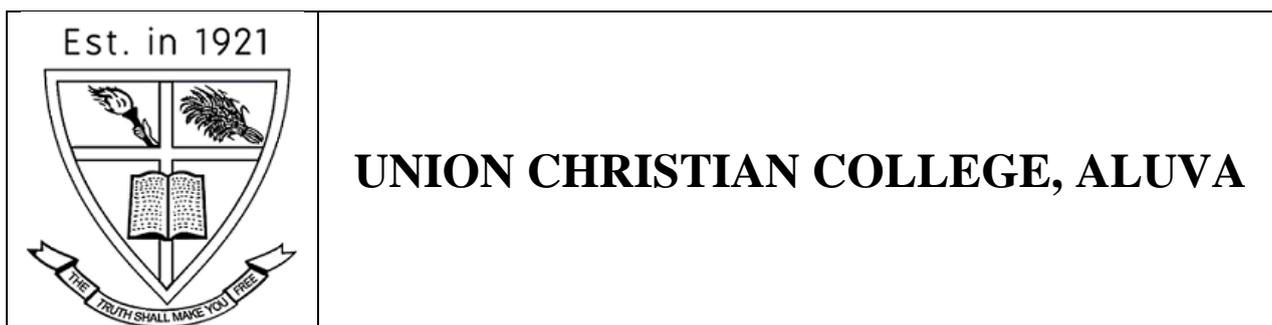
Module	Units	Course description	Hrs	CO No.
1 Introducing Sport Public Relations	1.1	Definition of Sport Public Relations. Evolution of Sport Public Relations, Sport Public Relation in Practice, Public Relations Value.	4	1
	1.2	Integrating Public Relations with Strategic Management, Public Relations as a Strategic. Organizational Stakeholders and Public.	4	2
	1.3	Stakeholder Communication, Reputation Management Corporate Communications. Basics of sports broadcasting rights,	4	3
	1.4	Sports Leagues and their broadcasting rights, benefits to the broadcaster.	3	4
2 Sports Promotion	2.1	Engaging Key Publics via social media, Social Media Use in Public Relations. Social Networking Sites.	4	5
	2.2	Strategic Considerations for Social Media Use, Careers in Social Media Management. Engaging Key Public via Other Forms of Digital Media, Digital Media Use in Sport Public Relations.	3	2
	2.3	Website Development, Websites for Specific Stakeholders, Blogs, Podcasts, New Media Limitations and Problems.	5	2
	2.4	Engaging Key Publics via Legacy Media, Media Guides. Print Organizational Media. Electronic Media.	3	3
3 Sports Media	3.1	Managing the Sport Organization–Media Relationship. Definition of Mass Media, Mass Media and Sport History, Today’s Media Sport Environment, Serving Media at Organizational Events.	3	1
	3.2	Reporting Statistics, Reporting Play-By- Play Information.	4	4
	3.3	Employing News Media Tactics, Media Policy Development.	4	3
	3.4	News Releases, Media Pitches, Interviews Media Tours, News Conferences, Media Days.	4	5

4 Sports social Responsibility	4.1	Communicating in Times of Crisis, Nature of Crises and the Need to Plan for them Preparing for a Crisis, Managing a Crisis, Assessing a Crisis Response. Cultivating Positive Relationships in the Community, CSR, Evolution of Sport Social Responsibility.	5	6
	4.2	Strategic Sport Social Responsibility, Communication of Corporate Social Responsibility.	3	5
	4.3	Advanced Communications with External and Internal Publics, Customer and Member Relationships, Sponsor Relationships, Donor Relationships	4	6
	4.4	Government Relationships, Employee Relationships, Investor Relationships.	3	6
5 Teacher specific component				

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <p>Presentation Theory Case study</p>
<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>Continuous Comprehensive Assessment (CCA) 30</b></p> <p><b>Formative Assessment</b></p> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<p><b>End Semester Examination ( ESE) 70 Marks</b></p> <p>University Examination-</p> <p>Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10</p>

### References

1. Sport Public Relations 3rd Edition by G. Clayton Stoldt Stephen W. Dittmore  
Mike Ross Scott E. Branvo
2. Johnson, Jane. Sports Public Relations: Strategies and Tactics. Sports Publishing,  
2018



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Business Communication in Sports</b>					
<b>Type of Course</b>	DCE*					
<b>Course Code</b>	UC7DCESUC403					
<b>Course Level</b>	<b>400- 499</b>					
<b>Course Summary</b>	Business communication in sports involves the effective exchange of information within and outside sports organizations to achieve organizational goals. It includes various forms of communication such as verbal, written, and digital channels. Key aspects of business communication in sports encompass internal communication among team members and staff, external communication with stakeholders, media relations, crisis communication, and marketing communication. Clear and transparent communication is crucial for fostering teamwork, maintaining positive public relations, attracting sponsors, and ensuring the overall success and sustainability of sports businesses.					
<b>Semester</b>	7	<b>Credits</b>			4	<b>Total Hours</b>
<b>Course Details</b>	<b>Learning Approach</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Others</b>	
		4				60
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains *</b>	<b>PO No</b>
1	To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.	U	1,2
2	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.	A	2,3
3	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.	K	2

4	To draft effective business correspondence with brevity and clarity.	E	4
5	To stimulate their Critical thinking by designing and developing clean and lucid writing skills.	An	2
6	To demonstrate his verbal and non-verbal communication ability through presentations.	A	2,4,5
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Basic Principles of Communication	1.1	Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace, Strategic sports communication model	3	1
	1.2	Types and Channels of Communication: Introduction, Types of Communication, Classification of Communication Channels.	4	1
	1.3	Contemporary Sport Communication and Digital Sport Communication, Sport Journalism, Digital Sport Media	4	3
	1.4	The Importance of Listening in the Workplace: Introduction, What is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context.	4	2
2 Guidelines for Business Communication	2.1	Introduction, General Principles of Writing, Principles of Business Writing. Developing Oral Business Communication Skills: Introduction, Advantages of Oral Communication, Oral Business Presentations.	3	3
	2.2	Reading Skills for Effective Business Communication: Introduction, Types of reading, SQ3R Technique of Reading.	3	3
	2.3	Internal Business Communication: Meetings- Guidelines for Meetings, Conducting meetings-	4	3,4
	2.4	Procedure, Agenda - Proposals -Minutes; Writing Memos, Circulars and Notices		
	2.4	Electronic Media and Shareholder Communication: Introduction, what is an Intranet? Communicating through Email, Communication with Shareholders.	5	4
3 External Business	3.1	External Business Communication – Writing Business Letters: Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters.	2	4

Communication	3.2	Other Forms of External Business Communication: Introduction, Communication with Media through News Releases, Communication about the Organization through Advertising.	4	6
	3.3	Writing Business Reports: Introduction, What is a Report? Types of Business Reports, Format for Business Reports, Steps in Report Preparation.	5	4
	3.4	Employment Communication – Resumes and Cover Letters: Introduction, Writing a Resume, Writing Job Application Letters, Other Letters about Employment.	4	5
4 Group Discussions and Interviews	4.1	Introduction, What is a Group Discussion? Attending Job Interviews. Drafting the Employment Notice, Job Application Letter.	3	5
	4.2	Professional Image: appropriate business attire. Telephone Etiquette; Table etiquette. The proper way to make introductions	4	6
	4.3	Curriculum Vitae/ Resumes. An offer of employment; Job Description; Letter of Acceptance. Letter of Resignation and Promotion, Testimonials and References	4	5
	4.4	Careers in Sports Communication, Business and Social Etiquette Professional conduct in a business setting: Workplace hierarchy, Use of courteous phrases and language in the workplace.	4	6
Teacher specific component				
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> <b>Debates</b> <b>Group discussion</b> <b>Case study</b> <b>Flip classroom</b> <b>Role play</b>			

<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>Continuous Comprehensive Assessment (CCA) 30</b>  <b>Formative Assessment</b></p> <ul style="list-style-type: none"> <li>• Assignments (5 Marks)</li> <li>• Seminar (5 Marks)</li> <li>• Viva (5 Marks)</li> <li>• Internal Examination (15 Marks) written test</li> </ul>
	<p><b>End Semester Examination ( ESE) 70 Marks</b></p> <p>University Examination-</p> <p>Written- Very Short answer type question 10x2, Short Essay – 6x5, Essay 2x10</p>

### References

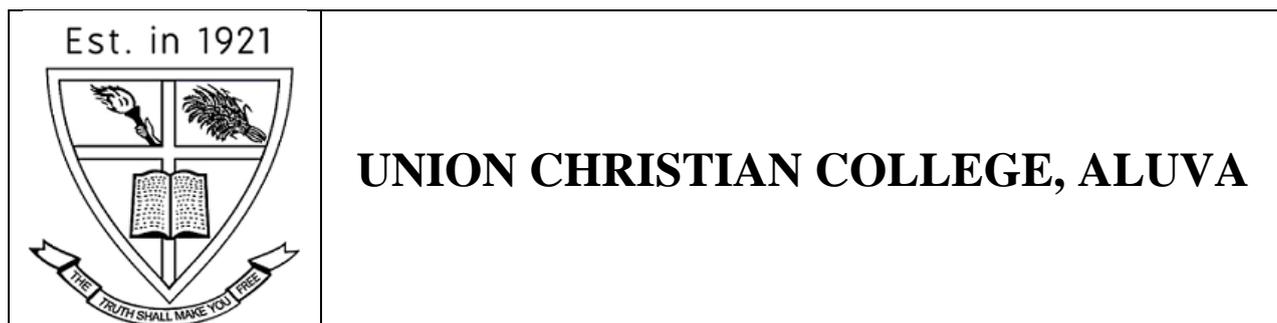
1. Business Communication by K.K. Sinha
2. Smith, John. "Negotiating Sponsorship Deals in Professional Sports." Sports Business Strategies, edited by Jane Johnson, Sports Publishing, 2020, pp. 75-89.
3. Strategic Sport Communication-3rd Edition, Paul M. Pedersen, Pamela C. Laucella, Edward (Ted) M. Kian, Andrea Nicole Geurin

### SUGGESTED READINGS

1. Harvard Business Essentials: Business Communication, Harvard Business School Publishing 2003

# SEMESTER 8





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Retail Management in Sports</b>					
<b>Type of Course</b>	DCC					
<b>Course Code</b>	UC8DCCSUC400					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	Familiarize the basic concepts and practices of retail management, understand the opportunities and developments in retailing sector and its implications in sports retailing.					
<b>Semester</b>	8	Credits			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		3		1		
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the basic functions of retail management	U	1
2	Understand the theories and strategies of retail	U	2
3	Determine the retail formats and location	An	3
4	Outline the factors influencing retail consumer	An	3
5	Understand the pricing strategies, merchandise management, store management	U	3

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1: Introduction to Retailing	1.1	Concept of Retailing, Definition, Functions of retailing	2	1,2
	1.2	Retail value chain, Retailing in a changing environment	2	1, 5
	1.3	Modern retail formats, E-tailing, Significance of retail industry	3	1,4
	1.4	Retail management functions and its importance in sports retailing	3	1
2: Retail consumer behavior	2.1	Retail marketing mix- meaning, concepts, relevance	3	2
	2.2	Classification of retail stores	3	2
	2.3	Understanding the Retail Consumers, Retail consumer behavior	3	4
	2.4	Consumer decision making process	3	4
3: Retail Location Decisions	3.1	Store location and its significance	3	3, 4
	3.2	Types of retail store locations	3	3, 4
	3.3	Factors influencing retail location decisions	3	4, 5
	3.4	Location analysis	2	5
4: Merchandise Management	4.1	Retail pricing, Developing a pricing strategy, Factors influencing retail prices	3	3, 5
	4.2	Merchandise Management, Merchandising and the process of merchandising buying, Factors influencing Merchandising, Functions of Merchandising	3	3, 5
		Manager, Importance of merchandising in sports retailing		
	4.3	Concept of category management, Store image and store design, Visual merchandising in retail	3	3, 5
	4.4	Store Security: Security Process in Different Situations, Pilferage Handling, Anti-Shoplifting Techniques, Responsibilities of Store Administrator, Store audit	3	3, 5
	4.5	Case studies in sports retailing, Customer Service Role-Playing, Develop marketing campaign for retail stores	30	2,5
5 Teacher Specific Component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Case studies Group activities Seminar
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer - 10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

1. Chetan Bajaj, Rajnish Tuli, Nidhi Srivasthava, Retail Management, oxford
2. David Gilbert, Retailing Management, 2nd Edition, Pearson
3. K V S Madaan, Fundamentals of Retailing, Tata Mc Graw Hill .

### SUGGESTED READINGS

Levy and Weitz- Retailing Management, 9th ed., McGraw Hill-Irwin



<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>International Business and Sports Management</b>					
<b>Type of Course</b>	DCC					
<b>Course Code</b>	UC8DCCSUC401					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	An international business and sports management course typically covers a range of topics that integrate business principles with the unique aspects of the sports industry					
<b>Semester</b>	8	Credits			4	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	Total Hours
		3		1		
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding of International Business. Grasp fundamental principles of international business, including global markets, trade, and cross-cultural management	U	1
2	Acquire in-depth knowledge of the sports industry, including its structure, governance, and key stakeholders. Strategic Management Skills	K	2
3	Develop skills in strategic planning and management, with a focus on applying these principles to sports organizations on a global scale	E	3

4	Gain proficiency in budgeting, financial planning, and analysis specific to the unique financial challenges faced by sports organizations	E	2, 6
5	Develop skills in marketing and promoting sports products and events on an international scale, considering cultural nuances and global market trends.	An	6, 7
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to International Business	1.1	Overview of global business environments	2	1
	1.2	International trade and investment	2	1
	1.3	Definition and scope of international business, Globalization and its impact on sports management	3	2
	1.4	Cultural, political, and economic factors Legal and ethical considerations	3	3
2 Business Strategies in Global Sports Management	2.1	Strategic planning for sports organizations.	3	3
	2.2	Competitive analysis in the sports industry	2	2
	2.3	Global expansion strategies for sports businesses.	3	2
	2.4	International marketing strategies for sports products and events	3	2
3 International Financial Management in Sports	3.1	Budgeting and financial planning for sports organizations.	3	5
	3.2	Revenue generation and financial sustainability	3	4
	3.3	Financial analysis and reporting in sports management	3	4
	3.4	Financial regulation in sports	3	4
4	4.1	Strategic planning for sports organizations. Logistics planning for sports	3	5
	4.2	Business development in the sports industry, Nature and Unique Aspects of Sport Business	3	5
Strategic Management in Sports	4.3	Strategic planning, decision-making, and management strategies for sports organizations operating on an international scale	3	3
	4.4	Examination of the regulatory frameworks, governance structures, and ethical considerations in the global sports industry.	3	5
	4.5	Case studies in International Business and Sports Management, Strategies, Analysis and Application	30	4, 5
5Teacher Specific Component				

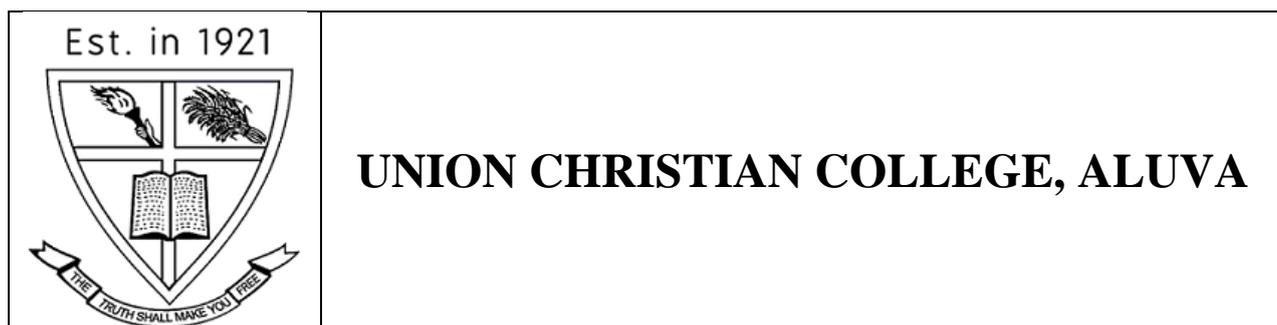
<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Seminar Group discussions Presentation
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

1. Smith, James. Global Sports Management: Navigating the International Landscape. Sports Publishing Co., 2021.
2. Doe, John. Global Game: Navigating the World of International Sports Management. Sports Publishing Inc., 2022.

### SUGGESTED READINGS

1. Johansson, J. K. Global Marketing: Foreign Entry, Local Marketing, and Global Management, McGraw-Hill, 5th Edition, 2008.



Programme	<b>BSM (Honours)</b>					
Course Name	E Sports					
Type of Course	DCE					
Course Code	UC8DCESUC400					
Course Level	400-499					
Course Summary	Esports, or electronic sports, encompass a wide range of video games and genres played competitively by professional gamers and organized into structured leagues, tournaments, and events. The course give deep insight into the world of E sports					
Semester	8	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
			3		1	
Pre-requisites, if any	Basic knowledge about Anatomy and Physiology, basics of sports training					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Identify and describe the various components of the e-sports ecosystem, including players, teams, leagues, tournaments, and game publishers. Analyze popular e-sports titles,	U	1
2	understanding game mechanics, strategies, and the evolving meta.	K	2
3	Gain insights into the organizational structure of e- sports teams and leagues.	K	1, 2
4	Develop an understanding of branding, sponsorship, and monetization in e-sports.	E	2, 3
5	Understand the role of live streaming and content creation in e-sports.	A	1, 3
6	Explore legal and ethical issues relevant to e- sports, including player contracts, intellectual property, and fair play.	A	2

*\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	Co No.
1.	1.1	Overview of Esports and its history, The rise of competitive gaming	2	1
	1.2	<b>Esports Ecosystem-</b> Different types of Esports organizations, Leagues, tournaments, Ownership and management structures, Role of governing bodies and leagues.	2	1
	1.3	Different game categories in Esports: <b>First- Person Shooters (FPS):</b> <ul style="list-style-type: none"> <li>▪ Counter-Strike: Global Offensive (CS:GO)</li> <li>▪ Call of Duty</li> <li>▪ Overwatch</li> <li>▪ Valorant</li> </ul> ○ <b>Multiplayer Online Battle Arena (MOBA):</b> <ul style="list-style-type: none"> <li>▪ League of Legends (LoL)</li> <li>▪ Dota 2</li> <li>▪ Heroes of the Storm</li> </ul> ○ <b>Real-Time Strategy (RTS):</b> <ul style="list-style-type: none"> <li>▪ StarCraft II</li> <li>▪ Age of Empires</li> <li>▪ Warcraft III</li> </ul> ○ <b>Sports Simulation:</b> <ul style="list-style-type: none"> <li>▪ FIFA (soccer)</li> <li>▪ NBA 2K (basketball)</li> <li>▪ Madden NFL (American football)</li> </ul> ○ <b>Fighting Games:</b> <ul style="list-style-type: none"> <li>▪ Street Fighter</li> <li>▪ Super Smash Bros.</li> <li>▪ Tekken</li> </ul>	3	1
		<ul style="list-style-type: none"> <li>▪ Dragon Ball FighterZ</li> </ul>		

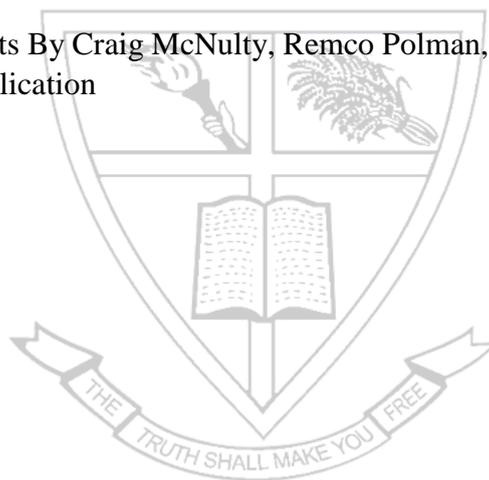
1.4	<ul style="list-style-type: none"> <li>○ <b>Card and Strategy Games:</b> <ul style="list-style-type: none"> <li>▪ Hearthstone</li> <li>▪ Magic: The Gathering Arena</li> <li>▪ Gwent</li> <li>▪ Auto Chess</li> </ul> </li> <li>○ <b>Battle Royale:</b> <ul style="list-style-type: none"> <li>▪ Player Unknown's Battlegrounds (PUBG)</li> <li>▪ Apex Legends</li> <li>▪ Call of Duty: Warzone</li> </ul> </li> <li>○ <b>Racing and Sports Games:</b> <ul style="list-style-type: none"> <li>▪ iRacing (sim racing)</li> <li>▪ Rocket League (soccer with rocket-powered cars)</li> <li>▪ eNASCAR (NASCAR simulation)</li> </ul> </li> <li>○ <b>Virtual Reality (VR) Esports:</b> <ul style="list-style-type: none"> <li>▪ Beat Saber and VR esports tournaments.</li> </ul> </li> <li>○ <b>Mobile Esports:</b> <ul style="list-style-type: none"> <li>▪ Clash Royale, PUBG Mobile, and Brawl Stars.</li> </ul> </li> </ul>	4	1
2	<p>2.1 <b>Esports Game Selection</b></p> <ul style="list-style-type: none"> <li>• Game selection for competitive play</li> <li>• Esports titles and their popularity</li> <li>• Game design and balance in Esports</li> </ul> <p>2.2 <b>Esports Tournament Organization</b></p> <ul style="list-style-type: none"> <li>• Planning and organizing Esports tournaments</li> <li>• Venue selection and logistics</li> <li>• Esports event production and streaming</li> </ul> <p>2.3 <b>Esports Broadcasting and Commentary</b></p> <ul style="list-style-type: none"> <li>• Esports broadcasting platforms</li> <li>• Commentary and analysis in Esports</li> <li>• Production and live streaming</li> </ul> <p>2.4 <b>Esports Legal and Ethical Considerations</b></p> <ul style="list-style-type: none"> <li>• Legal issues and contracts in Esports</li> </ul>	3	2
	<ul style="list-style-type: none"> <li>• Ethical considerations, fair play, and sportsmanship</li> <li>• Player rights and responsibilities</li> </ul>		
	<p>3.1 <b>International Esports and Global Competitions</b></p> <ul style="list-style-type: none"> <li>• Global Esports market and international competition</li> <li>• Cultural considerations in Esports</li> <li>• Esports diplomacy and collaboration</li> </ul>	4	5

3	3.2	<b>Esports Marketing and Promotion</b> <ul style="list-style-type: none"> <li>• Esports branding and marketing</li> <li>• Sponsorship and partnership strategies</li> <li>• Social media and content creation in Esports</li> </ul>	3	6
	3.3	<b>International and Global Esports</b> <ul style="list-style-type: none"> <li>• Global Esports market and international competition</li> <li>• Cultural considerations in global Esports</li> <li>• Esports diplomacy and collaboration</li> </ul>	3	6
	3.4	<b>Esports Economics and Finance</b> <ul style="list-style-type: none"> <li>• Revenue streams in Esports</li> <li>• Budgeting and financial management</li> <li>• Esports investment and valuation</li> </ul>	3	5
4	4.1	<b>Team Management and Coaching</b> <ul style="list-style-type: none"> <li>• Team organization and roles</li> <li>• Coaching in Esports</li> <li>• Performance analysis and strategy</li> </ul>	3	3
	4.2	<b>Esports Fan Engagement</b> <ul style="list-style-type: none"> <li>• Building and engaging with Esports fan communities</li> <li>• Esports content creation and storytelling</li> </ul>	3	3
		<ul style="list-style-type: none"> <li>• Fan experiences and events in Esports</li> </ul>		
	4.3	<b>Esports Player Dynamics</b> <ul style="list-style-type: none"> <li>• Role of players in Esports teams</li> <li>• Team communication and synergy</li> <li>• Player development and coaching</li> </ul>	3	3
	4.4	Real- world case studies and projects in e- sports, plan and develop comprehensive marketing campaigns for mock e- sports events	30	2
	5	<b>Teacher Specific Component</b>		

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> ICT Lecturing and practical classes, case studies
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz)  ESE Theory – 50 marks  (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### Reference

2. The Science of Esports By Craig McNulty, Remco Polman, Matthew Watson, Kabir Bubn, Routledge Publication





<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>Global Sports Tourism</b>					
<b>Type of Course</b>	DCE					
<b>Course Code</b>	UC8DCESUC401					
<b>Course Level</b>	<b>400-499</b>					
<b>Course Summary</b>	sports tourism course typically covers the intersection of sports and travel, exploring the economic, cultural, and logistical aspects of sports- related travel experiences. Topics may include event management, marketing, fan engagement, and the impact of sports tourism on local economies. Students may also study case studies, industry trends, and gain practical insights into planning and executing sports tourism initiatives.					
<b>Semester</b>	8	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>		3		1		75

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understanding Industry Dynamics: Students gain insights into the global sports tourism industry, including key players, market trends, and factors influencing its growth	K	1
2	Economic Impact Assessment: Analyzing the economic impact of sports tourism on local and global economies, considering revenue generation, job creation, and infrastructure development	U	1
3	Cultural Sensitivity: Understanding the cultural nuances of different regions and how they influence sports tourism, promoting responsible and culturally sensitive practices	A	2

4	Sustainability Considerations: Exploring sustainable practices within sports tourism to minimize environmental impact and contribute to long-term community development.	A	3
5	Networking and Collaboration: Building connections within the sports tourism industry, understanding the importance of collaboration among stakeholders for successful initiatives.	S	3
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>			

## COURSE CONTENT

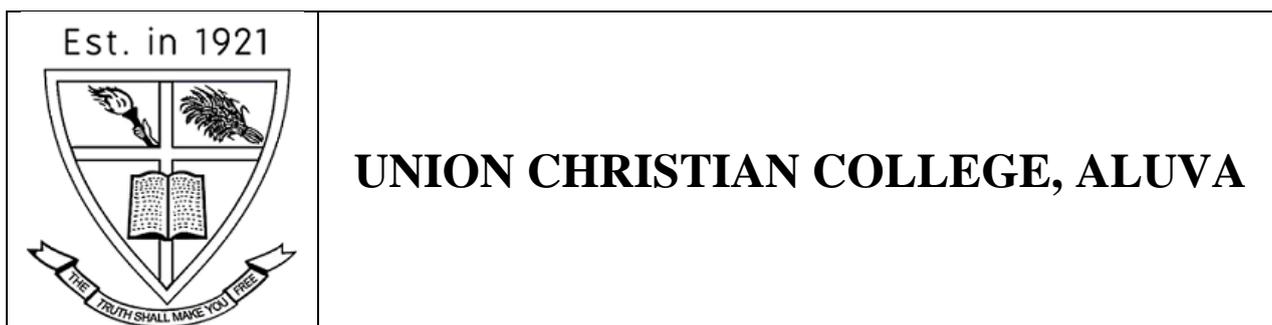
### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to Sports Tourism:	1.1	Definition and scope of sports tourism	2	1
	1.2	Historical evolution and trends Marketing strategies for sports tourism	3	1
	1.3	Digital marketing and social media in sports tourism	3	1
	1.4	Key players and stakeholders	3	1
2 Economic Impact Analysis	2.1	Economic benefits of sports tourism	3	2
	2.2	Impact on local economies and businesses	2	2
	2.3	Measurement and evaluation methods	3	2
	2.4	Government policies in Sports Tourism	3	5
3 Global Sports Tourism Industry	3.1	Market trends and innovations	3	1
	3.2	International perspectives and challenges	2	4
	3.3	Creating immersive fan experiences	3	2
	3.4	Building fan loyalty and community	3	3
4 Legal and Ethical Considerations	4.1	Legal aspects of sports tourism	3	5
	4.2	Ethical Issues in Sports Tourism	3	5
	4.3	Analyzing successful sports Tourism Initiatives	3	4
	4.4	Long Term Planning and Adaptability	3	5
	4.5	Case studies in Sports Tourism, Analysis and Estimations	30	1, 2, 5
5 Teacher Specific Component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Theory Case study Group Discussion Flip Classroom
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer - 10x2, viva)
	<b>End Semester Examination</b> ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

1. Smith, John. Global Sports Tourism: Trends and Impacts. Sports Publishing, 2020.
2. Doe, Jane. The Global Impact of Sports Tourism. Sports Publishing Co., 2021.
3. Smith, John. Sports Tourism: A Global Perspective. Acme Publishers, 2022.



<b>Programme</b>	BSM (Honours)					
<b>Course Name</b>	BUSINESS ETHICS IN SPORTS					
<b>Type of Course</b>	DCE					
<b>Course Code</b>	UC8DCESUC402					
<b>Course Level</b>	400-499					
<b>Course Summary</b>	This course explores the intersection of business ethics and corporate social responsibility within the context of the sports industry. Students will examine ethical considerations in decision-making, explore the impact of business practices on stakeholders, and analyze the role of sports organizations in contributing to societal well-being. Through case studies, discussions, and practical applications, students will develop a nuanced understanding of ethical challenges and responsibilities specific to the sports business.					
<b>Semester</b>	8	<b>Credits</b>			4	<b>Total Hours</b>
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3		1		
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the Foundations of Business Ethics	U	2,8
2	Evaluate Stakeholder Management in Sports Organizations	E	1
3	Examine Ethical Leadership in Sports Management and communication skills	E	2,4
4	Apply Ethical Considerations in Emerging Trends	A	4,8
5	Integrate Knowledge for Ethical Decision-Making	An	2,8

*\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1 Introduction to Business Ethics in Sports	1.1	Definition and meaning of business ethics, Principles of business ethics.	3	2
	1.2	Historical perspectives on ethics in sports. Legal and regulatory framework for ethics in sports.	3	1
	1.3	Decision-making models in the sports context. Ethical principles applied to Athletes and Teams.	3	3
	1.4	Ethical considerations in sports Marketing and Sponsorship. Global perspectives on business ethics in sports.	3	2
2 Stakeholder Management in Sports Organizations	2.1	Identification and analysis of stakeholders in sports. Importance of stakeholder management in sports organizations.	3	4
	2.2	Ethical considerations in stakeholder relations. Balancing interests of	3	1
		sponsors, teams and fans for long-term sustainability		
	2.3	Government and regulatory stakeholders in sports. Ethical dilemmas in Sports management.	3	5
	2.4	The process of ethical decision- making in sports organizations.	2	1
3 Ethical decision making in Sports	3.1	Developing ethical leadership skills.	3	5
	3.2	Ethical challenges in reporting wrong doing within sports organizations.	3	4
	3.3	Protection for whistle blowers in the sports industry.	2	3
	3.4	Developing effective reporting mechanisms for ethical concerns.	2	1
4 Ethical Issues in Marketing and Sponsorship	4.1	Ethical considerations in sports marketing- authenticity in sports marketing campaign, truthful presentation of athletes and teams in promotional materials.	3	5
	4.2	Sponsorship ethics and conflicts of interest – strategies for finding a balance between revenue generation and ethical sponsorship choice.	3	1

	4.3	Ambush Marketing and Unfair Competition-ethical implications of ambush marketing, Strategies for preventing and dealing with ambush marketing in sports sponsorship	3	3
	4.4	Transparency and Authenticity in Sponsorship – Importance of transparent communication in sponsorship deals,	3	4
	4.5	Case Studies: Ethics Challenges in Sports organizations, Case studies on ethical dilemmas faced by sports managers, athletes, and governing bodies.	30	4, 5
5 Teacher Specific Component				

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Method, Group discussion, case studies
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>  <b>Continues Comprehensive Assessment (CCA) Total Mark - 35</b> Practical CCA-15 mark, (Presentation, individual involvement) Theory CCA -25 marks (Written exam- short answer -10x2, viva)
	<b>End Semester Examination</b>  ESE Practical -35 marks (Viva, presentation, assignment, quiz) ESE Theory – 50 marks  (Written examination theory – MCQ 10x1, Short Answer – 10x2, Short Essay - 4x5).

### References

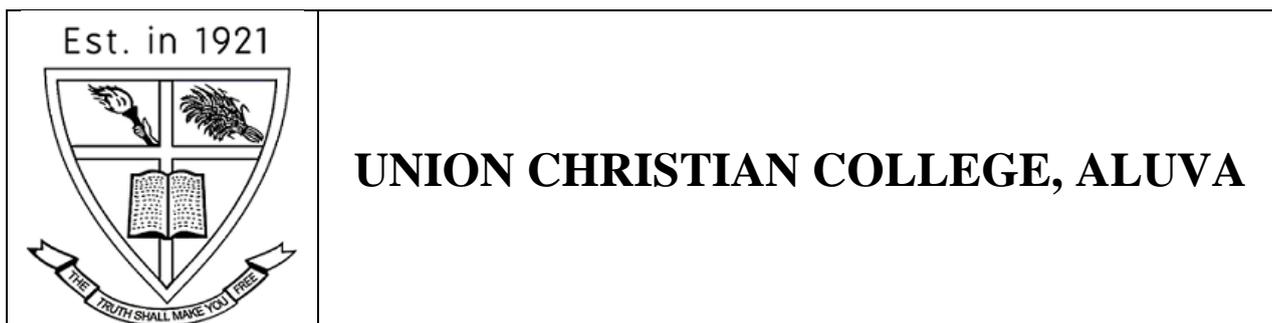
1. Velasquez M. G., (2002) Business Ethics: Concepts and Cases,
2. *Pearson/prentice hall, upper*
3. Crane A., Matten D.,(2013) Corporate Social Responsibility: Definition, Core Issues, and Recent Developments, *Corporate Social Responsibility*

## SUMMER INTERNSHIP- 2 CREDITS

(50 marks)

<b>Teaching and Learning Approach</b>	Internship, Interim presentations, assessment, evaluation & viva
<b>Assessment Types</b>	<b>Continuous Comprehensive Assessment (CCA) – 15 Marks</b> <b>End Semester Examination (ESE)- 35 Marks</b> <b>(Report- 15 marks, presentation &amp; viva- 20 marks)</b>



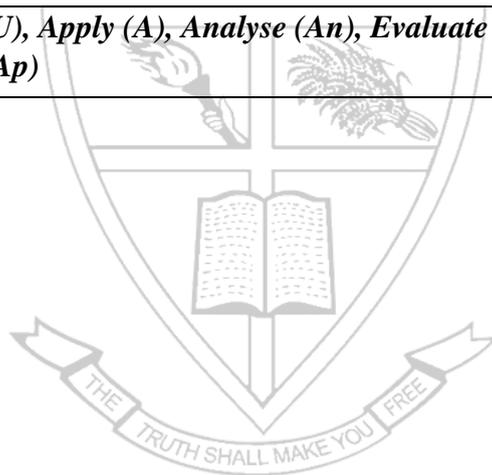


<b>Programme</b>	<b>BSM (Honours)</b>					
<b>Course Name</b>	<b>PROJECT</b>					
<b>Type of Course</b>	PRJ					
<b>Course Code</b>	UC8PRJSUC400					
<b>Course Level</b>	400-499					
<b>Course Summary</b>						
<b>Semester</b>	8	Credits			12	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>						

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Practical Skills Development: Interns often acquire practical skills relevant to their field of study or career goals.	U	1
2	Professional Experience: Internships provide an opportunity for students to gain real-world experience in their chosen field.	An	2
3	Networking Opportunities: Internships offer a chance to build professional relationships with mentors, colleagues, and industry professionals.	S	5

4	Career Exploration: Internships allow students to explore different career paths within their field of study.	A	2
5	Personal Growth: Internships can foster personal growth by challenging interns to step out of their comfort zones, adapt to new environments, and overcome obstacles.	E	1
6	Academic Integration: Internships may include components such as reflective assignments, projects, or presentations that require interns to integrate their academic knowledge with their practical experiences.	C	2
7	Professional Etiquette and Ethics: Internships provide an opportunity to learn about professional etiquette, workplace norms, and ethical considerations specific to the industry.	C	7
8	Feedback and Evaluation: Internship programs typically include feedback mechanisms such as performance evaluations, mentorship sessions, or debriefing meetings.	A	3
9	Career Readiness: By completing an internship, students demonstrate their readiness to enter the workforce and apply their skills in professional settings.	E	6
<p><b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b></p>			



## **COURSE CONTENT**

### **Internship Project**

It is mandatory for the student to who undertake Internship & project to seek advance written approval from the faculty guide and the head of the department about the topic and organization before commencing the IP. The IP may or may not have a Functional Focus, i.e. the student may take up a IP in his/her intended area of specialization or in any other functional area of management. Ideally the IP should exhibit a cross-functional orientation. IP can be carried out in a Corporate Entity / NGO/ SME / Government Undertaking / Cooperative Sector/Private sector. SIP may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the IP shall sensitize the students to the demands of the workplace. Each student shall maintain a IP Progress Diary detailing the work carried out and the progress achieved daily. The student shall submit a written structured IP report based on work done during this period. The student shall submit the IP Progress Diary along with the IP Report. Students shall also seek a formal evaluation of their IP from the company guide. The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism. The learning outcomes of the IP and utility of the IP to the host organization must be specifically highlighted in the formal evaluation by the company guide. The IP evaluation sheet duly signed and stamped by the industry guide shall be included in the final IP report. The IP report must reflect 8 weeks of work and justify the same. The IP report should be well documented and supported by –

1. Institute's Certificate.
2. Certificate by the Company.
3. Formal feedback from the company guide.
4. Executive Summary.
5. Organization profile.
6. Outline of the problem/task undertaken.
7. Research methodology & data analysis (in case of research projects only).
8. Relevant activity charts, tables, graphs, diagrams, AV material, etc.
9. Learning of the student through the project.
10. Contribution to the host organization.

11. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.).

The completion of the IP shall be certified by the respective Faculty Guide & approved by the Head of the Department. The external organization (Corporate / NGO/ SME/ Government Entity/ Cooperative/ etc.) shall also certify the IP work. The students shall submit a spiral bound/Hard bind copy of the IP report by end of the semester. The College shall conduct an internal viva-voce for evaluation of the IP for 20 marks. The internal viva-voce panel shall provide a detailed assessment of the IP report and suggest changes required, if any. After the internal viva-voce, the student shall finalize the IP report by incorporating all the suggestions and recommendations of the internal viva-voce panel. The internal guide shall then issue the Department Certificate to the student. The student shall submit TWO hard copies & one soft copy (CD) of the project report. One hard copy of the IP report is to be returned to the student by the Department after the External Viva-Voce. The Internal & the External viva-voce shall evaluate the SIP based on:

1. Adequacy of work undertaken by the student.
2. Application of concepts learned in Sem I, II, III, IV, VI and VII
3. Understanding of the organization and business environment.
4. Analytical capabilities.
5. Technical Writing & Documentation Skills.
6. Outcome of the project – sense of purpose.
7. Utility of the project to the organization.
8. Variety and relevance of learning experience.

<b>Teaching and Learning Approach</b>	12 credit Project/Internship, Interim presentations, assessment, evaluation & viva
<b>Assessment Types</b>	<b>Continuous Comprehensive Assessment (CCA) – 60 Marks</b>  <b>End Semester Examination (ESE)- 140 Marks</b>  <b>(Report- 60 marks, presentation &amp; viva- 80 marks)</b>

<b>Teaching and Learning Approach</b>	8 credit project
<b>Assessment Types</b>	<p><b>Continuous Comprehensive Assessment (CCA) – 30 Marks</b></p> <p><b>End Semester Examination ( ESE)- 70 Marks</b>  <b>(Report- 30 marks, presentation &amp; viva- 40 marks)</b></p> <p>The Institute shall conduct an internal viva-voce for evaluation of the project. After the internal viva-voce, the student shall finalize the report by incorporating all the suggestions and recommendations of the internal viva-voce panel. The internal guide shall then issue the Institute’s Certificate to the student. The student shall submit TWO hard copies &amp; one soft copy (CD) of the project report. report is to be returned to the student by the Institute after the External Viva-Voce.</p>
	<p>External Evaluation</p> <p>There shall be an external viva-voce for the project. The external viva-voce shall be conducted after the theory exam. The Internal &amp; the External viva-voce shall evaluate the project based on:</p> <ol style="list-style-type: none"> <li>1. Adequacy of work undertaken by the student</li> <li>2. Application of concepts learned</li> <li>3. Analytical capabilities</li> <li>4. Technical Writing &amp; Documentation Skills</li> <li>5. Outcome of the project – sense of purpose</li> <li>6. Utility of the project to the organization</li> <li>7. Variety and relevance of learning experience.</li> </ol>

**LIST OF PARTICIPANTS IN THE SYLLABUS WORKSHOP HELD AT U C  
COLLEGE ALUVA FROM 20<sup>th</sup> to 24<sup>th</sup> NOVEMBER 2023**

1	AJAY GOPAL	ASSISTANT PROFESSOR	UNION CHRISTIAN COLLEGE, ALUVA
2	AJMAL P A	ASSISTANT PROFESSOR	INDIRA GANDHI COLLEGE OF ARTS AND SCIENCE
3	AKHIL J	ASSISTANT PROFESSOR	SNM COLLEGE MALIANKARA
4	ALNA ROSE T B	GUEST LECTURE	UNION CHRISTIAN COLLEGE ALUVA
5	AMAL DEV D V	ASSISTANT PROFESSOR	CHINMAYA COLLEGE OF ARTS, COMMERCE AND SCIENCE, TRIPUNITHURA
6	ANTY Y J	ASSISTANT PROFESSOR	ST. ALBERT'S COLLEGE (AUTONOMOUS) ERNAKULAM
7	ANUP JAIN M J	ASSISTANT PROFESSOR	SREE SANKARA VIDYAPEETOM COLLEGE, VALAYANCHIRANGARA, PERUMBAVOOR
8	ASHISH JOSEPH	ASSISTANT PROFESSOR	ST THOMAS COLLEGE PALAI
9	AZHAR P S	ASSISTANT PROFESSOR	SACRED HEART COLLEGE AUTONOMOUS
10	BIBINLAL B.S	ASSISTANT PROFESSOR	KURIAKOSE ELIAS COLLEGE
11	BINU SUSAN PAUL	ASSISTANT PROFESSOR	SPESS, M G UNIVERSITY, KOTTAYAM
12	DILEEP C N	ASSISTANT PROFESSOR (GUEST)	UNION CHRISTIAN COLLEGE
13	DINO VARGHESE	ASSISTANT PROFESSOR	AL AMEEN COLLEGE EDATHALAALUVA
14	DIPU D S	ASSISTANT PROFESSOR	GOVERNMENT COLLEGE OF PHYSICAL EDUCATION KOZHIKODE
15	DR AJU TG	ASSISTANT PROFESSOR	MAHARAJAS COLLEGE ERNAKULAM
16	DR ARUN C NAIR	ASSISTANT PROFESSOR	DB PAMPA COLLEGE

17	DR BINOY K R	ASSISTANT PROFESSOR	GOVT SANSKRIT COLLEGE TRIPUNITHURA
18	DR. R S SINDHU	PROFESSOR	ST THOMAS COLLEGE KOZHENCHERRY
19	DR. AJAI P KRISHNA	ASSISTANT PROFESSOR	GOVERNMENT COLLEGE KATTAPPANA
20	DR. AJESH C. R.	ASSISTANT PROFESSOR	E. K. NAYANAR MEMORIAL GOVERNMENT COLLEGE, ELERITHATTU
21	DR. JAYADEEP V K	ASSISTANT PROFESSOR	MES MK MACKAR PILLAIY COLLEGE OF ADVANCED STUDIES, EDATHALA, ALUVA
22	DR. JOJI M PHILIP	ASSOCIATE PROFESSOR	BASELIUS COLLEGE KOTTAYAM
23	DR. METTILDA THOMAS	ASSISTANT PROFESSOR	MORNING STAR HOME SCIENCE COLLEGE, ANGAMALY
24	DR. RAJITH TR	ASSISTANT PROFESSOR	DB COLLEGE THALAYOLAPARAMBU
25	DR. VIYANI CHARLY	ASSISTANT PROFESSOR	ST GEORGE'S COLLEGE ARUVITHURA
26	DR. XAVIOUR G	ASSOCIATE PROFESSOR,	UNIVERSITY COLLEGE THIRUVANANTHAPURAM
27	DR.BINDU.M	ASSISTANT PROFESSOR	UNION CHRISTIAN COLLEGE ALUVA
28	DR.BIPIN DAS U R	ASSISTANT PROFESSOR	RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES KAKKANAD
29	DR.CEBY GEORGE	ASSISTANT PROFESSOR	ST.JOSEPH COLLEGE OF TEACHER EDUCATION FOR WOMEN,ERNAKULAM
30	DR.CICILY PEARLY ALEX	ASSOCIATE PROFESSOR	ST.XAVIERS COLLEGE FOR WOMEN, ALUVA
31	DR.MARTIN BABU PANACKAL	HOD	ST JOSEPH ACADEMY FOR HIGHER EDUCATION AND RESEARCH
32	DR.MARY VARGHESE KUNDUKULAM	LECTURE IN PHYSICAL EDUCATION	NIRMALA COLLEGE MUVATTUPUZHA

33	ELSA GEORGE	GUEST LECTURER	ST THOMAS COLLEGE PALAI
34	GEORGE JOSEPH	ASSOCIATE PROFESSOR	GOVERNMENT COLLEGE KOTTAYAM
35	GIJO GEORGE	ASSISTANT PROFESSOR	PAVANATMA COLLEGE MURICKASSERY
36	GREESHMA PK	ASSISTANT PROFESSOR	AL AMEEN COLLEGE EDATHALA ALUVA
37	HAARY BENNY CHETTIAMKUDIUI L	ASSISTANT PROFESSOR	MA COLLEGE KOTHAMANGALAM
38	HANEEFA K G	ASSISTANT PROFESSOR	MES COLLEGE MARAMPALLY
39	HARIPRIYA.H K	GUEST LECTURER	UC COLLAGE, ALUVA
40	J AIS DE SANU	ASSISTANT PROFESSOR	ST. THOMAS COLLEGE PALAI
41	JEENU MATHEW	GUEST LECTURER	ST. THOMAS COLLEGE, PALAI
42	J IJO K JOSEPH	ASSISTANT PROFESSOR	CATHOLICATE COLLEGE, PATHANAMTHITTA
43	J INCE KAPPAN	ASSISTANT PROFESSOR	ST THOMAS COLLEGE PALAI
44	J OSE XAVIER	JR LECTURER	ST PAUL'S COLLEGE KALAMASSERY
45	JYOTHYLAKSHMI P A I N	ASSISTANT PROFESSOR	ST JOSEPH'S ACADEMY FOR HIGHER EDUCATION AND RESEARCH, MOOLAMATTAOM
46	N ISHA PHILIP	ASSISTANT PROFESSOR	ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
47	P R A V E E N B O	ASSISTANT PROFESSOR	ST. JOSEPH'S ACADEMY OF HIGHER EDUCATION AND RESEARCH, MOOLAMATTAM
48	R E J I T H M R	ASSISTANT PROFESSOR	BHARATA MATA COLLEGE OF COMMERCE AND ARTS, CHOONDY
49	R O J A N M A T H E W	ASSISTANT PROFESSOR	B.A.M. COLLEGE, THURUTHICADU
50	S A N I S H L U K O S E	GUEST LECTURER	ST. THOMAS COLLEGE, PALA
51	S H A J I J O S E	ASSISTANT PROFESSOR	AQUINAS COLLEGE, EDACOCHIN
52	S O J I J O S E P H	ASSOCIATE PROFESSOR	SB COLLEGE, CHANGANACHERRY
53	S U J A M A R Y G E O R G E	ASSOCIATE PROFESSOR	ASSUMPTION COLLEGE