Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA(Sports Management)
Effective from academic session 2023-24
Programme Objective

- To provide students with a comprehensive understanding of the sports industry, including its structure, functions, and key stakeholders.
- To develop the necessary skills and knowledge required to effectively manage sports organizations, events, and facilities.
- To familiarize students with the principles of sports marketing, sponsorship, and revenue generation in the context of sports management.
- To equip students with the tools and techniques necessary for strategic planning, financial management, and decision-making in sports organizations.
- To prepare students for careers in various areas of sports management, including sports marketing, event management, facility management, and sports administration.

Graduate Attributes in BBA in Sports Management

The graduate attributes in BBA in Sports Management are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a BBA in Sports Management graduate will be able to demonstrate through learning various courses are listed below:

a. Disciplinary Knowledge
Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of the sports management.

b. Communication skills
i. Ability to communicate long standing unsolved problems in sports management;
ii. Ability to show the importance of sports management as precursor to various games and that evolved from civilization.

c. Critical Thinking
i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of sports management and relevant domains;
ii. Ability to examine the results and apply them to various problems appearing in different branches of sports management.

d. Problem solving
i. Capability to deduce a sport or game and associate problem and apply the classroom learning into practice to offer a solution for the same.
ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
iii. Able to comprehend solutions to sustain problems originating in the Sports domain etc.

e. Research Related Skills
i. Ability to search for, locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic;
ii. Ability to identify the developments in various branches of Commerce and Business.

f. Information and Communication Technology (ICT) digital literacy
Capability to use various technical ICT tools (like spreadsheet, PowerPoint) for exploring, analysis, and using the information for analytical purposes and demonstration as well as presentation.

g. Self-directed Learning
Capability to work independently in diverse projects and ensure detailed study of various facets of sports management.

h. Moral and Ethical Awareness/Reasoning
i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
ii. Ability to manage self and various social systems.

i. Lifelong learning
Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Sports.

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Programme Learning Outcomes of BBA in Sports Management

PLO 1 To acquire a deemed knowledge and a comprehensive understanding of the selected disciplinary or interdisciplinary spheres of study in much border canvas of context, their various domains of learning, their relevant connections with the fields of study and the recent growth and expansion linked with the selected disciplinary/interdisciplinary spheres of study.

PLO 2 The necessity for procuring knowledge connected to practice profession and procedure for the sake of executing highly skilled tasks corresponding to the chosen areas of learning, enshrining knowledge needed for creating self-employment steps, and knowledge with a proper mental faculty indispensable for entrepreneurship comprising the chief elements of the creation of enterprise, improved product growth or a novel setup of organization.

PLO 3 To develop the skills in the domains pertaining to specialization in the particular disciplinary or interdisciplinary spheres of learning in a comprehensive multidisciplinary canvas including a broad range of practical skills and updates, with unfixed routine and non-routine references corresponding to the particular areas of learning.

PLO 4 To harness the capability to extract the best from what has been imbibed, learnt, transfigure the concepts the practical situations and make a relevant application gained competencies in novel contexts rather than simply replicate the curriculum-based knowledge to create remedies to particular problems.

PLO 5 Demonstrate a deep understanding of the sports industry, including its historical, social, and economic dimensions.

PLO 6 Apply management principles and practices to effectively organize and administer sports organizations, events, and facilities.

PLO 7 Develop and implement comprehensive sports marketing strategies, including sponsorship, branding, and promotional campaigns.

PLO 8 Analyze financial data, prepare budgets, and make informed financial decisions within the context of sports organizations.

PLO 9 Exhibit effective leadership, communication, and teamwork skills while working in diverse sports management settings.

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Programme Outcomes for Core Courses

	Programme Outcomes	DSC-1	DSC-2	DSC-3	DSC-4	DSC-5	DSC-6	DSC-7	DSC-8	DSC-9	DSC-10	DSC-11	DSC-12	DSC-13	DSC-14	DSC-15	DSC-16	DSC-17	DSC-18	DSC-19
1	Values for life and character building		✔				✔		✔			✔	✔		✔	✔	✔		✔	✔
2	Disciplinary knowledge	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
3	Communication skills		✔					✔	✔	✔		✔	✔	✔	✔		✔	✔	✔	✔
4	Critical thinking	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
5	Problem Solving	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
6	Analytical Reasoning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
7	Research related skills	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
8	Cooperation/ Teamwork	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
9	Scientific Reasoning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
10	Reflective Thinking	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
11	Information /Digital Literacy	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
12	Self-directed Learning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
13	Moral and Ethical Awareness/ Reasoning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
14	Leadership Readiness/Qualities	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
15	Lifelong learning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
16	Professional Skills	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔

Legend: DSC-1: Principles of Management & Statistics; DSC-2: Sports Training & Conditioning; DSC-3: Foundation and History of Physical Education; DSC-4: Contemporary Issues in Sports; DSC-5: Financial Management and accounting; DSC-6: Basic of Sports medicine and nutrition; DSC-7: Sports Marketing; DSC-8: Human Resource Management; DSC-9: Sports Communication; DSC-10: Spectator Management & Funding in Sports; DSC-11: Test, Measurement and Evaluation in Physical Education; DSC-12: Law & Risk management; DSC-13: Managing sports organization; DSC-14: Advertising & Public Relation in Sports; DSC-15: Anatomy, Physiology and Exercise Physiology; DSC-16: Psychology and Sociology in Physical Education; DSC-17: Research Methodology; DSC-18: Officiating and Coaching; DSC-19: First Aid and CPR.

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1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
			**Semester-I**				
			Theory + Practical				
1	DSC-1	BSMC101	Principles of Management & Statistics	4	1	0	5
2	DSC-2	BSMC102	Sports Training & Conditioning	3	0	2	5
		BSMC192	Sports Training & Conditioning Lab				
3	MINOR-1	MIC101	Computer Fundamental	3	0	0	3
4	GE-1		Anyone from GE Basket A/D	3	0	0	3
5	AEC-1	AECC101	English & Professional Communication	2	0	0	2
6	SEC-1	SEC181	Life Skills and Personality Development	2	0	0	2
7	VAC-1	VAC181A/B/C	Choose any one from following: BSMV181A - Yoga BSMV181B - Health & Wellness BSMV181C - Sports	0	0	2	2
			Total Credits				**22**

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Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Semester-II								
			Theory + Practical				
1	DSC-3	BSMC201	Foundation and History of Physical Education	4	1	0	5
2	DSC-4	BSMC202	Contemporary Issues in Sports	4	1	0	5
3	MINOR-2	MIC201	Management Information System	3	0	0	3
4	GE-2		Anyone from GE Basket B/E	3	0	0	3
5	AEC-2	AECC201	Modern Indian Languages and Literature	2	0	0	2
6	SEC-2	SEC281	IT Skills	2	0	0	2
7	VAC-2	VAC281A/B /C/D	Choose any one from following: BSMV281A - Critical Thinking BSMV281B - NSS BSMV281C - Mental Health BSMV281D - Environmental Studies	0	0	2	2
				Total Credits			22

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Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
			Semester-III				
			Theory + Practical				
1	DSC-5	BSMC301	Financial Management and accounting	4	1	0	5
2	DSC-6	BSMC302	Basic of Sports medicine and nutrition	4	1	0	5
3	MINOR-3	MIC301A	Word and PowerPoint & Spreadsheet Application with Excel	4	0	0	4
4	GE-3		Anyone from GE Basket C/F	3	0	0	3
5	AEC-3	AECC301	The Constitution Human Rights and Law	2	0	0	2
6	SEC-3	SEC381	Understanding basics of cyber security	2	0	0	2
				Total Credits			21

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Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
			Semester-IV				
			Theory + Practical				
1	DSC-7	BSMC401	Sports Marketing	4	1	0	5
2	DSC-8	BSMC402	Human Resource Management	3	1	0	4
3	DSC-9	BSMC403	Sports Communication	3	1	0	4
4	MINOR-4	MIC401	Basics of Operating System/ Database Management with SQL	3	1	0	4
5	MINOR-5	MIC402	Graphic Design with Photoshop & Illustrator / Graphic Design with Photoshop & Illustrator Lab	2	0	2	4
6	AEC-4	AECC401	Society Culture and Human Behaviour	2	0	0	2
						Total Credits	23

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1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
			Semester-V				
			Theory + Practical				
1	DSC-10	BSMC501	Spectator Management & Funding in Sports	4	1	0	5
2	DSC-11	BSMC502	Test, Measurement and Evaluation in Physical Education	3	0	2	5
		BSMC591	Test, Measurement and Evaluation in Physical Education Lab				
4	MINOR-6	MIC501	Cloud Computing	2	0	2	4
			Cloud Computing Lab				
5	MINOR-7	MIC502	E-commerce and Application	3	1	0	4
6	SEC-4	SEC581	Internship	0	0	4	4
			Total Credits				**22**

Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
			Semester-VI				
			Theory + Practical				
1	DSC-12	BSMC601	Law & Risk management	4	1	0	5
2	DSC-13	BSMC602	Managing sports organization	4	1	0	5
3	DSC-14	BSMC603	Advertising & Public Relation in Sports	3	1	0	4
4	MINOR-8	MIC601	Web Development with HTML and CSS	2	0	2	4
			Web Development with HTML and CSS Lab				
5	MINOR-9	MIC602	Internet and Networking	3	1	0	4
			Total Credits				**22**

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1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
			Semester-VII				
			Theory + Practical				
1	DSC-15	BSMC701 / BSMC791	Anatomy, Physiology and Exercise Physiology / Anatomy, Physiology and Exercise Physiology Lab	3	0	2	5
2	DSC-16	BSMC702 / BSMC792	Psychology and Sociology in Physical Education / Psychology and Sociology in Physical Education Lab	3	0	2	5
3	DSC-17	BSMC703	Research Methodology	3	1	0	4
4	MINOR-10	MIC701	Software Project Management	3	1	0	4
5	MINOR-11	MIC702	Digital Marketing	3	1	0	4
			Total Credits				22

Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
			Semester-VIII				
			Theory + Practical				
1	DSC-18	BSMC801	Officiating and Coaching	4	1	0	5
2	DSC-19	BSMC802 / BSMC891	First Aid and CPR / First Aid and CPR Lab	3	0	2	5
3	SEC-5	SEC881R/ SEC881H	Research Project or Dissertation **OR** Capstone Project/Industrial Project (Applicable for students opting for Honors without Research Track)	4	0	8	12
			Total Credits				22