

**Maulana Abul Kalam Azad University of Technology, West Bengal**

*(Formerly West Bengal University of Technology)*

**Syllabus for BBA (Sports Management)**

**(Effective for Academic Session 2019-2020)**

**SEMESTER IV**

**Paper: Sports Management**

**Code: BSM-401**

**Contacts Hours / Week: 2L+1T**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Managing Sports in the 21st Century: Defining Sports and Sports Management – Nature and Scope of the Sports Industry – Unique Aspects of the Sports Management – Sports Management Competencies – Future Challenges and Opportunities for Sports Managers – Future of Sports Industry/Organizations.
<b>Unit/ Module 2</b>	The Sports Manager: Basics of Sports Management – Managing in the Sports Environment – Managing People and Administrative Units – Management Functions in sports – Motivating Abilities: Fundamentals.
<b>Unit/ Module 3</b>	Planning in Sports Organizations: Planning Process – preparing the Organization for Planning – Participatory Strategic Planning – Long Term Planning – Creating a Medium Term National Plan.
<b>Unit/ Module 4</b>	Controlling in Sports Organizations: Fundamentals of Budgeting – Preparing Budget – Allocating Resources – Control as Measurement and as Accountability – Financing and Budgeting Operations – Result – Oriented Budgeting – Controlling Deviations – The Challenges in Sports Today – Rising to New Challenges – Serving the Sports Organization’s Clients.
<b>Unit/ Module 5</b>	The Future of Sports Management: Why Sports Managers need to understand Research – Commercial and Academic Researchers in Sports Management – Sports Management Research: Key Concepts – Research Process – Current Challenges in Sports Management Research – The Future of Sports Management Research
<b>Unit/ Module 6</b>	Introduction to Business of Sports. 1. Overview of the sports business in India – sports properties – IPL / ITPL / pro kabaddi league, etc size of business, formats, history, growth plans, global comparison. 2. Career Opportunities.
<b>Unit/ Module 7</b>	Understanding of Sports Business Models 1. Understanding revenue & asset models of sports properties & franchisees
<b>Unit/ Module 8</b>	Case Studies and Presentations

**Suggested Readings**

1. Carol A. Barr, Lisa P. Masteralexis, and Mary A. Hums- Principles and Practice of Sport Management
2. David Hassan- Managing Sport Business: An Introduction
3. Dr. S. Chakraborty -Sports Management, Sports Publication
4. Dr. A.K. Srivastava -Dictionary of Sports, Sports Publication

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**Paper: Business statistics**

**Code: BSM-402**

**Contacts Hours / Week: 3L**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Basic Statistical Concepts · Summarisation of Data · Frequency Distribution · Measures of Central Tendency · Measures of Dispersion · Relative Dispersion, Skewness
<b>Unit/ Module 2</b>	Elementary Probability Theory · Relative Frequency Approach · Axiomatic Approach · Subjective Probability · Marginal & Conditional Probability · Independence/Dependence of Events · Bayes' Theorem · Chebyseheff's Lemma
<b>Unit/ Module 3</b>	Elementary Statistical Distributions · Binomial, Poisson, Hyper geometric · Negative Exponential, Normal, Uniform
<b>Unit/ Module 4</b>	Sampling distributions · For Mean, Proportion, Variance · From Random Samples · Standard Normal (3); Student's; Chi-Square · And Variance ratio (F) Distribution
<b>Unit/ Module 5</b>	Statistical Estimation · Point & Interval estimation · Confidence Interval for Mean, Proportion & Variance
<b>Unit/ Module 6</b>	Test of Hypothesis · Tests for specified values of Mean, · Proportion & Standard Deviation · Testing equality of two Means, · Proportion & Standard Deviation · Test of goodness - of fit
<b>Unit/ Module 7</b>	Simple Correlation & Regression/Multiple Correlation & Regression · Spearman's rank Correlation
<b>Unit/ Module 8</b>	Analysis of Variance · One-way & Two-way Classification (for Equal Class
<b>Unit/ Module 9</b>	Elements of Integration & Differentiation
<b>Unit/ Module 10</b>	Elements of Determinants
<b>Unit/ Module 11</b>	Elements of Matrix algebra

**Suggested Readings**

1. Sharma, J.K - Business Statistics, Pearson Education
2. Goon Gupta and Dasgupta- Fundamental of Statistics, Vol I & II World Press Private Ltd. 2013,2016
3. Gupta & Kapoor Fundamental of Mathematical Statistics, S. Chand & Sons 2014.

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**Paper: Accounting for Managerial Decisions**

**Code: BSM-403**

**Contacts Hours / Week: 3L**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Objective of Financial Management Financial Performance Appraisal using Ratio Analysis, Funds Flow Analysis & Cash Flow Analysis
<b>Unit/ Module 2</b>	Sources of Finance -Short Term/Long Term, Domestic / Foreign, Equity/Borrowings/Mixed etc. Cost of Capital & Capital - Structure Planning, Capital Budgeting & Investment Decision Analysis (using Time Value
<b>Unit/ Module 3</b>	Working Capital Management -Estimation & Financing, Inventory Management, Receivable Management, Cash Management Ø Divided Policy / Bonus - Theory & Practice
<b>Unit/ Module 4</b>	Investment (Project) identification, feasibility analysis with sensitivities, constraints and long term cash flow projection Financing Options - structuring & evaluation off-shore/ onshore Instruments, multiple option bonds, risk analysis, financial engineering, leasing, hire purchase, foreign direct investment, private placement, issue of convertible bonds etc.
<b>Unit/ Module 5</b>	Financial Benchmarking --concept of shareholder value maximization, interest rate structuring, bond valuations Banking - consortium banking for working capital management, credit appraisal by banks, periodic reporting, enhancement of credit limits, bank guarantees, trade finance, receivable financing, documentary credit, routing of documents through banks, correspondent banking, sales and realisation with foreign country clients, process of invoicing, retail products, high value capital equipment, periodic invoicing for large value infrastructure projects, Escrow accounts
<b>Unit/ Module 6</b>	Valuation of projects and investment opportunities - due diligence procedures Ø Credit Rating of Countries/ State / Investment & Instruments Ø Joint Venture formulations - FIPS / RBI Ø Infrastructure financing Ø Issues & considerations, financial feasibility, pricing & earning model
<b>Unit/ Module 7</b>	Case Studies and Presentations.

**Suggested Readings**

1. Gupta, RL and Radhaswamy, M : Financial Accounting ; Sultan Chand and Sons
2. Ashoke Banerjee: Financial Accounting,Excel Books
3. Maheshwari:Introduction to Accounting,Vikas Publishing
4. Agarwala, AN, Agarwala KN: Higher Sciences of Accountancy : Kitab Mahal
- Anthony, RN and Reece, JS : Accounting Principles; Richard Inwin Inc
5. Ramchandran & Kakani : Financial Accounting for Managers; Tata McGraw-Hill

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**Paper: Sports marketing**

**Code: BSM-404**

**Contacts Hours / Week: 2L+1T**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Sports marketing: Definition –Marketing Myopia in Sport – Uniqueness of Sports Marketing – Model of the Sports Industry – Implementation of Sports Marketing Programme.
<b>Unit/ Module 2</b>	Perspectives in Sports Consumer Behavior: Environmental Factors – Individual Factors – Decision Making for Sports Involvement – Role of Research in Sports Marketing: Types of Primary Market Research – Common Problems in Sports Marketing Research.
<b>Unit/ Module 3</b>	The Sports Product: Its Core and Extensions – Key Issues in Sports Product Strategy – Managing Sports Brands: Benefits and Development of Brand Equity – Sales: Definition – Typical Sales Approaches Used in Sports – Selling Sports to the Community.
<b>Unit/ Module 4</b>	Pricing Strategies: The Basics of Pricing – Core Issues – Special Pricing Factors – Advertising Media for Sports – Promotional Concepts, Practices and Components – Sponsorship: Definition – Growth of Sponsorship – Evaluating and Ensuring Sponsorship Effectiveness – Selling the Sponsorship – Ethical Issues
<b>Unit/ Module 5</b>	Place/Product Distribution: Placing Core Products and their Extensions – The Facility – Marketing Channels – The Product-Place Matrix – Electronic Media Landscape – Media Impact on Sport Public Relations – Integrating Sales, Promotion, Sponsorship, Media and Community Relations – Cross Impacts among the Five P's – the Legal Aspects of Sports Marketing
<b>Unit/ Module 6</b>	Case Studies and Presentations

**Suggested Readings**

1. David Shilbury; Hans Westerbeek; Shayne Quick; Daniel Funk, Sports Marketing, Allen & Unwin
2. Lynn R. Kahle; Chris Riley- Sports Marketing and the Psychology of Marketing Communication, Lawrence Erlbaum Associates
3. Fullerton, Sam; Merz, G. Russell- The Four Domains of Sports Marketing: A Conceptual Framework, Sport Marketing Quarterly

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**Paper: Sports Financial Management**

**Code: BSM-405**

**Contacts Hours / Week: 2L+1T**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	The Basics of Sport Finance • Financial Issues in Sport • Basic Financial Concepts • Financial Systems and How They Operate • Business Structure
<b>Unit/ Module 2</b>	Principles of Financial Analysis • Financial Statements, Forecasts, and Planning • Time Value of Money • Forecasting
<b>Unit/ Module 3</b>	Capital Structuring • Obtaining Financing • Capital Stocks • Bonds • Stadium Financing
<b>Unit/ Module 4</b>	Revenue Sources in Sports • Gate Revenue • Luxury Boxes & Other Stadium Financing • Broadcast Revenue • Sponsorships
<b>Unit/ Module 5</b>	Financial Management • Capital Budgeting • Financial Planning for Professional Athletes
<b>Unit/ Module 6</b>	Risk Management and Taxation and Legal Issues • Insurance Issues Affecting Sport Finance • Taxation and Legal Issues
<b>Unit/ Module 7</b>	Costs in Professional Sports • Labour Relations: Economic Affect of Unions • Salary Caps, Player Values, and Revenue Sharin
<b>Unit/ Module 8</b>	Economic Impact of Sport: Positive or Negative Economic Generators? • Sporting Events • Professional Sports Teams
<b>Unit/ Module 9</b>	Case Studies and Presentations

**Suggested Readings**

1. S.Bhatt: Financial Management, Excel Books
2. Khan M.Y. and Jain P.K. : Financial Management - Text and Problems; Tata McGraw Hill.
3. Prasanna Chandra : Financial Management - Theory and Practice; Tata McGraw Hill.
4. Pandey I.M. : Financial Management : Vikas Publishing House.
5. Saha, Tapas Ranjan : Basic Financial Management, World Press
6. Bhabatosh Banerjee, Fundamentals of Financial Management , Prentice Hall of India Ltd., New Delhi, 1st Ed., 2008

**Paper: Business Research Methods**

**Code: BSM-406**

**Contacts Hours / Week: 3L**

**Credits: 3**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	Relevance & Scope of Research in Management and steps involved in the Research Process Identification of Research Problem and Defining MR problems
<b>Unit/ Module 2</b>	Identification of Research Problem and Defining MR problems
<b>Unit/ Module 3</b>	Research Design
<b>Unit/ Module 4</b>	Data – Collection Methodology Primary Data – Collection Methods Measurement Techniques Characteristics of Measurement Techniques – Reliability, Validity etc. Secondary Data Collection Methods Library Research References Bibliography, Abstracts, etc.
<b>Unit/ Module 5</b>	Primary and Secondary data sources Data collection instruments including in-depth interviews, projective techniques and focus groups
<b>Unit/ Module 6</b>	Data management plan –Sampling & measurement
<b>Unit/ Module 7</b>	Data analysis –Tabulation, SPSS applications data base, testing for association
<b>Unit/ Module 8</b>	Analysis Techniques Qualitative & Quantitative Analysis Techniques, Techniques of Testing Hypothesis – Chisquare, T-test Correlation & Regression Analysis. Analysis of Variance, etc. – Making Choice of an Appropriate Analysis Technique
<b>Unit/ Module 9</b>	Research Report Writing and computer Aided Research Methodology – use of SPSS packages
<b>Unit/ Module 10</b>	Case Studies and Presentations.

**Suggested Readings**

1. Kothari C.R , Research methodology: Methods and Techniques, New Age International (P) Ltd. 2009
2. Ghosh B.N Scientific Methods and Social Research , New Delhi: Sterling Publishers Pvt Ltd.

**Practical/ Sessional**

**Paper: First Aid & CPR-I**

**Code: BSM-481**

**Contacts Hours / Week: 2**

**Credits: 2**