

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 V

Paper: Sports Analytics Management

Code: BSM-501

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	Excel -Learning Data tables, conditional formatting, pivot tables, COUNTIFS, SUMIFS, AVERAGEIFS functions. Measuring performance of players & teams. Developing a system of team rankings in a sport
Unit/ Module 2	Big data in sports -types available, methods of storage and capture, leading to analysis.
Unit/ Module 3	Predicting outcomes of games, tournaments & seasons - using data to forecast accurately
Unit/ Module 4	Evaluating performance through profit and loss - evaluating game based metrics into financial asset parameters. Evaluating players as financial assets, assessing transfer & trade values.
Unit/ Module 5	Case Studies and Presentations

Suggested Readings

- 1.Thomas A. Severini, Analytic Methods in Sports
- 2.Peter O'Donoghue- Research methods for sports performance analysis

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Paper: Sports Sponsorship

Code: BSM-502

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	Target Segment alignment for brand and sports property - segmenting, targeting, positioning
Unit/ Module 2	Brand Image alignment -Measuring image, customer perception in different demographic segments, market research to understand brand perceptions.
Unit/ Module 3	Preparing a Sponsorship Strategy -objective of the portfolio, target demographic, stages of the customer's decision journey - awareness, consideration, purchase, loyalty.
Unit/ Module 4	Maximizing sponsorship impact -Using sampling & activation strategies to drive trials, usage, and consumption & repeat purchase.
Unit/ Module 5	Measuring the ROI -return of investment of a sponsorship strategy. 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
Unit/ Module 6	Case studies & Presentations

Suggested Readings

1. John A. Fortunato- Sports Sponsorship: Principles and Practices.
2. Brian Sims- Sports Sponsorship: Getting Your Share.

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Paper: Strategic Management

Code: BSM-503

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	Introduction to Strategic Management Strategic Management Process: Vision, Mission, Goal, Philosophy, Policies of an Organisation. Strategy, Strategy as planned action, its importance, Process and advantages of planning Strategic v/s Operational Planning
Unit/ Module 2	Strategy Choices Hierarchy of Strategies Types of Strategies Porter's Generic Strategies Competitive Strategies and Strategies for different industries and company situations Strategy Development for Non-profit, Non-business oriented organizations Mckinsey's 7 S Model: Strategy, Style, Structure, Systems, Staff, Skills and Shared values.
Unit/ Module 3	External and Industry Analysis General Environment Industry / Competitive Environment Identifying industry's dominant features Porter's Five Forces of Competitive Analysis Analytic Tools: EFE Matrix and CPM
Unit/ Module 4	Internal Analysis Assessment of Company Performance Management & Business Functions Framework Other Frameworks for Organisational and Internal Analysis Analytical Tool: IFE Matrix
Unit/ Module 5	Strategy Analysis and Formulation Tools SWOT Matrix SPACE Matrix BCG Matrix IE Matrix GE – McKinsey Matrix Grand Strategy Matrix Strategy Mapping and the Balanced Scorecard
Unit/ Module 6	Growth Accelerators: Business Web, Market Power, Learning based. Management Control, Elements, Components of Management Information Systems
Unit/ Module 7	Strategy Evaluation and Control Performance Measurement and Monitoring
Unit/ Module 8	Financial Projections and Financial Impact of Strategies
Unit/ Module 9	Miscellaneous Management Topics Social Responsibility Environmental Sustainability Value Chain Analysis Economic Value Added (EVA) Market Value Added (MVA) Strategic Issues in a Global Environment
Unit/ Module 10	Case Studies and Presentations

Suggested Readings

- 1.Fred R David- Strategic Management: A Competitive Advantage Approach, Concepts and Cases.
- 2.RL Lynch, JR Smith- Corporate strategy

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Paper: International Business

Code: BSM-504

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	Introduction to International Business a) Objective, Scope, Importance and Current Trends b) Domestic Business v/s International Business c) Reasons for International Business – For Corporate and Country d) Modes of Entry and Operation.
Unit/ Module 2	PEST Factors and Impact on International Business a) Risk Analysis b) Decisions to overcome or managing risks – a live current case.
Unit/ Module 3	Investment Management in International Business a) Foreign Direct Investment b) Offshore Banking c) Foreign Exchange Dealings and numerical in business d) Resource Mobilization through portfolio/GDR/ADR e) Other options of funding in ventures and case discussions
Unit/ Module 4	Multinational Corporations a) Structure, system and operation b) Advantages and Disadvantages – Case discussion c) Current Opportunities of Indian MNCs and Case discussion d) Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances
Unit/ Module 5	Globalization a) Concept and Practice b) Role of Global Organisation and Global Managers c) Stages of building Global companies and competitiveness d) Global competitive advantages of India - Sectors and Industries – Case study
Unit/ Module 6	International Organisations and their role in international business a) WTO b) World Bank c) ADB d) IMF and others Case study Regional Trade Agreements and Free Trade Agreements (RTA and FTA) a) NAFTA b) EC c) ASEAN d) COMESA e) LAC f) Others – Case Study Trade Theories and relevance in International Business a) Absolute advantage b) Comparative advantage c) Competitive advantages d) Purchasing power points e) PLC theory f) Others – Case study International Logistics and Supply Chain a) Concepts and Practice b) Components of logistics and impact on trade c) Others – Case Study
Unit/ Module 7	International HR Strategies a) Unique Characteristics of Global HR b) HR – Challenges c) Ethical Issues d) Regulator, Aspects of HR e) Others - Case Study . Emerging Developments and Other Issues: Growing concern for ecology; Counter trade; IT and international business.
Unit/ Module 8	Case Studies and Presentations.

Suggested Readings

- 1.Charles W.L. Hill- International Business: Competing in the Global Marketplace
- 2.Cavusgil S, Gary Knight, and John R. Risenberger- International Business: The New Realities

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Paper: Sports Facility and Event Management

Code: BSM-505

Contacts Hours / Week: 3L+1T

Credits: 4

Course Content	
Unit/ Module 1	Facility Management: Meaning –The Facility Manager – Constituents – Managerial Functions – Computer Aided Facility Management – Strategies – Leadership – Outsourcing
Unit/ Module 2	Facility Planning: Fundamentals –Planning for Existing and Future Facilities – Facility Site and Design: Site Location – site Cost – Site Selection – Facility Design and Construction – Construction Planning and Elements – Project cost – Completion and Analysis
Unit/ Module 3	Facility Systems: Heating, Ventilation and Air Conditioning – Energy Systems – Interior and Exterior Systems – Space Management – Facility Repair Management: Maintenance and Repair Program – Basic Maintenance.
Unit/ Module 4	Facility Marketing -Sales –Financial Concepts – Revenue and Expenses – Budgeting – New Facility Financing – Selling of a Facility – Sports Facility Jobs – Employment Management – Training – Risk Management and Insurance.
Unit/ Module 5	Facility Preparation: Attracting Events –Event Preparation Implementing a Security Plan: Crowd Management – Crisis Management – Event Management in the Facility: Marketing Efforts and Costs – Marketing for the Future
Unit/ Module 6	Cases in Sports Facility Management
Unit/ Module 7	Case Studies and Presentations

Suggested Readings

- 1.Amanda L. Paule-Koba, Brianna L. Newland, and Thomas J. Aiche- Sport Facility & Event Management
- 2.Jeffrey Petersen, Lawrence Judge, John J Miller- Facility and Event Management: Applications in Sport

Practical/ Sessional

Paper: Summer Internship

Code: BSM-581

Contacts Hours / Week:

Credits: