

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 VI

Paper: Digital Marketing in Sports

Code: BSM-601

Contacts Hours / Week: 3L

Credits: 3

Course Content	
Unit/ Module 1	Overview of Digital Marketing -growth of FB / LinkedIn / twitter / Google. Key digital marketing terms -impressions, clicks, conversions, users, page views, downloads, payments, conversion tracking.
Unit/ Module 2	Web marketing - pages, blogs, chats, multimedia videos, streaming videos, audios, and podcasts. Search engine optimisation. SEO on web / mobile marketing. Email marketing. Google ad words -analytics, page loads, page views, returning users, first time users, cost per click, cost per impressions.
Unit/ Module 3	FB Advertising / Linked in targeting / Twitter Linking it all up - Making a Digital marketing campaign - targets, budgets, reach, impact, ROI Digital Media Case Studies in Sports
Unit/ Module 4	Case Studies and Presentations

Suggested Reading

- 1.Damian Ryan -Understanding Digital Marketing, Kogan Page...4th Edition...
- 2.Philip Kotler-Marketing 4.0

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Paper: Media marketing in Sports

Code: BSM-602

Contacts Hours / Week: 2L+1T

Credits: 3

Course Content	
Unit/ Module 1	Overview of Types of Media -newspapers, magazines, outdoor, radio, telephone & the internet. Basic mathematical concepts in audience ratings, reach, frequency, media share and gross rating points.
Unit/ Module 2	Data sources in media -National readership survey, TAM, TRP ratings. Media Research –tools for analysis; target audience development – demographics, psychographics, consumer habits, attitudes and trends; review of basic media terminology; in-class assignment
Unit/ Module 3	Creating a Media Plan –Plan overview; establish objective based on marketing goals; set strategies; determine tactics and rationale; flowchart visual. In-class Assignment Case Studies of Sports Media Success Stories
Unit/ Module 4	Cases & Presentations

Suggested Readings

1.Pearson,Kotler & Keller-Marketing Management

2.Ramaswamy & Namakumari, Marketing Management, Tata McGraw Hill.

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Paper: Public Relations in Sports

Code: BSM-603

Contacts Hours / Week: 3L

Credits: 3

Course Content	
Unit/ Module 1	Objectives of a Public Relations Campaign The Importance of Research, understanding the audience, defining the message you want to communicate to your target audience
Unit/ Module 2	Identifying reach and cost of different media vehicles, print, TV, magazines, newspapers, Facebook, Twitter, etc. Running a news conference. Elements of planning. Reaching out to media organizations. Making press releases. Launch Schedule for maximum impact
Unit/ Module 3	Key elements of making media speeches. Handling controversial questions Managing Public relations in Sports - Case Studies
Unit/ Module 4	Case Studies and Presentations

Suggested Readings

1. Jacquie L'Etang- Sports Public Relations, SAGE
2. Maria Hopwood, James Skinner, Paul Kitchin- Sport Public Relations and Communication, CRC Press

Paper: Operation Management

Code: BSM-604

Contacts Hours / Week: 3L

Credits: 3

Course Content	
Unit/ Module 1	Introduction · Operations Strategy · Competitive Advantage · Time Based Competition. Product Decision and Analysis ·Product Development Process Selection · Process Design · Process Analysis Facility Location · Facility layout, Capacity Planning ·Capacity Decisions · Waiting Lines , Aggregate Planning ·
Unit/ Module 2	Basics of MRP / ERP v Inventory Models .Types of Inventory Situations , Fixed Quantity/Fixed Review Period ,Costs Involved - Deterministic Probability Models - Economic-Order-Quantity (EOQ) and ,EBQ for Finite Production Rate - Sensitivity Analysis of EOQEOQ Under Price Break - Determination of Safety Stock and Reorder Levels - Static Inventory Model - (Insurance Spares).
Unit/ Module 3	Basics of Scheduling. · Basics of Project Management v Network Analysis ØMinimal Spanning Tree Problem - Shortest Route Problem Ø Maximal Flow in Capacitated Network - Concepts and Solution Algorithm as Applied to Problem Ø Project Planning & Control by use of CPM/PERT Concepts. Definitions of Project Ø Jobs, Events - Arrow Diagrams - Time Analysis and Derivation of the Critical Path – Ø Concepts of Floats (total, free, interfering, independent) - Crashing of a CPM Network - Probability Assessment in PERT Network
Unit/ Module 4	Basics of Work Study, Job Design and Work Measurement Basics of Quality Control, Statistical Quality Control · And Total Quality Management Basics of Environmental Management ·Basics of ISO 14000 / 9000 · Basics of Value Engineering & Analysis

Suggested Readings

- 1.Eric C Schwarz- Sport Facility Operations Management : A Global Perspective
- 2.Nada R. Sanders, R.Dan Reid- Operations Management: An Integrated Approach

Paper: Entrepreneurship Management

Code: BSM-605

Contacts Hours / Week: 2L+1T

Credits: 3

Course Content	
Unit/ Module 1	Qualities of an Entrepreneur. Understanding the difference between an Employee / self-employed / Business person / Investor. Robert Kiyosaki's Cash Flow Quadrant. Difference between creating an Asset / earning an Income Selecting a Business Idea -Doing a Market Analysis. Process of Generating a Business Idea - Screening & Selection. Developing a Business Plan - Elements of Marketing / Finance / HR / operations / IT / Taxation.
Unit/ Module 2	Government's role for entrepreneurship development in India Institutes and nongovernment organisations imparting training on entrepreneurship. Start-up India Modalities. Policies governing SMEs Organizational Structure Steps in setting up a small unit SME funding. Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Working capital management, Sources of finance for SME'S. Taxation benefits SIDBI and SISI – Their role in the development of SMEs. Taxation benefits SIDBI and SISI – Their role in the development of SMEs Marketing mechanism in SMEs Problems of SMEs and prospects Turnaround strategies for SMEs
Unit/ Module 3	Options available to entrepreneurs, ancillarisation franchising and outsourcing. Cases on takeover, mergers and acquisitions in India and at global level. Social Entrepreneurship-Definition, importance and social responsibilities NGOs
Unit/ Module 4	Starting Sports Businesses in India. Types / structures / business potential

Suggested Readings

1. S.K Sood ,Renu Arora: Entrepreneurial Management: Kalyani Publication
2. Arya Kumar: Entrepreneurship, Pearson.
3. Lall & Sahai : Entrepreneurship, Excel Books
4. Pareek, U & Venkateswara Rao, T: Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.
5. Chakraborty, Tridib: Introducing Entrepreneurship Development, Modern Book Agency.

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Paper: Business Negotiations

Code: BSM-606

Contacts Hours / Week: 3L

Credits: 3

Course Content	
Unit/ Module 1	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. Understanding the Dynamics of Cooperative and Competitive Interaction in Negotiation. Defining negotiations - difference between lose - lose, lose - win, win - lose, win - win. Setting a context for win-win for both parties
Unit/ Module 2	Preparing for a negotiation -Researching the opposite party, defining BATNA - best alternative to a negotiated agreement, ZOPA - zone of possible agreement, defining multiple variables in a negotiation, defining needs and wants, benefits & value, setting the opening price, ideal price and walk away price. Communicating value to the other party. Ways to justify price.
Unit/ Module 3	Handling tactics with counter-tactics -how to understand and respond to tactics like "good cop bad cop", personal attacks, asking for more, tradeoffs, tapering discounts, reluctant seller reluctant buyer etc. Negotiations Cases in the sports business - Applying the above framework to various negotiations situations in the field of sports
Unit/ Module 4	Case Studies and Presentations

Suggested Readings

- 1.Deepak Malhotra and Max H. Bazerman- Negotiation Genius: How to Overcome Obstacles and
- 2.Achieve Brilliant Results at the Bargaining Table and Beyond.
- 3.Lance C. Kearns- Book Review: Negotiate Like the Pros

Practical/ Sessional

Paper: Project (Major)

Code: BSM-681

Contacts Hours / Week: 2P

Credits: 2