

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
Semester 3
Detailed Syllabus

Course: Financial Management & Accounting	
Course Code: BSMC301	Semester: III
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective
1	To acquire necessary knowledge regarding accounting process and accounting records
2	To learn about financial statements and preparation of final accounts with necessary adjustments
3	To gain knowledge regarding various sources of finance available to organisations and basic financial decisions
4	Understand basic criteria evaluation for financial decisions
5	Understanding the concept of budgets and importance of break-even point

	Course Outcomes	Mapped module/Unit
CO 1	Gain necessary knowledge regarding accounting process, accounting records and recording in final accounts	U1, U2
CO 2	Students will gain knowledge regarding various sources of finance available to organisations and basic financial decisions	U2,
CO 3	Students will learn about the discounting and non-discounting techniques of evaluating financial decisions and computation of cost of capital	U3
CO 4	Students will learn the application of marginal costing and break-even point in decision making and preparation of budgets	U4

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Learning Outcome/Skills:

The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision-making and control.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	14	30	1, 2, 3	NA
U2	16	25	1, 2, 3, 4	NA
U3	18	25	2, 3, 4, 5	NA
U4	12	20	3, 4,5	NA
	60	100%		NA

	BSMC301	
Course:	Financial Management & Accounting	Credits: 5
Contents		
Chapter	Name of the Topic	Hours
Unit-I	<ul style="list-style-type: none"> Introduction-Branches-Objectives of Accounting-Importance of Accounting- Systems of accounting -Accounting concepts and conventions- Accounting Equation-Types of accounts-Rules for debit and credit Journal-Journalizing-Subdivision of Journal Ledger posting-Cash Book Trial balance- 	14
Unit-II	<ul style="list-style-type: none"> Final accounts with adjustments Financial management-definition-objectives-functions-scope- Concept of long term and short-term sources of finance- concept of time value of money 	16
Unit-III	<ul style="list-style-type: none"> Cost of capital-definition-cost of debt-cost of preference share-cost of equity-cost of retained earnings-WACC Capital budgeting-definition-objectives-importance-application-techniques-payback period-ARR-NPV-IRR-PI 	18
Unit-IV	<ul style="list-style-type: none"> Budgets and budgetary control-definition-types of budgets-preparation of flexible budget-cash budget Marginal costing and break-even analysis 	12
	Total:	60

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List of Books

Sr. No.	Name of Author	Title of the BOOK	Edition/Publication
1	Gupta, RL and Radhaswamy, M	Financial Accounting	Sultan Chand and Sons
2	Arun Kumar	Financial Management	Khanna Book Publishing
3	Ashoke Banerjee	Financial Accounting	Excel Books
4	Maheshwari	Introduction to Accounting	Vikas Publishing
5	Monga JR, Ahuja Girish and Sehgal Ashok	Financial Accounting	Mayur Paper Back
6	Shukla, MC, Grewal TS, and Gupta, SC	Advanced Accounts	S. Chand & Co
7	Amir D. Aczel & Jayavel Sounderpandian	Complete Business Statistics	Tata McGraw- Hill
8	Agarwala, AN, Agarwala KN	Higher Sciences of Accountancy	Kitab Mahal
9	Anthony, RN and Reece, JS	: Accounting Principles	Richard Inwin Inc
10	Ramchandran & Kakani	Financial Accounting for Managers	Tata mcgraw-Hill

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Semester 3
Detailed Syllabus

Course: Basics of Sports Medicine & Nutrition	
Course Code: BSMC302	Semester: III
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective
1	This course is designed to make the students understand mechanical principles can be applied to the analysis of human movement to assess and improve performance and reduce risk of injury. To make students understand the in foundations of kinesiology. To understand need and scope of sports medicine. To understand aims and objectives of sports medicine. To make them aware about the fundamental movement of human body. To understand Micro and Macronutrients and their primary functions and to Gain basic knowledge of the different nutrients and their role in maintaining health of the community. Students will be able to point out diet for various competitions and nutrient supplements for performance

	Course Outcomes	Mapped module/Unit
CO 1	Students will be made to understand the mechanical principles applied to the various movements of the human body and its allied affairs.	U1
CO 2	Students will develop the concept and scope of sports medicine.	U2
CO 3	Students will be able to comprehend the role of micro and macro nutrients in the human body.	U3
CO 4	Students will be made to learn the role of other nutrients to maintain a healthy community.	U4
CO 5	Students will be able to prepare and follow a strict diet chart to keep the graph of performance intact.	U5

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Learning Outcome/Skills:

Students will not only understand the scope and diversity of the sports medicine , but also develop the right knowledge and its apt application at the hour of need.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	10	1,2	NA
U2	10	25	1,2	NA
U3	10	25	1,2	NA
U4	15	20	1,2,3	NA
U5	15	20	1,2,3	NA
	60	100		

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Course Code:	BSMC302	
Course:	Basics of Sports Medicine And Nutrition	Credits: 5
Contents		
Chapter	Name of the Topic	Hours
Unit-I	INTRODUCTION 1.1 Concept of Sports Medicine. 1.2 Aim and Objective of Sports Medicine. 1.3 Need and Scope of Sports Medicine. 1.4 Role of Sports Physician, Physical Educator / Sports Coaches in Sports Medicine.	10
Unit-II	BASIC KINESIOLOGY 2.1 Meaning and definition of Kinesiology. 2.2 Importance of Kinesiology for Games and Sports. 2.3 Joints and their Movements.	10
Unit-III	SPORTS INJURIES 3.1 Introduction. 3.2 Types of Sports Injuries. 3.3 Reasons of Sports Injuries. 3.4 Prevention and Management of Sports Injuries	10
Unit-IV	THERAPEUTIC MODALITIES 4.1 Brief description of Therapeutic Modalities. 4.2 Role of Ice in treatment of Sports Injuries. 4.3 Clinical application of Heat Modalities. 4.4 Brief concept of Short Wave Diathermy (SWD), Whirlpool Bath, Transcutaneous, Electrical Nerve Stimulation (TENS), Interferential Stimulation	15
Unit-V	Balanced Diet and Nutrition: Macro and Micro Nutrients 5.1 Importance of Vitamins and Minerals in Sports 5.2 Importance of Water 5.3 Eating for Weight control – A Healthy Weight, The Pitfalls of Dieting, Food Intolerance and Food Myths	15
	Total:	60

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List of Books

Sl. No.	Name of Author	Title of the Book	Edition & Publisher
1	Perritano J.V.	The truth about physical fitness and Nutrition- Facts on File (2010)	
2	Bean, A. (1999)	Food for Fitness. London	A & C Block.
3	Plimmar, R. (2006).	Food, Health and Vitamins.	New Delhi: Sports Publication
4	Srivastava, V. (2009)	Nutrition and Diet for Sportsmen	New Delhi: Bhagwati Publishers
5	Willmore. J. H.	Athletic Training And Physical Fitness	Allynand Bacon, Inc. Sydney, 1987.
6	Jim Clover	Sports Medicine Essentials_ Core Concepts in Athletic Training & Fitness Instruction, 2nd Edition	Delmar Cengage Learning (2007)
7	Robert C France	Introduction to Sports Medicine and Athletic Training (2nd Ed) (2010)	

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Effective from academic session 2023-24
Semester IV
Detailed Syllabus

Course: Sports Marketing	
Course Code: BSMC401	Semester: IV
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective
1	Gain insights into the structure, dynamics, and trends of the sports industry, including professional leagues, teams, athletes, events, and governing bodies. Explore the motivations, attitudes, and behaviours of sports fans and consumers, including their preferences for specific sports, teams, players, and merchandise.
2	Learn how to create and implement marketing strategies tailored to the sports industry, including branding, sponsorship, advertising, promotions, and digital marketing campaigns. Understand the role of sponsorships, endorsements, and partnerships in sports marketing, including their impact on brand visibility, fan engagement, and revenue generation.
3	Gain practical knowledge of planning, organizing, and promoting sports events, including ticket sales, venue management, fan engagement activities, and hospitality services. Gain insights into the structure, dynamics, and trends of the sports industry, including professional leagues, teams, athletes, events, and governing bodies.
4	Explore the motivations, attitudes, and behaviours of sports fans and consumers, including their preferences for specific sports, teams, players, and merchandise.
5	Learn how to create and implement marketing strategies tailored to the sports industry, including branding, sponsorship, advertising, promotions, and digital marketing campaigns.
	Course Outcomes
CO 1	Students will be introduced to the basics of sports industry and its structure, dynamics and the trends set in the domain.
CO 2	Students will be able to learn the skills needed in advertising, promotion, marketing and others to be market appropriate.
CO 3	Students will get to know the practical importance of planning, organising, promoting and other brand services required in the professional sphere.
CO 4	Students will gain a substantial amount of knowledge on the importance of attitude, motivation, behaviour and other psychological factors of sports fans and consumers preferred in the industry.
CO 5	Students will be able to develop their creative skills to strengthen their marketing strategies compatible with the present forms.
	Mapped module/Unit
	U1
	U2
	U3
	U4
	U5

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Learning Outcome/Skills:

Apart from getting introduced to the basics of the sports industry, the students will surely develop the different strategies involved in marketing, promotion, branding and the allied qualities indispensable to sustain the image in the long run.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	8	10	1,2	NA
U2	12	20	1,2	NA
U3	15	25	1,2,3	NA
U4	15	25	1,2,3	NA
U5	10	20	2,3	NA
	60	100		

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Course Code:	BSMC401	
Course:	Sports Marketing	Credits:5
Contents		
Chapter	Name of the topic	Hours
Unit-I	INTRODUCTION TO SPORTS MARKETING Definition, Scope, and Importance of Sports Marketing Evolution of Marketing Concepts in Sports Core Concepts of Sports Marketing Sports Marketing Mix Sports Marketing Environment: Micro and Macro Perspectives	8
Unit-II	SPORTS CONSUMER BEHAVIOR Definition, Nature, Scope, and Importance of Sports Consumer Behaviour Various Aspects and Motives Driving Sports Consumer Behaviour Factors Influencing Sports Consumer Buying Decisions Steps in the Sports Consumer Buying Decision Process Types of Sports Consumers Buying Decision Processes or Different Buying Situations	12
Unit-III	SEGMENTATION, TARGETING, POSITIONING, AND DIFFERENTIATION IN SPORTS MARKETING Concept, Definition, and Importance of Market Segmentation Criteria for Effective Market Segmentation Bases and Types of Market Segmentation Target Marketing in Sports: Concept and Strategies Product Positioning in Sports: Concept and Techniques Product Differentiation in Sports: Concept and Implementation	15
Unit-IV	SPORTS PRODUCTS AND PRICING Definition and Classification of Sports Products Concept of Sports Product Mix, Line, Width, Length, Depth, and Consistency Branding in Sports: Concept, Types, and Importance Product Life Cycle (PLC) and Stages of New Product Development Pricing in Sports: Concept, Objectives, and Significance Factors Affecting Sports Product Pricing Pricing Policies/Methods/Techniques in Sports: Cost-Based, Demand-Based, Value-Based, and Competition-Based Pricing Strategies in Sports	15
Unit-V	SPORTS DISTRIBUTION CHANNELS AND PROMOTION Meaning and Importance of Sports Distribution Channels Types of Distribution Channels in Sports Factors Affecting the Choice of Distribution Channels in Sports Physical Distribution in Sports: Concept, Objectives, and Importance Promotion in Sports: Concept, Meaning, Objectives, and Importance Promotion Mix in Sports and Factors Affecting Promotion Mix Decisions	10
	Total	60

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List of Books

Name of Author	Title of the Book
Matthew D. Shank and Mark R. Lyberger	"Sports Marketing: A Strategic Perspective"
George Foster, Norm O'Reilly, and Hans Westerbeek	"Sports Business Management: Decision Making Around the Globe"
David K. Stotlar and Shawn O'Rourke	"Contemporary Sports Marketing"
Lisa P. Masteralexis, Carol A. Barr, and Mary Hums	"Principles and Practice of Sport Management"
Gian Luigi Fava	"Sports Marketing Agreements: Legal, Fiscal and Practical Aspects"

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Syllabus of BBA(Sports Management)
Effective from academic session 2023-24
Detailed Syllabus

Course: Human Resource Management	
Course Code: BSMC402	Semester: IV
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	To enable the students to understand the importance, concepts and functions of sports in Human Resource Management	
2	To familiarize with the sub systems of Human Resource Management in Sports organizations	
3	To sensitize the students on the emerging trends in the field of HRM in sports management	
	Course Outcomes	Mapped module/Unit
CO 1	The learners will equip themselves with the fundamentals of sports in Human Resource Management.	U1, U2
CO 2	The learners will be introduced to the sub domains of Human Resource Management in various sports organisations.	U3, U4
CO 3	The learners will be instilled with the ideas of the emanating trends and policies in the sphere of Human Resource Management in Sports.	U5, U6

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Learning Outcome/Skills:

The learners will sharply able to equip themselves with the managerial roles in the sports industry. The practical knowledge thus gained will aid them to acquire more on the sub sections and take the right step in the right direction.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	15	1,2	NA
U2	12	30	1,2	NA
U3	10	15	2,3	NA
U4	10	15	1,3	NA
U5	10	15	2,3	NA
U6	8	10	2,3	NA
	60	100		

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Course Code:	BSMC402	
Course:	Human Resource Management	Credits:4
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Human Resource Management (HRM) Introduction to HRM: Concept and Meaning of HRM, Evolution of HRM, Nature, Objectives, Scope, Importance of Human Resource Management, Functions of HRM – Operative and Managerial functions, Role and responsibilities of Human Resource Manager, Role of Line Managers in Managing Human Resources, Challenges faced by HRM, Impact of Globalization on Human Resource Management	10
Unit-II	Human Resource Planning (HRP) & Talent Acquisition Human Resource Planning (HRP): Objectives, Need, Importance and Process of HRP; Human Resource Planning at different levels; Assessing human resource requirements; Human resource demand forecasting – Ratio Trend Analysis, Judgemental Method, Workload Analysis, Delphi Technique; Job Analysis – Job Description, Job Specification. Recruitment: Definitions, Objectives, Process of Recruitment, Source and techniques of Recruitment, Advantages and Disadvantages of different techniques, Recruitment practices in India Selection: Definition, Objective, Differentiation between Recruitment and Selection, Process of selection, Different types of Interview, Common Interview Problems. Induction: Purpose and Process. Placement: significance, Promotion. Transfer. Retention – Need, Objectives, Retention strategies. Retirement: Voluntary Retirement Schemes, Exit Strategies, Retrenchment.	12
Unit-III	Training & Performance Appraisal Training: Definition, Importance, Objective, Process of Training, Methods of Training, Specialized Training: Managerial Grid Training, Sensitivity Training, Personality Development Programmes, Out-Bound Training. Development: Concept, Need, Importance, Techniques of Executive Development, Training Vs Development. Performance Appraisal: Concept, Objectives, Need, Importance, Methods of Performance of Appraisal System, Factors affecting Performance Appraisal	10
Unit-IV	Compensation Management Wage and Salary: Meaning, need for wage & salary administration, Importance, Factors influencing wage decisions, Concept of wages – Living Wage, Minimum Wage, Fair Wage, Real Wage; Essentials of sound wage structure, Types of wage differentials, Compensation: Job Evaluation – Purpose, Process, Methods; Components of Employee Compensation; Incentives – classification of Incentive schemes; Fringe benefits; Monetary and Non-Monetary reward system.	10
Unit-V	Management of Industrial Relations Industrial Relations: Objectives and Importance of Industrial Relations – Prevention and Settlement of Industrial Disputes – Discipline & Grievance Redressal, Trade Unions: Role and Responsibilities, Collective Bargaining, Workers' Participation in Management, Labour Welfare.	10
Unit-VI	Emerging Areas Current trends in HRM: Benchmarking, Core Competency, Business Process Outsourcing, Business Process Reengineering, Competency Mapping, Skill Matrix, Total Quality Management (TQM) and Total Productivity Maintenance (TPM),	8

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	Six Sigma, 5 S, Human Resource Accounting, Human Resource Auditing, Human Resource Information System (HRIS), Green HRM, E-HRM, HR Analytics	
	Total	60

List of Books

Name of Author	Title of the Book	Name of the Publisher
D' Cenzo, David A., Robbins, Stephen P. & Verhulst, Susan L. (2012)	Human Resource Management	New Delhi: John Wiley and Sons.
Dessler, Garry (2012)	Human Resource Management	Prentice Hall of India
Rao, V. S. P. (2010)	Human Resource Management: Text and Cases	Excel Books
Tripathi, P.C. (2010)	Human Resource Development	New Delhi: Sultan Chand & Sons
Durai, P. (2010)	Human Resource Management	Pearson Education
Jyothi P & Venkatesh D.N (2006)	Human Resource Management	Oxford University Press, New Delhi
Gupta C.B (2002)	Human Resource Management	Sultan Chand and Sons, New Delhi

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Effective from academic session 2023-24
Semester IV

Detailed Syllabus

Course: Sports Communication	
Course Code: BSMC403	Semester: IV
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	Students will be able to make use of instruction, analysis, and training in the principles and practice of public relations in sports organizations. Emphasis is on media relations and skills essential for sports communication professionals, including handling media interactions across platforms, problems, for positive communications strategies in sync with the strategic goals of sports organizations.	
	Course Outcomes	Mapped module/Unit
CO 1	Students will learn how to deal with the sports spectators with different tools of mass communication and media.	U1,U3, U4
CO 2	Students will comprehend how to handle the various categories of public like (audience, stake holders etc) with learning and practice of public relation.	U2, U5, U6

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Learning Outcome/Skills:

The learners will learn to deal with the process of communication in the field of sports , handling media and practice public relation in the sports industry.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	10	1,2	NA
U2	10	15	1,2	NA
U3	10	15	2,3	NA
U4	10	20	1,2	NA
U5	10	20	2,3	NA
U6	10	20	2,3	NA
	60	100		

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Course Code:	BSMC403	
Course:	Sports Communication	Credits: 4
Contents		
Chapter	Name of the topic	Hours
Unit-I	INTRO TO SPORTS COMMUNICATION AND MEDIA RELATIONS Practice Sports Knowledge Quiz, Intro to Sports Communication and Relations, Introducing Sport Public Relations Lecture and Activity, Contemporary Issues and Challenges, Relevant Cases	10
Unit-II	INTEGRATING PUBLIC RELATIONS WITH STRATEGIC MANAGEMENT PR as a management tool, stakeholders and constituents, issues management, organizational reputation, Contemporary Issues and Challenges, Relevant Cases	10
Unit-III	DEVELOPING WRITING AND INTERVIEWING SKILLS Forms of Writing, Types of Releases, Audience Awareness, Common Errors and Distribution, Before and After the Interview, basis of sports journalism	10
Unit-IV	THE PRINT MEDIA, BROADCAST MEDIA, SOCIAL MEDIA AND TECHNOLOGY Print media history, relating with content providers for athletes, Relating with content providers for audiences, old and new models of covering a story, Radio and TV (national, regional and local), Social and New Media,	10
Unit-V	EVENT MANAGEMENT AND MANAGING THE SPORT ORGANIZATION MEDIA RELATIONSHIP The Basics and Mandatory Content, Production Schedule and Game Day Programs, Game Management, Game Day Media Ops, Do's and Don'ts in Press Box, Press Conferences, Media Days and Special Events, Identifying influential media, serving media at events, developing media policy and maximizing media exposure	10
Unit-VI	PUBLICITY CAMPAIGNS Early Stage of Campaign Development, Continuing the Campaign and Ethical Considerations	10
	Total	60

List of Books

Name of Author	Title of the Book	Name of the Publisher
Paul M. Pedersen, Pemela C. Laucella	Strategic Sports Communication	
Mary A. Hums, Joanne C. Maclean	Governance and Policy in Sports	