

**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 V**

**Detailed Syllabus**

<b>Course: Spectator Management and Funding in Sports</b>	
<b>Course Code: BSMC501</b>	<b>Semester: V</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory: 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

<b>Sl. No.</b>	<b>Course Objective</b>
<b>1</b>	Understand the principles and practices involved in effective spectator management at sports events.
<b>2</b>	Identify the roles of safety, security, logistics, and fan engagement in delivering a positive spectator experience.
<b>3</b>	Analyse different funding sources, financial models, and sponsorship strategies in the sports industry.
<b>4</b>	Evaluate risk management, crowd control techniques, and emergency planning for large-scale sports gatherings.
<b>5</b>	Develop and implement funding proposals, budgeting plans, and revenue strategies for sports events and organizations.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Classify different types of spectators and explain their behaviours, motivations, and influence on sports economics and culture.	U1
<b>CO 2</b>	Design and implement effective event planning and crowd management strategies, incorporating legal, ethical, and technological components.	U2
<b>CO 3</b>	Evaluate in-stadium and digital fan engagement techniques to enhance the overall spectator experience.	U3
<b>CO 4</b>	Examine various funding sources and financial structures applicable to sports events, including sponsorships and grassroots initiatives.	U4
<b>CO 5</b>	Apply principles of financial sustainability and risk management to develop secure and adaptable plans for sports events.	U5

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**Learning Outcome/Skills:**

Upon completing this course, students will be able to understand the different types of spectators and analyze their behavior, motivations, and cultural impact on sports events. They will gain the ability to develop strategic event and crowd management plans, incorporating safety protocols, access control, and the effective use of technology. Students will also be equipped to design and implement spectator engagement strategies using both in-stadium amenities and digital platforms to enhance fan experiences. Additionally, they will be able to analyze various funding sources and prepare financial plans for sports events, including budgeting and revenue generation through sponsorships and ticketing. Finally, students will acquire skills to identify and manage financial and operational risks in spectator sports and apply sustainable and innovative practices to ensure long-term viability and success of sporting events.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
<b>THEORY</b>				
<b>U1</b>	<b>10</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>10</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>14</b>	<b>30</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>BSMC501</b>	
<b>Course:</b>	<b>Spectator Management and Funding in Sports</b>	<b>Credits: 5.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Spectator Management</b> <ul style="list-style-type: none"> <li>• Definition and types of spectators (casual, loyal, die-hard, etc.)</li> <li>• Spectator behaviour: motivations, expectations, and influences</li> <li>• Role of spectators in sports economics and culture</li> <li>• Challenges in managing large crowds at sports events</li> </ul> <b>Activities:</b> -- Group discussion on audience experiences or, Case analysis of a major international sporting event	<b>10</b>
<b>Unit-II</b>	<b>Event Planning and Crowd Management Strategies</b> <ul style="list-style-type: none"> <li>• Pre-event planning: crowd size estimation and layout design</li> <li>• Entry/exit flow, ticketing, signage, and access control</li> <li>• Security planning: screening, surveillance, and emergency protocols</li> <li>• Use of technology (CCTV, drones, mobile apps for tracking)</li> <li>• Legal and ethical considerations in crowd control</li> </ul> <b>Activities:</b> -- Virtual walkthrough of a stadium event plan or, Workshop on preparing a basic crowd management plan	<b>10</b>
<b>Unit-III</b>	<b>Spectator Experience and Engagement</b> <ul style="list-style-type: none"> <li>• In-stadium experience: amenities, seating, entertainment</li> <li>• Digital fan engagement: social media, apps, gamification</li> <li>• Community engagement and fan loyalty programs</li> <li>• Customer service and feedback systems</li> </ul> <b>Activities:</b> -- Develop a fan engagement strategy for a local sports event or, analyse a sports app or platform used for spectator engagement	<b>12</b>
<b>Unit-IV</b>	<b>Funding in Sports – Sources and Structures</b> <ul style="list-style-type: none"> <li>• Government and private sector funding</li> <li>• Sponsorships, endorsements, and partnerships</li> <li>• Ticketing, broadcasting rights, merchandising</li> <li>• Crowdfunding and grassroots funding in community sports</li> <li>• Financial planning and budgeting for events</li> </ul> <b>Activities:</b> -- Case study on a club/team's funding structure or, Budget planning exercise for a small sports event	<b>14</b>

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<b>Unit-V</b>	<b>Financial Sustainability and Risk Management in Spectator Sports</b> <ul style="list-style-type: none"> <li>• Risk factors: low turnout, sponsorship failure, safety concerns</li> <li>• Insurance and legal considerations</li> <li>• Cost-benefit analysis of spectator events</li> <li>• Revenue diversification and contingency planning</li> <li>• Future trends: sustainability, green events, smart stadiums</li> </ul> <b>Activities:</b> -- SWOT analysis of a failed or successful event or, Panel discussion with sports finance professionals (if possible)	<b>12</b>
	<b>Total:</b>	<b>60</b>

**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	"Managing Spectators in Sports Events"	Leonie Lockstone-Binney, Brian Minikin, and Paul Minikin
2	"Crowd Management and Event Safety"	Bruce E. Black

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<b>Course: Test, Measurement, and Evaluation in Physical Education</b>	
<b>Test, Measurement, and Evaluation in Physical Education Lab</b>	
<b>Course Code: BSMC502+BSMC591</b>	<b>Semester: V</b>
<b>Maximum Marks: 100+100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory: 3	End semester Exam: 70
Tutorial:	Attendance: 5
Practical: 2	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 40
	Practical/Seasonal external examination: 60

<b>Sl. No.</b>	<b>Course Objective</b>
<b>1</b>	Understand the basic concepts and importance of test, measurement, and evaluation in physical education.
<b>2</b>	Select and administer appropriate tests for assessing physical fitness and performance.
<b>3</b>	Analyse and interpret data collected through various evaluation tools
<b>4</b>	Apply measurement techniques in planning, monitoring, and improving sports training.
<b>5</b>	Integrate evaluation outcomes into athlete development and sports management strategies.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Explain the fundamental concepts, scope, and significance of test, measurement, and evaluation in physical education and sports.	U1
<b>CO 2</b>	Select and conduct appropriate health-related and skill-related fitness tests following standard protocols.	U2
<b>CO 3</b>	Perform anthropometric and physiological assessments to analyse physical attributes and their relevance to sports performance.	U3
<b>CO 4</b>	Administer motor fitness and sport-specific skill tests, and interpret the results for athlete selection and training improvement.	U4
<b>CO 5</b>	Apply statistical tools and software to evaluate test results and prepare structured reports for athlete development and performance monitoring.	U5

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**Learning Outcome/Skills:**

Upon completing this course, students will understand the foundational concepts, objectives, and significance of test, measurement, and evaluation in physical education and sports science. They will acquire the ability to select and administer appropriate physical fitness tests related to strength, endurance, flexibility, speed, and coordination while adhering to proper protocols and interpreting results using norms and standards. Students will also develop proficiency in conducting anthropometric and physiological measurements, including somatotyping, VO2 max, and body composition assessments, along with understanding the ethical considerations involved. Furthermore, they will be able to apply motor fitness and skill tests effectively in sports-specific contexts, develop valid and reliable test batteries, and use basic statistical tools to analyze and interpret data. These skills will enable them to create detailed evaluation reports and make informed decisions in coaching, training, and athlete selection processes.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
<b>THEORY</b>				
<b>U1</b>	<b>7</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>8</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>9</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>11</b>	<b>30</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>9</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>45</b>	<b>100%</b>		



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<b>Course Code:</b>	<b>BSMC502</b>	
<b>Course:</b>	<b>Test, Measurement, and Evaluation in Physical Education</b>	<b>Credits: 3.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Test, Measurement, and Evaluation</b> <ul style="list-style-type: none"> <li>Definitions and scope</li> <li>Objectives of test, measurement, and evaluation</li> <li>Importance in physical education and sports science</li> <li>Criteria for a good test: validity, reliability, objectivity, and usability</li> <li>Types of tests: standardized vs. teacher-made</li> </ul>	<b>7</b>
<b>Unit-II</b>	<b>Physical Fitness Testing</b> <ul style="list-style-type: none"> <li>Components of physical fitness: strength, endurance, flexibility, speed, coordination</li> <li>Health-related fitness tests (e.g., Harvard Step Test, Sit and Reach)</li> <li>Skill-related fitness tests (e.g., agility tests, vertical jump)</li> <li>Test administration protocols and scoring</li> <li>Norms and standards</li> </ul>	<b>8</b>
<b>Unit-III</b>	<b>Anthropometric and Physiological Measurements</b> <ul style="list-style-type: none"> <li>Anthropometric measurements: height, weight, BMI, body fat %, girth, etc.</li> <li>Somatotyping and its relevance to sports performance</li> <li>Physiological tests: VO<sub>2</sub> max, heart rate, BP, RHR, lactate threshold</li> <li>Equipment used in physiological testing</li> <li>Ethical considerations in measurement</li> </ul>	<b>9</b>
<b>Unit-IV</b>	<b>Motor Fitness and Skill Testing</b> <ul style="list-style-type: none"> <li>Importance of motor fitness in sports performance</li> <li>Common motor fitness tests (e.g., AAHPERD, Kraus-Weber)</li> <li>Skill-specific tests (e.g., basketball dribble test, soccer wall volley test)</li> <li>Developing and validating test batteries</li> <li>Interpreting test results for selection and training</li> </ul>	<b>11</b>
<b>Unit-V</b>	<b>Evaluation, Analysis, and Application</b> <ul style="list-style-type: none"> <li>Scoring systems and result interpretation</li> <li>Basic statistical concepts: mean, median, mode, SD, correlation</li> <li>Graphical representation and result analysis</li> <li>Use of software tools for data entry and evaluation</li> <li>Writing fitness and evaluation reports</li> <li>Role of evaluation in coaching, training, and talent identification</li> </ul>	<b>9</b>
	<b>Total:</b>	<b>45</b>

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<b>Course Code: BSMC591</b>	<b>Course: Test, Measurement, and Evaluation in Physical Education Lab</b>
<b>Credit: 2</b>	<b>List of practical</b>
<b>1</b>	Group discussion: Real-life scenarios in performance evaluation
<b>2</b>	Practical session: Conducting selected fitness tests
<b>3</b>	Demonstration of anthropometric assessment
<b>4</b>	Presentation on test comparison in two different sports
<b>5</b>	Prepare a sample fitness evaluation report

**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	Measurement and Evaluation in Physical Education and Exercise Science	Alan C. Lacy, James P. Giebelhausen, and Mark A. Schmitt
2	Essentials of Test and Measurement in Health and Physical Education	Robert M. Whaley and Steven C. Ewing