

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 VI

Detailed Syllabus

Course: Law and Risk Management	
Course Code: BSMC601	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
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

Sl. No.	Course Objective
1	Understand the legal framework governing sports organizations and activities.
2	Identify legal liabilities and rights of stakeholders in sports.
3	Analyse and apply risk management strategies in various sports settings.
4	Recognize the importance of contracts, compliance, and dispute resolution in sports.
5	Develop risk assessment plans and safety policies for sports events and facilities.

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	Course Outcomes	Mapped module/Unit
CO 1	Explain the national and international legal frameworks governing sports, including the roles of key regulatory bodies and athlete rights.	U1
CO 2	Interpret and evaluate various types of sports-related contracts, including issues related to employment, sponsorship, media rights, and intellectual property.	U2
CO 3	Identify and analyse legal issues in doping, discrimination, and disciplinary actions within sports contexts, using relevant case laws and procedures.	U3
CO 4	Develop and apply comprehensive risk management strategies, including risk classification, assessment, and emergency planning in sports organizations.	U4
CO 5	Design safety protocols, insurance plans, and risk mitigation strategies for sports events and facilities, ensuring legal compliance and stakeholder protection.	U5

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Learning Outcome/Skills:

Upon completing this course, students will gain a comprehensive understanding of the legal framework governing sports at both national and international levels, including the roles of key organizations such as the Sports Authority of India, NADA, WADA, and the IOC. They will develop the ability to analyze and apply the principles of governance, athlete rights, and legal responsibilities within various sporting contexts, supported by the study of relevant case laws. Students will learn to interpret and draft contracts related to employment, sponsorship, merchandising, and media rights, while also gaining insight into breach of contract, negotiation terms, and intellectual property rights in sports. They will explore legal issues surrounding doping, discrimination, harassment, and disciplinary procedures, enhancing their capacity to engage in athlete advocacy and fair play. Furthermore, students will be equipped to identify and manage various types of risks in sports, including legal, financial, and reputational, through effective assessment, emergency planning, and the use of insurance and safety protocols. These skills will prepare them to contribute to the ethical, legal, and safe management of sporting events and organizations.

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

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Course Code:	BSMC601	
Course:	Law and Risk Management	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Sports Law and Legal Framework <ul style="list-style-type: none"> • Introduction to sports law and legal systems (national & international) • Governance in sports: Sports Authority of India (SAI), NADA, WADA, IOC • Constitution of sports bodies and regulatory frameworks • Athlete rights and responsibilities • Case laws in Indian and international sports law Activities: -- Debate: Athlete rights vs. organizational control	10
Unit-II	Contracts and Legal Obligations in Sports <ul style="list-style-type: none"> • Types of contracts: employment, sponsorship, merchandising, media rights • Essential elements of a valid contract • Player and coach contracts: negotiation and termination clauses • Breach of contract and legal remedies • Intellectual Property Rights (IPR) in sports (logos, trademarks, broadcasting) Activities: -- Draft a basic player-sponsor contract or, Analyse a real-world sports media rights agreement (summary level)	10
Unit-III	Legal Issues in Doping, Discrimination, and Disciplinary Action <ul style="list-style-type: none"> • Doping laws and testing protocols: WADA Code, NADA • Discrimination and inclusion in sports (gender, disability, caste, etc.) • Harassment and abuse in sports environments • Athlete grievance redressal systems • Disciplinary procedures and arbitration in sports Activities: -- Case study: Legal review of a doping scandal or, Role-play: Mock disciplinary hearing	12
Unit-IV	Fundamentals of Risk Management in Sports <ul style="list-style-type: none"> • Definition and classification of risks: physical, legal, financial, reputational • Risk assessment and audit procedures • Emergency and contingency planning • Roles of coaches, managers, and organizers in risk prevention • Waivers and assumption of risk documents 	14

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	Activities: -- Prepare a risk checklist for a local sporting event or, Workshop: Creating a risk register	
Unit-V	Safety Regulations, Insurance, and Event Risk Planning <ul style="list-style-type: none"> • Facility safety and equipment standards • Crowd management and legal liabilities at events • Athlete and spectator insurance policies • Legal responsibilities in case of injury or accidents • Risk management plan for outdoor/indoor events Activities: -- Draft a sample insurance and safety checklist for a sports tournament or, Presentation: Risk mitigation strategy for a stadium event	12
	Total:	60

List of Books

Sl. No.	Title of the Book	Name of Author
1	Sports Law	Patrick K. Thornton
2	Sports Law and Regulation: Cases, Materials, and Problems	Matthew J. Mitten, Timothy Davis, Rodney K. Smith, and Robert C. Berry

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Course: Managing Sports Organizations	
Course Code: BSMC602	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
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

Sl. No.	Course Objective
1	Understand the structure and functions of sports organizations.
2	Apply management principles in planning, organizing, leading, and controlling within sports settings.
3	Evaluate governance models and policy-making in sports bodies.
4	Develop strategic, operational, and human resource plans for sports organizations.
5	Analyse challenges in managing teams, stakeholders, and events in both professional and grassroots levels.

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	Course Outcomes	Mapped module/Unit
CO 1	Describe the structure, functions, and types of sports organizations and apply core management principles in sports settings.	U1
CO 2	Evaluate governance models, roles of boards and committees, and national/international policy frameworks affecting sports organizations.	U2
CO 3	Formulate strategic and operational plans using tools like SWOT and PESTLE analysis for effective sports organization management.	U3
CO 4	Manage human and financial resources within sports organizations through recruitment, training, budgeting, and resource allocation strategies.	U4
CO 5	Plan and manage sports events while effectively engaging stakeholders, handling crises, and building community partnerships.	U5

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Learning Outcome/Skills:

Upon completion of this course, students will understand the structure and types of sports organizations including amateur, professional, government, and private bodies, as well as the broader sports ecosystem encompassing national federations and international movements like the Olympics. They will develop foundational knowledge of management functions such as planning, organizing, staffing, directing, and controlling, and recognize the roles of stakeholders involved in sports organizations. The course will enhance their ability to evaluate governance models, understand policy frameworks, and identify legal and ethical issues related to the administration of sports bodies. Students will gain strategic and operational planning skills through tools like SWOT and PESTLE analysis, and understand project and program management relevant to the sports context. They will also learn human resource and financial management principles including staff recruitment, volunteer coordination, budgeting, and revenue planning. Additionally, students will be equipped to manage events and stakeholders by planning sports events, identifying key partnerships, managing crises, and implementing fan engagement strategies. This will prepare them for effective leadership and administrative roles within the sports industry.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	10	1,2	NA
U2	10	20	1,2	NA
U3	12	20	1,2,3	NA
U4	14	30	1,2,3	NA
U5	12	20	1,2,3	NA
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Course Code:	BSMC602	
Course:	Managing Sports Organizations	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Sports Organizations and Management Principles <ul style="list-style-type: none"> • Definition and types of sports organizations: amateur, professional, government, private • Overview of sports ecosystems (Olympic movement, national sports federations, leagues) • Core functions of management: planning, organizing, staffing, directing, controlling • Stakeholders in sports organizations Activities: -- Case study: Structure of the Indian Olympic Association or BCCI or, Group discussion: Difference in managing professional vs. amateur sports bodies	10
Unit-II	Governance and Policy in Sports Organizations <ul style="list-style-type: none"> • Principles of good governance in sports • Roles and responsibilities of governing boards and committees • National and international sports policies • Ethical issues and compliance in governance • Legal frameworks and dispute resolution bodies Activities: -- Debate: Autonomy vs. Government control in Indian sports bodies or, Create a governance structure for a hypothetical sports federation	10
Unit-III	Strategic and Operational Management <ul style="list-style-type: none"> • Strategic planning in sports organizations • Vision and mission formulation • SWOT and PESTLE analysis • Operational planning and performance monitoring • Project and program management in sports Activities: -- Group task: SWOT analysis of a real sports franchise	12
Unit-IV	Human Resource and Financial Management in Sports <ul style="list-style-type: none"> • Organizational structure and role clarity • HR planning: recruitment, training, performance appraisal • Managing volunteers and part-time staff • Budgeting and financial planning • Revenue generation and resource allocation 	14

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	Activities: -- Role-play: Interview panel for hiring a coach/manager	
Unit-V	Event and Stakeholder Management in Sports <ul style="list-style-type: none"> • Planning and organizing sports events • Internal and external stakeholder mapping • Partnership and sponsorship management • Crisis management and conflict resolution • Fan engagement and community outreach Activities: -- Event simulation: Plan a one-day sports event or, Stakeholder map creation for a regional sports league	12
	Total:	60

List of Books

Sl. No.	Title of the Book	Name of Author
1	Sport Management: Principles and Applications	Russell Hoyer, Aaron Smith, Matthew Nicholson, Bob Stewart, and Hans Westerbeek
2	Managing Sport Organizations: Responsibility for Performance	Packianathan Chelladurai

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Course: Advertising & Public Relations in Sports	
Course Code: BSMC603	Semester: VI
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Theory: 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	Understand the principles of advertising and public relations in the sports industry.
2	Analyse the impact of media, sponsorship, and promotional strategies on sports branding.
3	Develop and manage sports advertising campaigns and public relations strategies.
4	Evaluate the role of digital media and storytelling in sports PR.
5	Create communication plans for sports organizations, athletes, and events.

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	Course Outcomes	Mapped module/Unit
CO 1	Explain the principles, functions, and evolution of advertising and public relations within the sports industry.	U1
CO 2	Analyse media platforms, sponsorships, and advertising strategies used to build sports brands and engage audiences	U2
CO 3	Design and manage sports-specific advertising campaigns and public relations tools, including press releases and media events.	U3
CO 4	Utilize digital platforms and storytelling techniques to create compelling content and manage online reputation in sports communication.	U4
CO 5	Develop integrated communication campaigns with clear objectives, budgeting, collaboration strategies, and performance evaluation metrics	U5

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Learning Outcome/Skills:

Upon completion of this course, students will acquire a comprehensive understanding of advertising and public relations in the sports industry, including the historical evolution and key differences between the two fields. They will be able to identify the role of branding and image management in sports and understand how sports serve as a powerful marketing platform with emotional and aspirational appeal. Students will explore various advertising strategies such as digital, television, print, and in-stadium promotions, along with target audience segmentation, sponsorships, and athlete endorsements. In the area of public relations, they will gain skills in using PR tools like press releases, interviews, and press conferences, while learning to manage media relations, crises, and athlete reputations. The course will also enable students to effectively utilize digital media platforms, create engaging content for social channels, and apply analytics to measure campaign performance. Additionally, they will learn to plan and execute integrated marketing communication campaigns, collaborate with stakeholders, and monitor outcomes, thereby preparing them to craft compelling and strategic communication plans for sports teams, events, or athletes.

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

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Course Code:	BSMC603	
Course:	Advertising & Public Relations in Sports	Credits: 4.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Advertising and PR in Sports <ul style="list-style-type: none"> • Definitions and differences: Advertising vs. Public Relations • History and development of sports communication • Importance of branding and image management in sports • Key stakeholders in sports communication: media, fans, sponsors, athletes • Sports as a marketing platform: Emotional and aspirational appeal Activities: -- Group discussion: Compare advertising in IPL vs. Olympics or, Analyse the communication strategy of a famous sports brand or team	10
Unit-II	Advertising Strategies in Sports <ul style="list-style-type: none"> • Types of advertising in sports (TV, digital, OOH, print, in-stadium) • Target audience segmentation and media planning • Sponsorship and ambush marketing • Athlete endorsements and influencer marketing • Case studies of iconic sports ad campaigns Activities: -- Create a mock advertising brief for a sports product	10
Unit-III	Public Relations in Sports <ul style="list-style-type: none"> • Definition and scope of PR in sports • PR tools and techniques: press releases, interviews, press conferences • Media relations and journalist engagement • Crisis communication and reputation management • Athlete image management and spokesperson roles Activities: -- Draft a press release for a sports event or athlete achievement or, Role-play: Press conference simulation for a controversial sports issue	12
Unit-IV	Digital Media and Content Creation in Sports PR & Advertising <ul style="list-style-type: none"> • Social media marketing and real-time engagement • Content strategy for YouTube, Instagram, Twitter, etc. • Storytelling in sports: highlights, behind-the-scenes, documentaries • Managing online reputation and fan communities 	14

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	<ul style="list-style-type: none"> Analytics and performance measurement of digital campaigns Activities: -- Plan a week-long social media campaign for a sports team or, Analyse social media presence of two rival teams	
Unit-V	Campaign Planning and Integrated Communication <ul style="list-style-type: none"> Elements of an integrated marketing communication (IMC) plan Campaign budgeting and timeline planning Collaboration with sponsors, agencies, and media partners Monitoring, feedback, and ROI measurement Trends and innovations in sports advertising and PR Activities: -- Group project: Develop a full 360° campaign for a sports league or athlete	12
	Total:	60

List of Books

Sl. No.	Title of the Book	Name of Author
1	Sports Marketing: A Strategic Perspective	Matthew D. Shank
2	Sports Public Relations: Managing Stakeholder Communication	Bundy, J., and Shank, M.