



Malad Kandivli Education Society's
NAGINDAS KHANDWALA COLLEGE
 OF COMMERCE, ARTS & MANAGEMENT STUDIES
 AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)
 ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.
 IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/
 entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management	✓	✓	✓	✓	✓	5
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
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Prof. (Dr.) Moushumi Datta
 I/c. Principal

Nagindas Khandwala College

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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester III

Paper 1934BSPSA: PR, Sponsorship & Advertising in Sports

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2019-20

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NAGINDAS KHANDWALA COLLEGE OF COMMERCE
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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester III

Core Course

Paper 1934BSPSA: PR, Sponsorship & Advertising in Sports

Course Objectives

1. To understand the importance of PR, sponsorship & Advertising in sports

Course Outcome

After successful completion of the course the learner will be able to

CO1 - Outline the concept of Public Relation in sports and understand its relevance in sports organizations (Cognitive level: Remember)


CO2- Identify the key components of developing a sponsorship proposal (Cognitive level: Understand)

CO3- Discuss different aspects of sponsorships and its importance in sports. (Cognitive level: Understand)

CO4- Prepare advertising strategies that can be helpful in creating advertising messages and conducting the selection of advertising media. (Cognitive level: Apply)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to PR in Sports	12
Module 2	Introduction to Sponsorship	12
Module 3	Introduction to Advertising	12
Module 4	Basic Sports PR concepts	12
Module 5	Basic Sponsorship concepts	12
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to PR in Sports	12
	<ul style="list-style-type: none"> ● Beginning / evolution of PR in sports, definition of sports PR, ● Characteristic of sports PR, the value of PR, sports PR as a form of business ● PR as strategic management tool, organizational stakeholders and constituents ● Issues management, organizational reputation, distinguishing between program and campaign, planning and executing campaigns ● Working with PR firms, how to get started in sports PR, networking and volunteering, different types of sports PR 	
2	Introduction to Sponsorship (Employability)	12
	<ul style="list-style-type: none"> ● Definition of sponsorship, the sponsorship market, the objectives of sponsorship the components of sponsorship, limitations of traditional sponsorship, components of sponsorship plan ● Key components of sponsorship proposal, developing and selling a proposal 	
3	Introduction to Advertising (Employability)	12
	<ul style="list-style-type: none"> ● Definition of advertising, Objectives of advertising, setting advertising budget ● Developing advertising strategies - creating advertising message and selecting the advertising media ● Evaluating advertising effectiveness, return on advertising investment; Agency vs in-house advertising 	
4	Basic Sports PR concepts (Employability)	12
	<ul style="list-style-type: none"> ● Defining mass media, mass media structures, relation between mass media and sport ● Identifying influential, serving media at organizational events ● Developing media policy, maximizing media exposure, media Sports PR planning process ● How to do sports PR - colleges, professional team and individuals, sports and athletes 	
5	Basic Sponsorship concepts (Employability)	12
	<ul style="list-style-type: none"> ● Pre-event evaluation of sponsorship- need for pre-event scrutiny, develop an evaluation procedure, apply evaluation criteria, sponsorship activation - what is leveraging in 	


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	<p>sponsorship</p> <ul style="list-style-type: none"> • Understanding many leveraging techniques in sponsorship, budgeting of a leveraging program, 10 steps to effective leveraging; ambush marketing – concept, difference between piracy & ambush marketing, importance & prevalence of ambush marketing, countering ambush marketing of competitors 	
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Reference Books:

1. Sport Public Relations: Managing Stakeholder Communication, By G. Clayton Stoldt, Stephen Dittmore, Scott Branvold- Human Kinetics; 2nd edition (18 Mar. 2012)
2. Sports Sponsorship: Principles and Practices, By John A. Fortunato- McFarland & Co Inc (30 Aug. 2013)



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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester III

Paper 1931BSENT: Sports & Entertainment Marketing

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2019-20

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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester III

Core Course

Paper 1931BSENT: Sports & Entertainment Marketing

Course Objectives

1. To understand and describe key basics of Sports marketing
2. To determine how to market products and services through sports including promotions, sponsorships and endorsements.
3. To identify and understand different pricing strategies and factors affecting price.
4. To understand legal issues involved in sports and entertainment industry including laws and contracts, licensing and unions.
5. To identify distribution channels for the sports and entertainment industry.
6. To understand the marketing functions relatable to sports and entertainment industry

Course Outcome

After successful completion of the course the learner will be able to

CO1- Define and explain the concept of the marketing mix. (Cognitive level: Remember)

CO2- Identify the demographics and marketing mix for the sports and entertainment industries. (Cognitive level: Understand)

CO3- Identify how sports and entertainment marketers use different tools to sell their products. (Cognitive level: Understand)

CO4- Outline the promotional strategies used in sports and entertainment marketing. (Cognitive level: Understand)

CO5- Discover market segments and target customers in Sports and Entertainment. (Cognitive level: Apply)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Sports Marketing	12
Module 2	Connecting Sport and entertainment marketing	12
Module 3	Sports Entertainment Product and Distribution	12
Module 4	Promotions	12
Module 5	Key Concepts	12
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Sports Marketing	12
	<ul style="list-style-type: none"> ● Define sports marketing; Understanding the sport marketing environment ● Categories of sports; Difference between amateur and professional sports; Difference between sports goods and services ● Sports marketing domains; Sport and Consumer buying behavior; Marketing in non-profit and for profit sports organization ● Sports market in India; Significance of International and Women sports 	
2	Connecting Sport and entertainment marketing	12
	<ul style="list-style-type: none"> ● History of Sports and entertainment; Impact of sports and entertainment history on today's markets; Risk and management of sports and entertainment events ● Difference between marketing of sports products and entertainment products ● Sports and Entertainment together as a reality programme 	
3	Sports Entertainment Product and Distribution (Employability)	12
	<ul style="list-style-type: none"> ● Sports and Entertainment product mix and marketing strategies; Product decisions in sports marketing; Channels of distribution ● Difference in Sports and Entertainment Distribution; Technology and Distribution media ● Sports Logistics – logistics mix and channel management; issues in channel management ● Sports Goods retailing 	
4	Promotions (Employability)	12
	<ul style="list-style-type: none"> ● Promotional mix in sports and entertainment marketing ● Use of technology; Content Marketing; Compare media and non-media promotion ● Importance of reaching diverse markets; Sponsorships and endorsements 	


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5	Key Concepts	12
	<ul style="list-style-type: none"> ● Segmentation, Targeting, Positioning, Product Line and product mix; Product Life Cycle ● Developing and extending sports brands, Direct, database and online marketing in sport- types and application; Programming; Location based entertainment; Brand Identity and Brand marks in Entertainment ● Celebrities as brands marketing of sports products and entertainment products; Sports and Entertainment together as a reality programme 	

Reference Books:

1. Sport Marketing, Volume 13 By Bernard James Mullin, Stephen Hardy, William Anthony Sutton - Human Kinetics; 3 edition (March 20, 2007)
2. Sports and Entertainment Marketing By Ken Kaser, Dotty Oelkers- Cengage Learning; 3. edition (March 29, 2007)


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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester III

Paper 1936BSPIE: Professional Industry Engagement (Training)

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2019-20

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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester III

Core Course

Paper 1936BSPIE : Professional Industry Engagement (Training)

Course Objectives


1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

Course Outcome (Employability)

1) CO1- Demonstrate the application of knowledge and skill sets acquired from the course and workplace in the assigned job function. (Cognitive level: Apply)

2) CO2- Demonstrate appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders. (Cognitive level: Apply)

Sports industry is in a constant state of evolution and the scope of work and opportunity for an sports management professional is fast expanding. To make the most out of this quick growth in the Industry, student shall be encouraged and supported to build and grow strong connections with the multiple players operating in the Industry. Student will closely walk through the entire process of Sports Management starting from marketing , media venue management to event planning and execution.


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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester III

Paper 1935BSSEM : Sports Event Management

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2019-20

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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester III

Core Course

Paper 1935BSSEM : Sports Event Management

Course Objectives

1. To understand the origins and importance of sports events.
2. To understand the role of event organizations and sports event manager
3. To understand different planning components of an event.
4. To learn and understand the event planning process
5. To identify ways to serve customers in a sports event
6. To learn basics of serving media at event site

Course Outcome

After successful completion of the course the learner will be able to:

CO1 - List down the challenges of event management in sports events. (Cognitive level: Remember)

CO2- Explain the planning components of a sports event. (Cognitive level: Understand)

CO3- Apply organizational principles of a sports event. (Cognitive level: Apply)

CO4 - Apply aspects of financial management of a sports event into practice. (Cognitive level: Apply)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Sports Event Industry	12
Module 2	Event Conceptualization and Planning Process	12
Module 3	Event Management Commercials	12
Module 4	Implementation of Event Services and Logistics	12
Module 5	Media Partnerships and leveraging media	12
	Total	60

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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Sports Event Industry	12
	<ul style="list-style-type: none"> ● Evolution of Sports Events; Variety of Sports events ● Role of Event organizations and sports event manager; ● Challenges of event management; Sports events vs. Non-sports events; Sports Tourism; Future Trends in Event Management and Marketing 	
2	Event Conceptualization and Planning Process	12
	<ul style="list-style-type: none"> ● SWOT Analysis; Defining and developing objectives for the event; Planning components – type of sport requirements, concept and design, event flow, setting operational timelines, creating Checklists, Logistics plans, safety and security planning; Selecting and soliciting host City / Venues – understanding and managing expectations ● Event planning process – finding the right people, identify and analyze management tasks for Staff, Vendors and Volunteers, building support organization ● Identify Sponsors and teaming up with them – understand event-sponsor relationship and managing expectations, Designing sponsorship programme and finalize the deal; Promotion planning – media partnerships, campaign for the event, media coverage and media partners; Designing the execution of the event marketing plan 	
3	Event Management Commercials	12
	<ul style="list-style-type: none"> ● Stages of Budgeting Process; Identifying costs – Facility cost, Event operations cost, Marketing expenses, sponsor fulfillment expenses, Guest Management and Hospitality expenses, event presentation expenses, capital investment and amortization, miscellaneous expenses ● Cash Flow and Management; Controlling costs and Contingency planning; ● Identifying revenue streams – Ticket Sales, Hospitality partnerships; Sponsorships and Advertising; Merchandising and Barter; Broadcasting, tournament and participation 	


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	fees, Media partnerships; Grants and Donations, miscellaneous revenues	
4	Implementation of Event Services and Logistics	12
	<ul style="list-style-type: none"> • Event Permits and licenses; Event registration; Engaging community; • Accommodating and managing guests, Event Presentation – Production planning, scheduling rehearsals • Working with Broadcasters; ; Staff and Volunteer Management; Ticket Sales; Food and Beverage Operations; Waste Management; Transportation services; Lighting; Vendor Relations; Facility operations; Customer Service; • Servicing media at event site; Media Center facilities; Awards Ceremonies 	
5	Media Partnerships and leveraging media (Entrepreneurship, skill development)	12
	<ul style="list-style-type: none"> • Requirements of Media Partners from organizers; • Requirement of Organizers from Media Partners; Sports celebrities; Broadcasting Rights; • Promotion Mix – advertising, personal selling and social media; Event Marketing; Media contracts, Connecting with media 	

Reference Books:

1. Managing Sporting Events – Jerry Solomon (Human kinetics)- Human Kinetics Publishers (Jan. 2002)
2. Managing Major Sports Events: Theory and Practice, By Milena M. Parent, Sharon Smith- Swan - Routledge (26 Nov. 2012)


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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester III

Paper 1932BSSFF : Sports Funding & Financial Management

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2019-20

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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester III

Core Course

Paper 1932BSSFF : Sports Funding & Financial Management

Course Objectives

1. To understand different sources of funding in Sports.
2. To understand the basics of Budgeting in Sports.
3. To understand different methods of constructing budgets.
4. To understand different methods for setting prices for sports goods and services.
5. To understand the process and strategies of Fundraising.
6. To identify the differences between different business structures

Course Outcome

After successful completion of the course the learner will be able to:

CO1- Explain the budgeting and valuation with reference to Sports (Cognitive level: Remember)

CO2- Differentiate between different types of business structure. (Cognitive level: Understand)

CO3- Identify and explain different types of funding. (Cognitive level: Understand)

CO4- Discuss the Sports funding scenario in India. (Cognitive level: Understand)


Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Budgeting and Valuation in sports	12
Module 2	Business structures in sports	12
Module 3	Capital structuring	12
Module 4	Public funding and Private funding	12
Module 5	Sports funding in India -Analysis	12
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Budgeting and Valuation in sports (Employability & Entrepreneurship)	12
	<ul style="list-style-type: none"> • What makes sports profitable?; what makes sports valuable – market capitalization, market multiples, book value of assets v/s market value of assets, impact of expected future earnings; profit or wealth? • The basics of budgeting, Types of budgets - operational budgets, variance analysis, capital budgeting; Budgeting for a sports event • Breakeven analysis; pricing strategies- demand based, elasticity pricing, discriminatory pricing, competition pricing, penetration pricing; 	
2	Business structures in sports (Employability & Entrepreneurship)	12
	<ul style="list-style-type: none"> • Non – profit organizations; sole proprietorships; Limited Liability Partnerships; Corporations and Private Limited Companies • Difference between each business structure; taxation issues in sports business; bankruptcy law 	
3	Capital structuring	12
	<ul style="list-style-type: none"> • Types of funding – short term borrowing, long term borrowing, Common Stock, Preferred Stock, Corporate bonds; cost of issuing bonds; loan repayment methods; • Short term Financing management – review of current assets and current liabilities, cash management, credit management, collections management 	
4	Public funding and Private funding (Employability & Entrepreneurship)	12
	<ul style="list-style-type: none"> • Legislation, Cost-sharing models, Funding for stadium, Sports infrastructure • Procedure of Public grant funding, Advantages of Public Grant funding, Disadvantages of Public Grant Funding • Procedure of Private Grant Funding, Advantages of Private Grant Funding, Disadvantages of Private Grant Funding 	
5	Sports funding in India -Analysis (Employability & Entrepreneurship)	12
	<ul style="list-style-type: none"> • History of sports funding in India, Funding from government bodies and local authorities • Funding from the private sector, Crowd funding, Funding from other sources • Provisions related to sports funding in the annual financial 	

	statement of past few years, Government bodies responsible for funding, Limitations on the way of sports funding in India	
	• Recent developments and controversies	

Reference Books:

1. Sport Funding and Finance, By Bob Stewart- Routledge; 2 edition (July 31, 2014)
2. 2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)


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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester III

Paper 1933BSMBJ: Sports Media, Broadcasting & Journalism

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2019-20


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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester III

Core Course

Paper 1933BSMBJ : Sports Media, Broadcasting & Journalism

Course Objectives

1. To be able to explain the concept of Sports News and Reporting on various platforms
2. To be able to explain the code of conduct followed by a sports journalist.
3. To be able to create titles that not only add interest to a piece, but communicate what a story is about
4. To be able to explain concept of sports media and journalism
5. To be able to explain the importance of business and media in today's society.

Course Outcome

After successful completion of the course the learner will be able to

CO 1- List down the points that will be helpful in covering important sport conferences on different platforms. (Cognitive level: Remember)

CO2- Use communication technology effectively. (Cognitive Level: Apply)

CO 3- Review sports stories published n established and emerging media platforms. (Cognitive level: Understand)

CO4- Cite the importance of ethics and standards in sports journalism. (Cognitive level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Sports News and Reporting on various platforms	12
Module 2	Ethics in Sports Journalism	12
Module 3	Writing Sports Stories and Feature Articles	12
Module 4	Introduction to Sports Media and Journalism	12
Module 5	Sport, Society and the Sporting Media	12
	Total	60



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Sports News and Reporting on various platforms (Employability)	12
	<ul style="list-style-type: none"> ● Print, Broadcast, Radio, Internet, etc: How to decide what is your news?, Lay your groundwork for the event you are reporting ● How to decide who shall be in your team when you cover a major sporting spectacle? , Sports reporting for a newspaper ● How to cover important sport conferences ● How to roll out sports news on different platforms , Broadcast Production , Podcasting , Radio News Story Production , Radio News Voice Presentation ,Radio News Package Production and Broadcasting 	
2	Ethics in Sports Journalism	12
	<ul style="list-style-type: none"> ● Journalism ethics and standards ● Evolution of ethics in sports journalism , Codes of practice for ethical sports journalism , Self-Regulation , Ethics and Standards in practice, Freedom of Press , Criticism , Traits of a perfect Sports Journalist 	
3	Writing Sports Stories and Feature Articles (Employability)	12
	<ul style="list-style-type: none"> ● Find your story , Learn more about your story , Decide on what type of feature you want to write ● Organize your feature article by thinking of it as a three-act play, Introduction-Body-Conclusion , Think about the best style for a feature article , Add details/stats to keep a feature article interesting ● Create titles that not only add interest to a piece, but communicate what a story is about. , The Straight-Lede Game Story , The Feature-Lede Game Story , Profiles , Season Preview and Wrap-up Stories , Columns , Interviews 	
4	Introduction to Sports Media and Journalism	12
	<ul style="list-style-type: none"> ● Evolution of Sports on the Media front ● Rise of Journalism in sports, Definition of Sports Media, ● Importance of Media in Sports, Definition of Sports Journalism, 	
5	Sport, Society and the Sporting Media	12
	<ul style="list-style-type: none"> ● The Audience Experience with Sports on Television , Viewers' Enjoyment of Televised Sports Violence ● World Cup Cricket versus World Cup Soccer – Media's 	

	role <ul style="list-style-type: none">• Business of Sports Television , Sports, Business and Media in Today's Society	
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Reference Books:

1. Sport Funding and Finance, By Bob Stewart - Routledge; 2 edition (July 31, 2014)
2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)



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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester IV

Paper 1846BSWBL: Work Based Learning Route (Internship)

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2019-20


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NAGINDAS KHANDWALA COLLEGE OF COMMERCE
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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester IV

Core Course

Paper 1846BSWBL: Work Based Learning Route (Internship)


Course Objectives

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

In addition to the few-days of projects taken up by students in different aspects of Sports Management, they shall be motivated to take-up 45 to 60 days Internships with the companies. Such relationships will ensure comprehensive understanding of various aspects of operations including Business Development, Planning, Team & Crew Management, Vendor Management, Production, Crisis Management etc. Such Internship will help student to penetrate into the Industry thereby boosting their placement opportunities.

Course Outcome (Employability)

- 1) CO1- Demonstrate the application of knowledge and skill sets acquired from the course and workplace in the assigned job function. (Cognitive level: Apply)
- 2) CO2- Demonstrate appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders. (Cognitive level: Apply)


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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester IV

Paper 1841BSBMT: Brand Management

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2019-20

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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester IV

Core Course

Paper 1841BSBMT: Brand Management

Course Objectives

1. To understand the concept of brands & brand elements
2. To understand Brand positioning, brand image & managing brand image
3. To understand how to conduct market research
4. To understand how to leverage brands

Course Outcome (Employability & Entrepreneurship)

After successful completion of the course the learner will be able to:

CO1- Explain the concepts of brand and branding. (Cognitive level: Understand)

CO2- Use the Strategies for positioning the brand for competitive advantage.
(Cognitive level: Apply)

CO3 - Demonstrate knowledge of the nature and processes of branding and brand
management. (Cognitive level: Apply)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Concept of a brand	12
Module 2	Brand positioning	12
Module 3	Brand Image, Brand associations & image, Brand identity	12
Module 4	Leveraging Brands	12
Module 5	Brand valuation	12
	Total	60



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Concept of a brand	12
	<ul style="list-style-type: none"> ● Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products ● Advantages of Brands to consumers & firms ● Brand elements: Components & choosing brand elements ● Branding challenges & opportunities. 	
2	Brand positioning	12
	<ul style="list-style-type: none"> ● Basic concepts – alternatives – risks – Brands & consumers ● Strategies for positioning the brand for competitive advantage 	
3	Brand Image, Brand associations & image, Brand identity	12
	<ul style="list-style-type: none"> ● Perspectives, levels, and prisms ● Managing Brand image – stages – functional, symbolic & experiential brands 	
4	Leveraging Brands	12
	<ul style="list-style-type: none"> ● Brand extensions, extendibility, merits & demerits ● Line extensions, line trap – Co-branding & Licensing Brands 	
5	Brand valuation	12
	<ul style="list-style-type: none"> ● Methods of valuation, implications for buying & selling brands ● Applications – Branding industrial products, services and Retailers – Building Brands online ● Indianisation of Foreign brands & taking Indian brands global – issues & challenges. 	

Reference Books:

1. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
2. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
3. Harsh Varma, Brand Management, Excell Books, New Delhi.
4. Majumdar, Product Management in India, PHI.
5. Sengupta, Brand Positioning, Tata McGraw Hill.
6. Rameshkumar, Managing Indian Brands, Vikas



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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester IV

Paper 1843BSGST: Global Sports Tourism

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2019-20

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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester IV

Core Course

Paper 1843BSGST: Global Sports Tourism

Course Objectives

1. To gain a holistic understanding of the sports tourism system
2. To discuss the importance of research and feasibility study before hosting an event.
3. To outline the business administration in adventure tourism
4. To discuss the impact on sports tourism in the built environment & in natural landscapes
5. To gain insights on the sponsorship decision making, benefits & considerations

Course Outcome

After successful completion of the course the learner will be able to

CO1 - Define sports tourism, the supply side, and the sport tourism system.

(Cognitive level: Remember)

CO2- Explain the characteristics of Sport tourist destination areas (Cognitive level: Understand)

CO3 – Identify the revenue sources for sports tourism. (Cognitive level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to sports tourism	12
Module 2	Designing Sports Tourism Events	12
Module 3	Adventure tourism	12
Module 4	Sports Tourism Development	12
Module 5	Financing Sport Tourism	12
	Total	60




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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to sports tourism	12
	<ul style="list-style-type: none"> ● Defining sports tourism; sports tourism - the supply side; the sport industry; the sport tourism system; opportunities & challenges of providing sports tourism Services ● Sport Tourist – behavior & motivations; characteristics of sports tourism market 	
2	Designing Sports Tourism Events	12
	<ul style="list-style-type: none"> ● What is sports tourism events?; Importance of research; Informal and formal assessment of need to host an event; feasibility study Considerations when planning the event; ● Values, attitudes and lifestyles; Characteristics of Sport tourist destination areas; setting and location considerations; free v/s paid admissions; factors related to poor events 	
3	Adventure tourism (Entrepreneurship)	12
	<ul style="list-style-type: none"> ● What is adventure tourism; the commoditization of adventure tourism; ● Importance of technological developments ● The role of the guide; risk management in adventure tourism; adventure tourism business administration 	
4	Sports Tourism Development	12
	<ul style="list-style-type: none"> ● Sport Locations, location hierarchies and tourism; sport tourism in built environment & in natural landscapes; studying tourist motivations ● Capitalizing on the influence of culture, place & identity through sport tourism; building visitor experiences; recollection and visitor satisfaction; seasonal pattern and issues in sport tourism; nostalgia sport tourism; 	
5	Financing Sport Tourism	12
	<ul style="list-style-type: none"> ● Sport tourism revenue sources; earned income ● Sport tourism pricing policies ● Sponsorship decision making, benefits and considerations, grants 	


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Reference Books:

1. Introduction to Sports Tourism and Event Management, edited by M. Saayman- Institute for Tourism and Leisure Studies and Leis (December 31, 2001)
2. Sport Tourism Destinations: Issues, Opportunities and Analysis, edited by James E. S.Higham- Routledge (November 8, 2004)
3. Sports Tourism, By Chris Bull, Mike Weed - Routledge; 1 edition (May 23, 2012)
4. Sport Tourism Development, By Tom Hinch, James Higham - Channel View Publications; 2 edition (July 15, 2011)



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Syllabus and Question Paper Pattern

Of

Courses of Bachelor of Management Studies (Sports Management) Programme

Second Year

Semester IV

Paper 1844BSSHN: Sports Health & Nutrition

Under Academic Autonomy and Credit, Grading and Semester System
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Syllabus of Course of Bachelor of Management Studies (Sports Management) at
Semester IV

Core Course

Paper 1844BSSH: Sports Health & Nutrition

Course Objectives

1. To describe contemporary dietary guidelines and demonstrate an ability to use these guidelines to provide general nutrition advice for achieving or maintaining a healthy body weight
2. To describe how nutrition influences human development, exercise performance, recovery and physiological adaptations
3. To discuss macronutrient metabolism during and after exercise and outline the requirements of these nutrients for athletes

Course Outcome

After successful completion of the course the learner will be able to

- CO1 – Cite the health aspects related to sports (Cognitive level: Remember)
CO2 - Explore the nutrition concepts to evaluate and improve the health (Cognitive level: Understand)
CO3 – Identify and differentiate between types of sports injuries. (Cognitive level: Understand)
CO4- Explain the anatomy, physiology, and functions of various body system. (Cognitive level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Sports science	12
Module 2	Exercise physiology	12
Module 3	Sports Injuries	12
Module 4	Human anatomy:	12
Module 5	Energy Requirement	12
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Sports science	12
	<ul style="list-style-type: none"> ● History of sports & games ● An introduction to Sports science 	
2	Exercise physiology	12
	<ul style="list-style-type: none"> ● Effect of training on heart & lung performance ● Importance of heart rate monitoring ● Index of training, over training & detraining 	
3	Sports Injuries (Employability)	12
	<ul style="list-style-type: none"> ● Various sports injury ● Body's response to the injury ● Goal of treatment 	
4	Human anatomy:	12
	<ul style="list-style-type: none"> ● Body Composition, Respiratory system, cardiovascular system, Nervous system, excretory system, Endocrine system, Muscular skeletal system ● Types of contraction, Body temperature & its effects on sports performance, Aerobic capacity, anaerobic threshold, athletic heart. 	
5	Energy Requirement	12
	<ul style="list-style-type: none"> ● Aerobic capacity, anaerobic threshold, athletic heart, Water & electrolytes balance, Doping, Injury Supplementation, Training nutrition, pre-competition nutrition, competing nutrition and recovery nutrition 	

Reference Books:

1. Steven Ray, Irvin Richer - Sports Medicine - , Prentice Hall, 1983
2. Sports Injuries - Vinger and Roerner, - PSG Publishing Co. Inc, 1981 William JGP,
3. Sports medicine - London Edwar - Arnold Publications Morehouse and Rash,
4. Sports medicine for Trainer by W.B.Saunders.
5. Armstrong and Tucker, Injuries and Sports, London Scamples Press


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