



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						
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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Matta

Prof. (Dr.) Moushumi Datta
 I/c. Principal

Nagindas Khandwala College

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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester I

Paper 1813PSMFP: Sports Facilities Planning & Management

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Core Course

Paper 1813PSMFP: Sports Facilities Planning & Management

Course Objectives

1. To understand the functions of managers in the facility domain.
2. To understand how facilities are planned and managed
3. To understand influential factors of a facility in terms of site selection, cost and location
4. To enlist security management planning working steps and context.
5. To understand the crucial phases of facility management.

Course Outcome

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

CO1 - Define the fundamentals of facility planning. (Cognitive level: Remember)

CO2 – Explain the phases of facility construction. (Cognitive level Understand)


CO3 – Discuss the systems required while planning for facilities. (Cognitive level: Understand)

CO4 – Summarize the responsibilities of facilities managers. (Cognitive level: Understand)

CO5 – Explain the requirements and basics of event planning and production at sports facility. (Cognitive level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Facility Planning, Site and Design	12
Module 2	Facility construction	12
Module 3	Facility systems operation	12
Module 4	Facility Maintenance	12
Module 5	Event operation at the sports facility	12
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Facility Planning, Site and Design (Employability)	12
	<ul style="list-style-type: none"> • Fundamentals of planning • Planning for existing facilities, planning for future facilities, site location, site cost, site selection, facility design 	
2	Facility construction (Employability)	12
	<ul style="list-style-type: none"> • Construction planning, pre-construction phase, construction elements, Project costs, competition and analysis, summary 	
3	Facility systems operation	12
	<ul style="list-style-type: none"> • Heating, ventilation, air-conditioning, air quality, energy systems, plumbing, interior systems, exterior systems, combined interior and exterior systems 	
4	Facility Maintenance (Employability, Skill Development)	12
	<ul style="list-style-type: none"> • Space management, Maintaining grass fields, maintenance and repair programs, basic maintenance, maintenance audits, maintenance department, facility repair management • Responsibilities of facilities managers, essential knowledge and skills required for operating a sport facility: Soft Skills (Interpersonal and PR Skills) & Hard Skills 	
5	Event operation at the sports facility (Employability)	12
	<ul style="list-style-type: none"> • Operational structure, Crowd and Alcohol Management, House Keeping and Maintenance, booking and scheduling, Business operations, Box Office management, concessions and merchandise, event planning and production 	

Reference Books:

1. Sport Facility Planning and Management by Peter J. Farmer, Aaron L. Mulrooney, Rob Ammon (Jr.) Fitness Information Technology, Inc, U.S. (24 Jan. 2006)
2. Managing Sport Facilities, by Gil Fried - Human Kinetics Publishers; Second Edition (1 Mar. 2010)



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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester I

Paper 1812PSMLT : Management of Sports Leagues & Teams

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Core Course

Paper 1812PSMLT: Management of Sports Leagues & Teams

Course Objectives

1. To discover methods and practices of regulation and control in sports industry
2. To explain how non-profit sector relates with the sports sector
3. To understand how plays are managed in professional sports
4. To understand the gradual change in sports in terms of production and consumption
5. To analyze the challenges for a sports organization

Course Outcome

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

CO1 – Define the role of the State in Sports Development. (Cognitive level: Remember)

CO2 – Give examples of the issues faced by the non-profit sports sector. (Cognitive level: Understand)

CO3 – Explain Sports Circuits. (Cognitive level: Understand)

CO4 – Discuss the strategic management principles in Sports. (Cognitive level: Understand)

CO5 – Describe the performance management model appropriate for sports. (Cognitive level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	The role of the state in Sports Development	12
Module 2	Non-Profit Sport	12
Module 3	Professional Sport	12
Module 4	Strategic Management Principles	12
Module 5	Performance Management	12
	Total	60



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Detailed Syllabus

Module	Topics	No. of Lectures
1	The role of the state in Sports Development	12
	<ul style="list-style-type: none"> ● Defining the State ● Reasons for State intervention ● Regulation and control ● Extent and form of State intervention 	
2	Non-Profit Sport	12
	<ul style="list-style-type: none"> ● Introduction; Non-profit Sector and Society ● Governing Bodies of Sport ● The sports club environment ● Issues of non-profit sports sector 	
3	Professional Sport (Employability)	12
	<ul style="list-style-type: none"> ● Understanding professional sport ● Sports circuits; Media; Sponsorship; Player management; Ownership and outcomes; 	
4	Strategic Management Principles	12
	<ul style="list-style-type: none"> ● Strategic Management Principles ● Importance of Strategic Management in Sports; Strategic Sports Management ● The Strategic Sports Management Process- Strategic Analysis ● Strategic Direction, Strategy formulation, Strategy implementation and Strategy Evaluation 	
5	Performance Management	12
	<ul style="list-style-type: none"> ● Overview; Sport and performance; Developing a performance management model from the perspective of a stakeholder ● An Input- Output Approach to performance management; A balanced and multidimensional approach to performance management ● Costs and benefits of a performance management system; Designing a performance management model appropriate for sports 	


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Reference Books:

1. Fred Luthans - Organizational Behaviour : McGraw Hill International(February 2001)
2. S P Robins - Organizational Behaviour : Prentice Hall India Ltd.(May 2006)
3. Ghanekar - Behaviour Concept & Cases: EPH Organizational



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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester I

Paper 1816PSMPS: Basics of Practical Sports Management – I

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Core Course

Paper 1816PSMPS: Basics of Practical Sports Management – I

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

Students will be exposed to the practical ground requirements of Sports Management. Theoretical concepts shall be made stronger by their involvement in the making of Live Events in the Industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated.

Course Outcome (Employability)

CO1- Apply theoretical concepts learnt so far to practical grounds in the sports industry. (Cognitive level: Apply)

CO2 – Compose a Report. (Cognitive level: Create)



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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester I

Paper 1811PSMSD: Fundamentals of Sports & New Age Dynamics

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Core Course

Paper 1811PSMSD : Fundamentals of Sports & New Age Dynamics

Course Objectives

1. To gain insights into the history of sports and other forms of organized physical activity
2. To gain a deeper understanding of the International Olympic Committee (IOC) and how it functions.
3. To describe the Guiding Principles for Conduct of Team Sports.
4. To learn about early physical education and the modern age
5. To learn the current Indian model of Sports Governance

Course Outcome

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

CO1 - Recall the history of modern sports and other forms of organized physical activity. (Cognitive level: Remember)

CO2 - Identify the role and functions of National and International Sports Organizations. (Cognitive level: Understand)

CO3 - Identify the guiding principles for conduct of team sports. (Cognitive level: Understand)

CO4 - Identify and explain the governance of Individual Sports. (Cognitive level: Understand)

CO5 - Identify and explain contemporary issues in sports. (Cognitive level: Understand)

Modules at a Glance


Sr. No.	Modules	No. of lectures
Module 1	History of Modern Sports and other Forms of Organized Physical Activity	12
Module 2	Roles and Functions of National/International Sports Organizations	12
Module 3	Professional Team Sports	12
Module 4	Individual Sports	12
Module 5	Contemporary Issues	12
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	History of Modern Sports and other Forms of Organized Physical Activity	12
	<ul style="list-style-type: none"> ● A Historical Overview of Sports ● Evolutionary Processes of Modern Sports ● Relation between Physical education and Sports ● Exercise Physiology 	
2	Roles and Functions of National/International Sports Organisations	12
	<ul style="list-style-type: none"> ● Roles Of IFA, FIFA, BCCI, ICC, CAB, Sports Authority of India (SAI), National Hockey Association, Bengal Volleyball Association, Bengal Tennis Association ● Their Functions and Importance in the Promotion and management of Sports 	
3	Professional Team Sports (Employability)	12
	<ul style="list-style-type: none"> ● Sports based on Team Performance -Football, VolleyBall, BasketBall, Cricket, Hockey, Rowing ● Guiding Principles for Conduct of Team Sports ● Organisation of Tournaments, Leagues, Knock-out 	
4	Individual Sports	12
	<ul style="list-style-type: none"> ● An Overview of Individual Sports, Emerging Trend ● Future Potential, studies related to Governance of Individual Sports like Golf, Tennis, Badminton, Auto Racing, Track Race 	
5	Contemporary Issues	12
	<ul style="list-style-type: none"> ● What does it mean, what is an issue, what are some contemporary issues- Match Fixing, Doping, Racism, issues raised for betterment of sports in remote regions (in India) ● Encouragement provided by the government to the poor for participating in sports at a national level. The initiatives taken by Sports bodies – FIFA in Racism, ICC in Match Fixing, Doping 	


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Reference Books:

1. Fundamental of sports and exercise by Alan Kornspan- Human Kinetics Publishers (May 2009)
2. Sports & Society, 2nd edition by Grant Jarvie – Routledge (2012)
3. Examples on contemporary issues – book and blogs on sports media society
4. A study conducted by Planning Commission, New Delhi, India- Document


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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester I

Paper 1814PSMLP: Leadership Principles in Sports

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19


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Syllabus of Course of Master's Degree - Sports Management at Semester I

Core Course

Paper 1814PSMLP: Leadership Principles in Sports

Course Objectives

1. To understand impact of athlete behavior on Sport
2. To discuss leaders as an outcome of genetic formulation or consistent hard work and vision.
3. To understand essentials of teamwork
4. To apply leadership qualities of sports in day to day life and corporate management as well.
5. To understand vitality of lack of leadership principles in sports

Course Outcome (Employability, Skill Development & Entrepreneurship)

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

CO1 – Define the concept of leadership in Sports. (Cognitive level: Remember)

CO2 – Restate the traits of good leadership. (Cognitive level: Understand)

CO3 – Explore the relationship between team and sports. (Cognitive level: Understand)

CO4 – Recognize the importance of leadership in sports. (Cognitive level: Remember)

CO5 – Explore the relationship between good decision making, leadership and sports. (Cognitive level: Understand)

CO6 – Identify the moral practices in sports. (Cognitive level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to leadership Principles in Sports	12
Module 2	Defining Leadership	12
Module 3	Understanding the role of Leadership in sports	12
Module 4	Decision making, leadership and sports	12
Module 5	Power politics in leadership and Sports	12
	Total	60



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to leadership Principles in Sports	12
	<ul style="list-style-type: none"> ● Concept of leadership in sports , the nature and characteristic of leadership in sports ● Leadership as a tool in sports, leadership strategies ● The spirit of game and leadership, role and importance of leadership in sports 	
2	Defining Leadership	12
	<ul style="list-style-type: none"> ● Defining an effective leader, what makes a good leader, Traits of good leadership, Leadership v/s authority ● Understanding the influence and impact of a leader on the team and the vision of the team ● Understanding leadership principles, leadership qualities and traits Good leaders & bad leaders (case study), power and leadership. 	
3	Understanding the role of Leadership in sports	12
	<ul style="list-style-type: none"> ● Exploring the relationship between team and sports, ● Importance of leadership in sports, need for strong leadership in sports ● Implementing leadership principles in sports ● Dynamics of leader and his team, role of leader, decision making and leadership. 	
4	Decision making, leadership and sports	12
	<ul style="list-style-type: none"> ● Taking decisions, planning and Identifying problem, chain of command importance of decision making ● Steps in decision making, decision making and leadership, decisions making in sports ● Relation between good decision making , leadership and sports 	
5	Power politics in leadership and Sports	12
	<ul style="list-style-type: none"> ● Sources of power, use of power in sports, moral practices & ethical leadership ● Ethics in sports, concepts of idealism individualism in leadership and sports, maintaining balancing between leadership and authority ● Misuse and abuse of power in sports 	

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Reference Books:

1. Contemporary Leadership in Sport Organizations By Scott, David - Human Kinetics; 1 edition (March 3, 2014)
2. Run to Win: Vince Lombardi on Coaching and Leadership By Donald T. Phillips- St. Martin's Griffin (September 7, 2002)
3. Business Leadership and the Lessons from Sport By Hans Westerbeek, Aaron Smith - Palgrave Macmillan (September 3, 2005)



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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester II

Paper 1822PSMFM: Sports Funding & Financial Management

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Core Course

Paper 1822PSMFM : Sports Funding & Financial Management

Course Objectives

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

Course Outcome

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

- CO1 – Identify different types of budgets. (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 – Explain the phases of sponsorship. (Cognitive level: Understand)
CO5 – List down the benefits of endorsements. (Cognitive level: Remember)

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	Fund raising through sponsorships	12
Module 5	Sport funding through Broadcasting and Endorsements	12
	Total	



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Budgeting and Valuation in sports (Entrepreneurship & Employability)	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	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 (Employability & Entrepreneurship)	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	Fund raising through sponsorships (Employability & Entrepreneurship)	12
	<ul style="list-style-type: none"> • What is fund raising; sources of funds; fund raising alternatives; the fundraising process – strategies, internal fund raising, fund raising committee; planning for sponsorship • The phases of sponsorship, planning phase, selling phase, servicing phase; preparation of sponsorship proposal, evaluating the sponsorship deal, how to attract sponsors 	
5	Sport funding through Broadcasting and Endorsements (Employability & Entrepreneurship)	12

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	<ul style="list-style-type: none"> • What is broadcasting, the basics of sports broadcasting rights, where does the money go, sports Leagues and their broadcasting rights, benefits to the broadcaster; What is an endorsement • Sports and celebrity endorsement, Sportspersons and their recent endorsements • Endorsement strategy, Marketing and endorsement, Benefits of endorsements 	
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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 Master's Degree - Sports Management Programme

First Year

Semester II

Paper 1826PSMPS: Basics of Practical Sports Management - II

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Core Course

Paper 1826PSMPS : Basics of Practical Sports Management - II

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

Students will be exposed to the practical ground requirements of Sports Management. Theoretical concepts shall be made more stronger by their involvement in the making of Live Events in the Industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated

Course Outcome (Employability)

CO1 - Demonstrate good working practices to show a developing maturity and sense of responsibility. (Cognitive level: Apply)



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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester II

Paper 1824PSMSA: PR, Sponsorship & Advertising in Sports

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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NAGINDAS KHANDWALA COLLEGE OF COMMERCE
ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE
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Syllabus of Course of Master's Degree - Sports Management at Semester II

Core Course

Paper 1824PSMSA : PR, Sponsorship & Advertising in Sports

Course Objectives

1. To understand the concept of Sports Public Relations
2. To learn the process of developing and selling a Sponsorship Proposal
3. To understand the steps required to develop an advertising strategy
4. To understand ethical dilemmas present in sport public relations
5. To learn different methods of post-evaluation of sponsorship

Course Outcome

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

CO1 - Outline the characteristics and value of sports PR. (Cognitive level: Remember)

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

CO3- List down the objectives of Advertising. (Cognitive level: Remember)

CO4 – Explain the advantages and disadvantages of PR. (Cognitive level: Understand)

CO5- Discuss different methods of post-evaluation of sponsorship. (Cognitive level: Understand)

CO6 - 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	Advance Sports PR concepts	12
Module 5	Advanced Sponsorship concepts	12
	Total	60

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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to PR in Sports (Employability)	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	Advance Sports PR concepts	12
	<ul style="list-style-type: none"> ● Developing network in sports PR, press conference, crisis management, agencies and magazines, broadcast publicity, employing new media tactics, use of internet in sports PR – evaluating web use, developing website, structuring websites for specific stakeholders, legal and ethical dimensions of sports PR ● Advantages and disadvantages of PR, future of sports PR, sports PR in India 	
5	Advanced Sponsorship concepts (Employability)	12
	<ul style="list-style-type: none"> ● Post-Evaluation of sponsorship – Identify success or failure, different methods of post-evaluation – meeting ROI objectives, calculate measures of market response, calculate value of exposure etc., improvement of measurement 	


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	<p>rocess, need for post event fulfillment report, reasons why sponsorships fail</p> <ul style="list-style-type: none"> • Venue naming rights – components of a venue naming rights plan, calculate value of naming rights contract; Endorsements – concept of matching, delineate selection process, Q scores, problems with celebrity endorsement; • Licensing – history of licensing, trademark, calculate compensation, compliance issues, benefits for the licensor and licensee, infringement and market surveillance, licensing plan, Sports sponsorship in India 	
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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 of Course of Master's Degree - Sports Management at Semester II

Core Course

Paper 1821PSMEM: 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 - List down the channels of distribution in sports and distribution. (Cognitive level: Remember)
- CO2 - Outline the marketing functions relatable to sports and entertainment industry (Cognitive level: Understand)
- CO3 – Distinguish between media and non-media promotions. (Cognitive level: Understand)
- CO4 – Define the key concepts of Sports Marketing. (Cognitive level: Remember)
- CO5 – Explain the components of Marketing game plan. (Cognitive level: Understand)
- CO6 – Explain the concepts of trademarks, copyrights, and royalties in sports. (Cognitive level : Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Sports Entertainment Product and Distribution	12
Module 2	Promotions	12
Module 3	Key Concepts	12
Module 4	Marketing Game Plan	12
Module 5	Licenses, Rights and Legalities	12
	Total	60

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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester II

Paper 1821PSMEM : Sports & Entertainment Marketing

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Syllabus of Course of Master's Degree - Sports Management at Semester II

Core Course

Paper 1821PSMEM: 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 - List down the channels of distribution in sports and distribution. (Cognitive level: Remember)

CO2 - Outline the marketing functions relatable to sports and entertainment industry

(Cognitive level: Understand)

CO3 – Distinguish between media and non-media promotions. (Cognitive level: Understand)

CO4 – Define the key concepts of Sports Marketing. (Cognitive level: Remember)

CO5 – Explain the components of Marketing game plan. (Cognitive level: Understand)

CO6 – Explain the concepts of trademarks, copyrights, and royalties in sports. (Cognitive level : Understand)

Modules at a Glance


Sr. No.	Modules	No. of lectures
Module 1	Sports Entertainment Product and Distribution	12
Module 2	Promotions	12
Module 3	Key Concepts	12
Module 4	Marketing Game Plan	12
Module 5	Licenses, Rights and Legalities	12
	Total	60

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Detailed Syllabus

Module	Topics	No. of Lectures
1	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 	
2	Promotions (Entrepreneurship, 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 promotions; Importance of reaching diverse markets; Sponsorships and endorsements 	
3	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 	
4	Marketing Game Plan (Entrepreneurship)	12
	<ul style="list-style-type: none"> ● Marketing Research – Process, Methods, use of primary and secondary data, identify demographics, market, venue; ● Market Segmentation – definitions and types of segments; Mapping the marketing plan – Demographic, Targeting and Positioning ● Pricing strategies – definitions, determining the prices, methods of setting price and understanding factors affecting price ● Marketing Plan – Introduction, Components, implementation, Control; Financial Analysis 	
5	Licenses, Rights and Legalities	12
	<ul style="list-style-type: none"> ● Types of brands and brand equity; Product licensing; Role of merchandising in sports and entertainment; Trademarks and Copyrights; Royalties; Intellectual Property Rights and Labour Unions; Labor Relations; Agents and contracts; 	


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	ports Associations; Players Rights ● Sports Laws in India	
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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 Master's Degree - Sports Management Programme

First Year

Semester II

Paper 1825PSMEM: Sports Event Management

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19

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Core Course

Paper 1825PSMEM: 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 – Define Sports Events and Sports Festivals. (Cognitive level: Remember)
CO2- Describe the planning process and components required for a sports event. (Cognitive level: Understand)
CO3- Explain the commercial components of a sports event. (Cognitive level: Understand).
CO4- Prepare a budget for a sports event. (Cognitive level: Apply)
CO5 – Identify crowd control and management plans at a sports event. (Cognitive level: Remember)
CO6- Explain the post event promotions and media coverage. (Cognitive level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Sports Event Management	12
Module 2	Event Conceptualization and Planning Process	12
Module 3	Event Management Commercials	12
Module 4	Risk Management	12
Module 5	Post Event Analysis	12
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Sports Event Management	12
	<ul style="list-style-type: none"> ● Evolution of Sports Events Marketing; Meaning of Sports events and Sports festivals ● Role of Event organizations and sports event manager; Understanding stakeholders objective; ● Challenges of event management; Sports events vs. Non-sports events ● Sports Tourism; Sports events in India - growth, challenges and future of sports events in India 	
2	Event Conceptualization and Planning Process (Employability)	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 Commercial (Employability)	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 fees, Media partnerships; Grants and Donations, miscellaneous revenues 	

4	Risk Management	12
	<ul style="list-style-type: none"> ● Risk Assessment and Management; Analyzing risk exposure and possible outcomes ● Security procedures and training; Crowd control and Management plans; Athlete protection ● Emergency management programme; analyzing past events from a risk management perspective; Insurance; Legal Counsel 	
5	Post Event Analysis	12
	<ul style="list-style-type: none"> ● Reviewing the games – Post games review; Post-event promotions and media coverage ● Following-up with Sponsors; Post-event debriefing; Evaluating objectives and outcome ● Measuring impact and ROI – Media, Associations, Economic 	

Reference Books:

1. Managing Sporting Events – Jerry Solomon (Human kinetics)
2. Sports Journalism – Philip Andrews (Sage Publication)
3. Managing Major Sports Events: Theory & Practice, By Milena M. Parent, Sharon Smith-Swan


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Syllabus and Question Paper Pattern

Of

Courses of Master's Degree - Sports Management Programme

First Year

Semester II

Paper 1823PSMBJ: Sports Media, Broadcasting & Journalism

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2018-19


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Core Course

Paper 1823PSMBJ : 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:

CO1 - List down the points that will be helpful in covering important sport conferences. (Cognitive level: Remember)

CO2 – Identify traits of perfect sports journalist. (Cognitive level: Remember)


CO3 - Use the titles that add interest to a piece and communicate the story of sports and articles itself. (Cognitive level: Apply)

CO4 – Identify and learn the reporting of different story. (Cognitive level: Understand)

CO5 – Demonstrate an understanding of the production and technical skills required in sports broadcasting. (Cognitive level: Apply)

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	Journalism at mega sporting events	12
Module 5	Sports Studio TV and Production and Technical Skills in Sports Camera Handling	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	Journalism at mega sporting events	12
	<ul style="list-style-type: none"> ● Build Up stories to the event, including the city where it is held , Stories on Preparation for the event , Stories on the budget of the event , Reporting from the venue of the event ● Taking interviews of officials involved , Taking interviews and opinions of the people and their expectations in the build up to the event , Reporting a different story every time ● Updates with results and which team looks the favorite , Create a talk show at the event 	


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5	Sports Studio TV and Production and Technical Skills in Sports Camera Handling (Skill Development)	12
	<ul style="list-style-type: none"> ● Five skills you need to have to be a TV Broadcaster: Presentation Skills, Research Skills, Interview Skills, Flexibility and Technical Skills ● Key television reporting skills, PTC's and Voiceovers, TV Show Production, post production, scripting and writing , Technical Skills – Sound and Lighting , Production Management , Live Broadcast Essentials of a professional sports camera , Best sports cameras in the world , Parts of the camera ● Different movements of the camera , Different angles of the camera , Different shots of the camera , Light, sound and White Balance , The exposure angle – ISO, Shutter Speed and Aperture , Depth of field , Framing, Composition, Lighting and THE STORY 	

Reference Books:

1. Sports Journalism – Phill Andrews (Sage Publication) - SAGE Publications Ltd; Second Edition edition (22 Oct. 2013)
2. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)


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