



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

(Re-accredited (3<sup>rd</sup> 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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*Matta*

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

Nagindas Khandwala College

(AUTONOMOUS)



Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester III**

**Paper 1934PSMGT: Global Sports Tourism**

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

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## Core Course

### Paper 1934PSMGT: Global Sports Tourism

#### Course Objectives

1. To gain a holistic understanding of the sports tourism system
2. To display an understanding of the production, implementation and impacts of sports tourism development locally, nationally and internationally

#### 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 challenges and benefits of destination branding. (Cognitive level: Remember)

CO4 – Demonstrate an understanding of risk management in adventure tourism. (Cognitive level: Apply)

CO5- Discuss tourist motivations and ways to build visitor experience. (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	Sports tourism destination branding & marketing	12
Module 4	Adventure tourism	12
Module 5	Sports Tourism Development	12
	<b>Total</b>	<b>60</b>

  
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## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction to sports tourism</b>	12
	<ul style="list-style-type: none"> <li>● Defining sports tourism; sports tourism - the supply side; the sport industry; the sport tourism system</li> <li>● Opportunities &amp; challenges of providing sports tourism services</li> <li>● Sport Tourist – behavior&amp; motivations; characteristics of sports tourism market</li> </ul>	
2	<b>Designing Sports Tourism Events</b>	12
	<ul style="list-style-type: none"> <li>● 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;</li> <li>● Characteristics of Sport tourist destination areas; setting and location considerations; free v/s paid admissions; factors related to poor events</li> </ul>	
3	<b>Sports tourism destination branding &amp; marketing</b>	12
	<ul style="list-style-type: none"> <li>● Defining tourism destination; 10 A's of successful destination; stake-holders in destination management; consumer behavior&amp; segmentation – motivation for travel, destination selection, influence of destination images, travel purchase behavior process</li> <li>● Destination branding – positioning, image &amp; branding approach, benefits of destination branding, challenges of destination branding, steps in destination branding</li> </ul>	
4	<b>Adventure tourism (Entrepreneurship)</b>	12
	<ul style="list-style-type: none"> <li>● What is adventure tourism; the commoditization of adventure tourism</li> <li>● Importance of technological developments the role of the guide</li> <li>● Risk management in adventure tourism; adventure tourism business administration</li> </ul>	
5	<b>Sports Tourism Development</b>	12
	<ul style="list-style-type: none"> <li>● Sport Locations, location hierarchies and tourism;</li> <li>● Sport tourism in built environment &amp; in natural landscapes; studying tourist motivations</li> <li>● Capitalizing on the influence of culture, place &amp; identity through sport tourism; building visitor experiences;</li> </ul>	

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Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester III**

**Paper 1931PSMMT: Media Management**

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

  
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	ecollection and visitor satisfaction; seasonal pattern and issues in sport tourism; nostalgia sport tourism	
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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 Master's Degree - Sports Management Programme**

**Second Year**

**Semester III**

**Paper 1931PSMMT: Media Management**

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

  
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## Core Course

### Paper 1931PSMMT: Media Management

#### Course Objectives

1. To understand Media Planning, Strategy and Management with reference to current business scenario.
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.
3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the different Media Buys.

#### Course Outcome

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

CO1 – Identify different types of media. (Cognitive level: Remember)

CO2 - Explain the characteristics of media and establish media objectives. (Cognitive level: Understand)

CO3 – Chart out a media plan. (Cognitive level: Apply)

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction – Media Business	15
Module 2	Print-Media-Newspaper	15
Module 3	Broadcast Media	15
Module 4	An overview of Media planning	15
	<b>Total</b>	<b>60</b>

  
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### Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction – Media Business</b>	15
	<ul style="list-style-type: none"> <li>● Media Classification- Mass Media –Niche Media-Addressable</li> <li>● Media and Interactive Media-Media-Intrusiveness</li> </ul>	
2	<b>Print-Media-Newspaper</b>	15
	<ul style="list-style-type: none"> <li>● Principles of Newspaper Business-Classified Ads, Display Ad's Display</li> <li>● Ad's – Coverage and Audience Measurement-Sales and Pricing-magazines Directories</li> </ul>	
3	<b>Broadcast Media</b>	15
	<ul style="list-style-type: none"> <li>● Radio-Television-out of Home Media-outdoor Advertising-Cinema and Video –</li> <li>● Non-Traditional Media.</li> </ul>	
4	<b>An overview of Media planning (Employability)</b>	15
	<ul style="list-style-type: none"> <li>● Problems of media planning –Developing media plan – Market Analysis and Target - Interactive and Digital Media</li> <li>● Establishing media objectives – Developing and Implementing –Evaluation and Follow up-Computers in</li> <li>● Media Planning- Characteristics of Media.</li> </ul>	

#### Reference Books:

1. Principles of Advertising and IMCI – Tom Duncan-Tata McGraw-Hill-Second Edition
2. Advertising and PromotionI – an IMC Perspective – Kruti shah and Alan D'souza – Tata McGraw –Hill
3. Mehral- Newspaper Management
4. Rucker and WilliamsI- Newspaper Organization and Management



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Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester III**

**Paper 1936PSMTI: Professional Practical Training/Internship**

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

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## Core Course

### Paper 1936PSMTI : Professional Practical Training/Internship

#### Goals:

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals

#### Objectives:

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to:

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

#### Course Outcome (Employability)

CO1 – Evaluate the working style and culture of different companies in the industry.

(Cognitive level: Evaluate)

CO2 – Create a training report. (Cognitive level: Create)

#### Duration:

Each student shall undergo an Internship of four weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

#### Report:

After completion of the training they will have to submit a training report.

#### Marks & Evaluation:



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The internship/project reports will carry 100 marks. It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.



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Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester III**

**Paper 1935PSMHN: Sports Health & Nutrition**

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

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## Core Course

### Paper 1935PSMHN: Sports Health & Nutrition

#### Course Objectives

1. To understand the health aspects related to sports
2. To learn to interpret and apply nutrition concepts to evaluate and improve the nutritional health

#### Course Outcome

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

- CO1 – Memorize the role & importance of nutrition. (Cognitive level: Remember)  
CO2 – Explain the effect of training on heart and lung performance. (Cognitive level: Understand)  
CO3 – Identify and explain the basic principles of sports injuries. (Cognitive level: Understand)  
CO4 – Explain the importance of various nutrients. (Cognitive level: Understand)  
CO5 - Prepare a diet chart for Athletes and design a weight maintenance plans (Cognitive level: Apply)

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Basic Nutrition	12
Module 2	Exercise physiology	12
Module 3	Sports Injuries	12
Module 4	Sports Nutrition	12
Module 5	Diet planning in Sports	12
	<b>Total</b>	<b>60</b>



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## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction to Basic Nutrition</b>	12
	<ul style="list-style-type: none"> <li>● Role &amp; importance of nutrition ,Basic food groups</li> <li>● It's Uses &amp; its importance., Food pyramid ,Macronutrients in Detail , Micronutrients in detail , Interrelation between Nutrients</li> </ul>	
2	<b>Exercise physiology</b>	12
	<ul style="list-style-type: none"> <li>● Effect of training on heart &amp; lung performance</li> <li>● Importance of heart rate monitoring, Index of training, over training &amp; detraining</li> </ul>	
3	<b>Sports Injuries (Employability)</b>	12
	<ul style="list-style-type: none"> <li>● Basic Principles, Various sports injury, Body's response to the injury, Goal of treatment</li> </ul>	
4	<b>Sports Nutrition</b>	12
	<ul style="list-style-type: none"> <li>● Carbohydrates in Sports Nutrition</li> <li>● Protein in Sports Nutrition</li> <li>● Lipids in Sports Nutrition</li> <li>● Nutrients in Sports Nutrition</li> </ul>	
5	<b>Diet planning in Sports (Employability)</b>	12
	<ul style="list-style-type: none"> <li>● Like Marathon Runs, Cricket etc. : Strength Sports: Boxing, Weight Lifting etc</li> <li>● Athletes Diet and eating disorders, Weight maintenance plans</li> </ul>	

### 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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# Nagindas Khandwala College

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Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester IV**

**Paper 1944PSMEP: Entrepreneurship & Project Management**

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

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## Core Course

### Paper 1944PSMEP : Entrepreneurship & Project Management

#### Course Objectives

1. To understand the need, objectives, phases and evaluation of Entrepreneurship Development Programmes
2. To explain the meaning of charisma along the qualities, characteristics and types of Charismatic Leaders
3. To describe the contemporary issues in leadership
4. To describe the meaning, concepts and categories of Project and Project Management

#### Course Outcome (Entrepreneurship)

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

CO1- List down the characteristics, functions and types of entrepreneurship. (Cognitive level: Remember)

CO2- Classify the role of entrepreneurship in economic development. (Cognitive level: Understand)

CO3 – Demonstrate an understanding of different leadership styles. (Cognitive level: Apply)

CO4 – Demonstrate an understanding of components of project management. (Cognitive level: Apply)

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Meaning of Entrepreneurship	15
Module 2	Leadership	15
Module 3	Great leaders, their style, activities and skills	15
Module 4	Project Management	15
	<b>Total</b>	<b>60</b>

  
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## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Meaning of Entrepreneurship</b> <ul style="list-style-type: none"> <li>● Characteristics, functions and types of entrepreneurship</li> <li>● Intrapreneur</li> <li>● Role of entrepreneurship in economic development. Factors affecting entrepreneur growth - economic –non-economic.</li> <li>● Entrepreneurship Development programmes - need - objectives – phases - evaluation. Institutional support to entrepreneurs</li> </ul>	15
2	<b>Leadership (Skill Development)</b> <ul style="list-style-type: none"> <li>● Meaning, Traits and Motives of an Effective Leader, Styles of Leadership</li> <li>● Theories – Trait Theory, Behavioural Theory, Path Goal Theory</li> <li>● Transactional v/s Transformational leaders</li> <li>● Strategic leaders – meaning, qualities</li> <li>● Charismatic Leaders – meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine)</li> </ul>	15
3	<b>Great leaders, their style, activities and skills (Skill Development)</b> <ul style="list-style-type: none"> <li>● Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump)</li> <li>● Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein)</li> <li>● Contemporary issues in leadership – Leadership roles, team leadership, mentoring, self leadership, online leadership, finding and creating effective leader</li> </ul>	15
4	<b>Project Management</b> <ul style="list-style-type: none"> <li>● Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager</li> <li>● Project identification - selection - project formulation – contents of a project report – planning commission guidelines for formulating a project - specimen of a project report</li> <li>● Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods</li> </ul>	15



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## Reference Books:

1. Entrepreneurial Development :S.S.Khanka
2. Entrepreneurial Development :C.B.Gupta& N.P. Srinivasan
3. Project Management :S.Choudhury
4. Project Management : Denis Lock
5. Stephen P. Robbins, Timothy A. Judge (Author) - Organizational behaviour (15th Edition),
6. Prentice Hall Publication.
7. Niraj Kumar- OrganisationalBehaviour: A New Looks (Concept, Theory & Cases),
8. Himalaya Publishing House
9. Strategic Leadership – Sahu&Bharati – Excel Books
10. Organization Development, Behavioral Science Interventions for Organization

  
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Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester IV**

**Paper 1946PSMTI: Practical Training/Internship Report**

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

  
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## Core Course

### Paper 1946PSMTI : Practical Training/Internship Report

#### 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)

CO1 - Apply research, Conceptualization & Ideation ideas in project.

(Cognitive level: Apply)

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

Each student needs to submit a project on the Topic allotted to them by their Mentor. Project Topics shall be related to the one of few types or segment of Sports Management. Student shall be mentored to come-up with unique ideas / concept for an event. They shall be made to undertake brain storm session to explore the various ideas generated and shall be logically driven to selecting a viable and feasible idea considering multiple constraints. Further to it a detailed report shall be prepared to highlight the various stages of delivering successful event.



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Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester IV**

**Paper 1945PSMTT: Sports Training & Tactics**

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

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**Core Course**

**Paper 1945PSMTT : Sports Training & Tactics**

**Course Objectives**

1. To explain the concept of sports training
2. To explain the conditional ability of strength, speed & endurance in detail.
3. To explain the concept of motor ability, coordinative ability, flexibility in sports.
4. To understand the concept of tactical & technical training and the preparation required for it
5. To recognize the benefits and modes of fitness

**Course Outcome (Employability)**

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

CO1- List down the aims and tasks of Sports Training. (Cognitive Level: Remember)

CO2- Describe the factors determining strength and outline general guidelines for strength training. (Cognitive Level: Understand)

CO3 – Classify the forms of flexibility, factors determining flexibility and the training methods for flexibility improvement. (Cognitive level: Understand)

CO4 – Demonstrate an understanding of technical and tactical training. (Cognitive level: Understand)

CO5 - Show the skill set required by a Personal trainer. (Cognitive level: Apply)

**Modules at a Glance**


Sr. No.	Modules	No. of lectures
Module 1	Introduction to sports training	12
Module 2	Conditional Abilities	12
Module 3	Motor Abilities	12
Module 4	Technical & Tactical Training and Periodization	12
Module 5	Fitness and Performance	12
	<b>Total</b>	<b>60</b>



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## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction to sports training</b>	12
	<ul style="list-style-type: none"> <li>• Meaning and definition of Sports Training; Aims and tasks of Sports Training;</li> <li>• Characteristics of Sports Training; Principles of Training; Training Means; Training Methods</li> </ul>	
2	<b>Conditional Abilities</b>	12
	<ul style="list-style-type: none"> <li>• Strength: Meaning, Forms of Strength, Factors determining strength, training methods for strength improvement, general guidelines for strength training;</li> <li>• Speed: Meaning, Forms of Speed, Factors determining speed; Training methods for speed improvement;</li> <li>• Endurance: Meaning, Forms of endurance, factors determining endurance; Training methods for endurance improvement</li> </ul>	
3	<b>Motor Abilities</b>	12
	<ul style="list-style-type: none"> <li>• Flexibility: Meaning, Forms of flexibility, factors determining flexibility. Training methods for flexibility improvement</li> <li>• Coordinative Abilities: Meaning, forms of Coordinative Abilities, factors determining Coordinative abilities, Training Methods for Improvement of Coordinative Abilities</li> </ul>	
4	<b>Technical &amp; Tactical Training and Periodization</b>	12
	<ul style="list-style-type: none"> <li>• Technical Training: Meaning, Tasks of Technique, Principles of Technical Preparation, Training for technique; Tactical Training: Meaning, Tasks of Tactics</li> <li>• Principles of tactical Preparation, Training for Tactics; Periodization: Meaning and types of Periodization, Contents of training for different period</li> <li>• Planning: Meaning, Principles of Planning, types of Training Plans; Competitions: Importance of Competition, Preparation for Competitions</li> </ul>	
5	<b>Fitness and Performance</b>	12
	<ul style="list-style-type: none"> <li>• Definition of fitness, Classification and components of fitness</li> <li>• Benefits of regular fitness, Modes of fitness, Exercise</li> </ul>	

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	prescription, Fitness test at regular intervals, Personal Trainer- warm up, duration, motivation, encouragement	
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**Reference Books:**

1. Cratty, B. Perceptual and Motor Development in Infants and Children, Prentice Hall, 1989
2. Dick. F.W. Sports Training Principles, Lepus, London, 1990
3. Jenson, C.R. Fisher, A. G. Scientific Basis of Athletic Conditioning, Lea and Febiger, Philadelphia, 1992
4. Matveyew. J.H. Athletic Training and Physical Fitness, Allynand Bacon, Inc. Sydney, 1987



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Syllabus and Question Paper Pattern

Of

**Courses of Master's Degree - Sports Management Programme**

**Second Year**

**Semester IV**

**Paper 1941PSMTM: Tourism Marketing**

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

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## Core Course

### Paper 1941PSMTM: Tourism Marketing

#### Course Objectives

1. To make the students understand the concepts of tourism marketing.
2. To help them understand the tourism marketing environment and consumer behaviour.
3. To help students understand the marketing mix.

#### Course Outcome

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

- CO1 – Define the basic concepts of Tourism Services. (Cognitive level: Remember)  
CO2 – Discuss the growth and problem areas of tourism services in India. (Cognitive level : Understand)  
CO3- Chart out a marketing mix for a tourist organization. (Cognitive level: Apply)  
CO4 – Demonstrate an understanding of promotion mix for tourism product. (Cognitive level: Understand)

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Basic concepts of Tourism services	15
Module 2	Product planning and Development	15
Module 3	Marketing Information system for Tourism	15
Module 4	Promotion mix for Tourism product	15
	<b>Total</b>	<b>60</b>

  
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### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Basic concepts of Tourism services</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Tourism marketing- meaning – components of Tourism product</li> <li>● Users of Tourism services – Behavioral profile of users</li> <li>● Areas of Tourism</li> </ul>	
<b>2</b>	<b>Product planning and Development</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Market segmentation for Tourism –Bases</li> <li>● Growth of Tourism services in India</li> <li>● Problems and prospects of tourism services</li> </ul>	
<b>3</b>	<b>Marketing Information system for Tourism (Employability)</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Tourist organization – marketing mix –product mix formulation of marketing mix for the Tourist organization</li> <li>● Tourism product- Features- designing a package Tour-Brand Decisions launching new product</li> </ul>	
<b>4</b>	<b>Promotion mix for Tourism product</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Price mix – place mix – channel distribution people – Travel Agents- guides- channel distribution - people- Travel agents- Guides- Airline services</li> <li>● Travel Service- Seven Cs of Travel Service Marketing- (Marketing Challenges for services)</li> <li>● Railway Services Marketing – Factors influencing passenger fares and freight rates.</li> </ul>	

#### Reference Books:

1. Services Marketing- S.M. Jha – Himalaya Publishing House
2. Services Marketing – Ravishankar – Excel Books.

  
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