



Nagindas Khandwala College (Autonomous)

Name of the Programme: Bachelor of Management Studies (BMS - SM)

Programme Code: UBMSSM

PROGRAMME OBJECTIVES

PO-1: To provide intensive theoretical & practical knowledge of management

PO-2: To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical knowhow.

PO-3: To learn how to manage time effectively, to manage human resources , venues, spectators etc.

PO-4: To have insight into hiring vendors for sports equipment, venue management and other resources.

PO-5: To be knowledgeable about risk-management procedures and tactics.

PO-6: To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements.

PO-7: To understand budgeting, pricing, and accounting as they relate to sports management.

PROGRAMME OUTCOMES

After completion of the three years Bachelor of Management Studies (BMS - SM) Programme, the learner will:

PO-1: Demonstrate comprehensive knowledge of the elements of management that are related to sport business through analysis and application of theory from business and allied disciplines such as marketing, media, law, ethics, finance, economics, broadcasting, facilities, tourism, journalism, sponsorship, and related areas in the sports industry.

PO-2: Develop and hone professional skills through a steady progression of internships and industry engagements.

PO-3: Analyse sport-related business problems and devise solutions using critical thinking, research related skill, decision-making skills.

PO-4: The students will be able to work as professionals & entrepreneurs and take responsibility for continuing professional development

PO-5: Communicate effectively by preparing and delivering oral, written and visual presentations using appropriate technologies.



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PO-6: Engage as sports professional in the industry with the skills that are applicable to a variety of contexts and issues (local, national, global, social, ethical, cultural) for immediate career path and career advancement opportunities.

PO-7: Constructively engage in teams to collaborate and be able to take on roles towards demonstration of conflict resolution, teamwork, leadership skills

Semester 1



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1814BSFSD: 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:

1. CO1- Recall the history of modern sports and other forms of organized physical activity. (Cognitive level: Remember)
2. CO2- State the roles and functions of National and International Sports Organisations. (Cognitive level: Understand)
3. CO3- Identify the guiding principles for conduct of team sports. (Cognitive level: Understand)
4. CO4- Restate the principles, methods and elements of physical education. (Cognitive level: Understand)

1815BSLPS: 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:

1. CO1- Define Sportsmanship. (Cognitive level: Remember)
2. CO2- List down the importance of appropriate behaviour of sportsman and its impact



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on the game (Cognitive level: Remember)

3. CO3- State and explain different leadership styles. (Cognitive level: Understand)

1811BSPOM: Principles of Management

Course Objectives:

1. To enable the students to apply management skills as per the industry demand.
2. To equip the students with directing, controlling and coordinating skills.
3. Abet the students to summarize the theories of management.

Course Outcome:

1. CO1- Identify the basic functions of management in an organization. (Cognitive level: Remember)
2. CO2- Describe the process of decision making. (Cognitive level: Understand)
3. CO3- Explain the concept and structure of Organizing. (Cognitive level: Understand)
4. CO4- Explain theories of leadership (Cognitive level: Understand)

1812BSBEC: Business Economics

Course Objectives:

1. To recognize the importance of business economics.
2. To understand demand forecasting and estimation.
3. To identify market structure and its significance in business.

Course Outcome:

1. CO1- Explain the market structure and its significance in business. (Cognitive level: Remember)
2. CO2- Apply economic theory in the analysis of problems or issues. (Cognitive level: Apply)
3. CO3- List down various pricing strategies. (Cognitive level: Remember)
4. CO4- Classify and differentiate between various market structures. (Cognitive level: Apply)



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1813BSBCS: Business Communication & Soft Skills

Course Objectives:

1. To develop the skills of the students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes
2. To help students enhance their presentation skills.

Course Outcome:

1. CO1 – State the fundamentals of Communication. (Cognitive level: Remember)
2. CO2- Select appropriate organizational formats and channels used in developing and presenting business messages. (Cognitive level: Remember)
3. CO3– Demonstrate verbal and non-verbal communication ability through presentations (Cognitive level: Understand)
4. CO4- Discuss the concepts, methods and barriers of effective communication. (Cognitive level: Understand)
5. CO5 - Use appropriate tone and language while communicating in the business world. (Cognitive level: Apply)
6. CO6- Prepare accurate business documents using computer technology. (Cognitive level: Apply)

1816BSBPS: Basics of Practical Sports Management - I (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:



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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)

Semester II

1823BSMLT: 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:

1. CO1- Discuss the role of State in Sports Development. (Cognitive level: Remember)
2. CO2- Give examples of the issues faced by non-profit sports sector. (Cognitive level: Understand)
3. CO3- Explain recreational sports leagues and tournaments. (Cognitive level: Understand)
4. CO4- Identify the challenges faced by a sports organization. (Cognitive level: Understand)

1824BSSPF: 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



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4. To enlist security management planning working steps and context.
5. To understand the crucial phases of facility management.

Course Outcome:

1. CO1- Define the basic concepts of field and infrastructure requirement in sport facilities. (Cognitive level: Remember)
2. CO2- Explain the process of facility development. (Cognitive level: Understand)
3. CO3- Explain the key principles of sports facility management and sports event management. (Cognitive level: Understand)
4. CO4- Apply theoretical and technical knowledge and skills in diverse contexts that underpin the effective management of sport facilities. (Cognitive level: Apply)

1825BSETM: Sports Equipment & Technology Management

Course Objectives:

1. To identify the category of products under sports equipment
2. To understand the standards of equipment management.
3. To Describe concepts of direct purchase, bid purchase, sponsorship, return and refund policy
4. To apply learning of Quality and manufacturing standards of equipment procured
5. To understand the significance of tagging and its ease in utilization of equipment, maintenance of records and financial analysis

Course Outcome:

1. CO1- List down the goals, objective of equipment management in sports (Cognitive level: Remember)
2. CO2- Identify the proper use of equipment in sports and outline the advantages of equipment management. (Cognitive level: Understand)
3. CO3- Discuss the major areas of pre and post sales services in the sports goods industry. (Cognitive level: Understand)

1821BSHRM: Human Resource Management

Course Objectives:



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1. To acquaint students with various issues related to Human Resource Management.
2. To give an overview on Organisation Behaviour as an area of Management.
3. To introduce basic concepts, functions & processes and to create an awareness on the role, functioning of HRM

Course Outcome:

1. CO1- Outline the concept of human resource management and its relevance in organizations. (Cognitive level: Understand)
2. CO2 - Explain and Interpret the concept of Job Analysis and Recruitment. (Cognitive level: Understand)
3. CO3- Demonstrate an understanding on the methods of performance appraisal. (Cognitive level: Apply)
4. CO4- Examine current issues, trends, practices, and processes in human resource management. (Cognitive level: Apply)

1822BSMMT: Marketing Management

Course Objectives:

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

Course Outcome:

1. CO1- Recall and Reproduce the various concepts, principles, frameworks, and terms related to the function and role of marketing. (Cognitive level: Remember)
2. CO2- Identify and remember basic terms related to marketing. (Cognitive level: Remember)
3. CO3- Explain the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behaviour, marketing mix and Product Life Cycle with real world examples. (Cognitive level: Understand)
4. CO4- Use pricing and marketing strategies to enhance marketing of products and services. (Cognitive level: Apply)



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1826BSBPS: Basics of Practical Sports Management - II (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:

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)

Semester III

1831BSENT: 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 the 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:

1. CO1- Define and explain the concept of the marketing mix. (Cognitive level: Remember)
2. CO2- Identify the demographics and marketing mix for the sports and entertainment industries. (Cognitive level: Understand)



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3. CO3- Identify how sports and entertainment marketers use different tools to sell their products. (Cognitive level: Understand)
4. CO4- Outline the promotional strategies used in sports and entertainment marketing. (Cognitive level: Understand)
5. CO5- Discover market segments and target customers in Sports and Entertainment. (Cognitive level: Apply)

1832BSSFF: 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:

1. CO1- Explain the budgeting and valuation with reference to Sports (Cognitive level: Remember)
2. CO2- Differentiate between different types of business structure. (Cognitive level: Understand)
3. CO3- Identify and explain different types of funding. (Cognitive level: Understand)
4. CO4- Discuss the Sports funding scenario in India. (Cognitive level: Understand)

1833BSMBJ: 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.



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Course Outcome:

1. CO1- List down the points that will be helpful in covering important sport conferences on different platforms. (Cognitive level: Remember)
2. CO2- Use communication technology effectively. (Cognitive Level: Apply)
3. CO3- Review sports stories published on established and emerging media platforms. (Cognitive level: Understand)
4. CO4- Cite the importance of ethics and standards in sports journalism. (Cognitive level: Understand)

1834BSPSA: PR, Sponsorship & Advertising in Sports

Course Objectives:

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

Course Outcome:

1. CO1 - Outline the concept of Public Relation in sports and understand its relevance in sports organizations (Cognitive level: Remember)
2. CO2- Identify the key components of developing a sponsorship proposal (Cognitive level: Understand)
3. CO3- Discuss different aspects of sponsorships and its importance in sports. (Cognitive level: Understand)
4. CO4- Prepare advertising strategies that can be helpful in creating advertising messages and conducting the selection of advertising media. (Cognitive level: Apply)

1835BSSEM: 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



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6. To learn basics of serving media at event site

Course Outcome:

1. CO1 - List down the challenges of event management in sports events. (Cognitive level: Remember)
2. CO2- Explain the planning components of a sports event. (Cognitive level: Understand)
3. CO3- Apply organizational principles of a sports event. (Cognitive level: Apply)
4. CO4 - Apply aspects of financial management of a sports event into practice. (Cognitive level: Apply)

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:

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)

Semester IV 1842BSLRM: Sports Law & Risk Management

Course Objectives:

1. To apply the concepts in analysing sports related disputes
2. To understand the sports law in India



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3. To explain the essentials of a contract
4. To identify authorities of sports in different countries.
5. To follow simple steps for effective risk management in organisation

Course Outcome:

1. CO1 - Identify and list down the legalities related to Sports (Cognitive level: Remember)
2. CO2- Outline the sports law and regulation in India (Cognitive level: Remember)
3. CO3 - Summarize the importance of contract act, legal terms, valid essentials, discharge and breach of contracts in sports (Cognitive level: Understand)

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:

1. CO1 - Define sports tourism, the supply side, and the sport tourism system. (Cognitive level: Remember)
2. CO2- Explain the characteristics of Sport tourist destination areas (Cognitive level: Understand)
3. CO3 – Identify the revenue sources for sports tourism. (Cognitive level: Understand)

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



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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:

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

1845BSPSY: Sports Psychology

Course Objectives:

1. To understand the psychological aspects of sports and sports professionals

Course Outcome:

1. CO1 – Explain Sports Psychology (Cognitive level: Remember)
2. CO2- Explain the formation of attitudes to sport. (Cognitive level: Understand)
3. CO 3- Identify and distinguish different theories of aggression. (Cognitive level: Understand)
4. CO4 - Apply health, physical activity, and psychological principles as they relate to human performance (Cognitive level: Apply)

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



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4. To understand how to leverage brands

Course Outcome:

1. CO1- Explain the concepts of brand and branding. (Cognitive level: Understand)
2. CO2- Use the Strategies for positioning the brand for competitive advantage. (Cognitive level: Apply)
3. CO3 - Demonstrate knowledge of the nature and processes of branding and brand management. (Cognitive level: Apply)

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

Course Outcome:

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)

Semester V 1851BSMED: 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.



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3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the different Media Buys.

Course Outcome:

1. CO1 – Identify different types of media. (Cognitive level: Remember)
2. CO2 - Explain the characteristics of media and establish media objectives. (Cognitive level: Understand)
3. CO3 –Articulate a media plan. (Cognitive level: Apply)

1852BSEGV: Ethics & Governance

Course Objectives:

1. To discuss and assess values of human dignity, empathy, integrity, moral courage, social justice, inclusivity.
2. To enable students to understand the significance of ethics and ethical practices in businesses which are indispensable for the progress of a country.
3. To make students learn the applicability of ethics in functional areas like marketing, finance and human resource management.
4. To make students understand the emerging need and growing importance of good governance and CSR by organisations.
5. To make the students study the ethical business practices, CSR and Corporate Governance practiced by various organisations

Course Outcome:

1. CO1 – Outline the concept of ethics and its relevance in organizations. (Cognitive level: Remember)
2. CO2 – Summarize various ethical issues in Marketing, Finance & HR (Cognitive level: Understand)
3. CO3 – Explain the concept of Corporate Governance and CSR. (Cognitive level: Understand)

1853BSISM: International Sports Management

Course Objectives:



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1. To understand Sports from a Global perspective.
2. To understand the strategic management process as it relates to global market entry and management.

Course Outcome:

1. CO1 -List down the sports played around the world. (Cognitive Level: Remember)
2. CO2: Identify the basic principles of strategic management (Cognitive Level: Understand)
3. CO3- Describe the ongoing trends and global strategies in the Sport Industry. (Cognitive Level: Understand)

1854BSSTT: Sports Training & Tactics

Course Objectives:

1. To understand sports training
2. To learn how to achieve maximum individual or team efficiency in a selected sports discipline limited by rules
3. To understand the training imparted to the players.

Course Outcome:

1. CO1- Outline the meaning, aims, tasks and methods of Sports Training. (Cognitive Level: Remember)
2. CO2- Describe the factors determining strength and outline general guidelines for strength training. (Cognitive Level: Understand)
3. CO3 – Show the skill set required by a Sports instructor or Coach. (Cognitive level: Apply)

1855BSEPM :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



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4. To describe the meaning, concepts and categories of Project and Project Management

Course Outcome:

1. CO1- List down the characteristics, functions, and types of entrepreneurships. (Cognitive level: Remember)
2. CO2- Classify the role of entrepreneurship in economic development. (Cognitive level: Understand)
3. CO3 – Demonstrate an understanding of different leadership styles. (Cognitive level: Apply)
4. CO4 – Demonstrate an understanding of components of project management. (Cognitive level: Apply)

1856BSAPS: Advanced Practical Sports Management (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

Course Outcome:

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)
3. CO3: Analyse and evaluate the differences in the working environment of sports organizations. (Cognitive level: Analyse)

Semester VI 1861BSMAS: Management of Adaptive Sports

Course Objectives:



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1. To gain more knowledge about types of inclusive sports.

Course Outcome:

1. CO1 - Outline the concept, aims and objectives & importance of Adaptive Sports. (Cognitive Level: Remember)
2. CO2- Identify the types of disabilities and its signs and symptoms. (Cognitive Level: Understand)
3. CO3- List down different adaptive sports events planned in the country. (Cognitive level: Understand)

1862BSSPD: Soft Skills & Personality Development

Course Objectives:

1. To understand the various factors that influence motivation at the workplace and self-motivation
2. Learn the four core skills required to practice Emotional Intelligence
3. To identify the causes of stress
4. To understand the benefits of having higher emotional intelligence

Course Outcome:

1. CO1 -Explain the concept of self analysis and goal setting. (Cognitive level: Remember)
2. CO2 - Identify the factors influencing Attitude and summarize the challenges and lessons derived from Attitude. (Cognitive level: Understand)
3. CO3 - Use a weekly planner and create a to do list to prioritize the work. (Cognitive level: Apply)
4. CO4- Explain the importance of time management and decision making . (Cognitive level: Understand)
5. CO5- Cite the factors that are associated with stress and emotional intelligence. . (Cognitive level: Understand)

1863BSCS: Case Studies

Course Objectives:



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1. To apply a structured problem-solving process to real situations in the sports industry.
2. To assess industry profitability and overall company success through the analysis of cases.
3. To identify which drivers make the greatest contribution to the organization outcomes and overall success.
4. To demonstrate the ability to provide analysis and recommendations in the form of a written case report.

Course Outcome:

1. CO1- Use and apply the concepts learnt so far to a given scenario or case study. (Cognitive Level: Apply)

1864BSIEP: Sports & allied Industry Research

Course Objectives:

1. To understand the practical application of concepts learnt in the course.

Course Outcome:

1. CO1 - Use the methods used to build and grow strong connections with the multiple live sports events in the industry (Cognitive Level: Apply)
2. CO2 – Compose a report. (Cognitive level: Create)

186BSFPV: Final Project & Viva

Course Objectives:

1. To understand the practical application of concepts learnt in the course.

Course Outcome:

1. CO1- Create a Project Report. (Cognitive Level- Create)



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PO CO Mapping Matrix

Semester	Subject	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Semester 1	Fundamentals of Sports & New Age Dynamics	1814BSFSD	*			*		*	
	Leadership Principles in Sports	1815BSLPS	*			*		*	*
	Principles of Management	1811BSPOM	*			*			*



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	Business Economics	1812BSB EC	*			*			
	Business Communication & Soft Skills	1813BSB CS				*	*		
	Basics of Practical Sports Management - I	1816BSBP S		*	*	*	*	*	
Semester 2	Management of Sports Leagues & Teams	1823BSM LT	*			*		*	
	Sports Facilities Planning & Management	1824BSSP F	*			*		*	
	Sports Equipment & Technology Management	1825BSET M	*					*	
	Human Resource Management	1821BSH RM	*			*		*	*
	Marketing Management	1822BSM MT	*			*			
	Basics of Practical Sports Management – II	1826BSBP S		*	*	*	*	*	*
Semester 3	Sports & Entertainment Marketing	1831BSE NT	*			*		*	
	Sports Funding & Financial Management	1832BSSF F	*			*		*	



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	Sports Media , Broadcasting & Journalism	1833BSM BJ	*			*		*	
	PR, Sponsorship & Advertising in Sports	1834BSPS A	*			*			
	Sports Event Management	1835BSSE M	*			*		*	*
	Professional Industry Engagement	1836BSPI E		*	*		*	*	*
Semester 4	Sports Law & Risk Management	1842BSL RM	*					*	
	Global Sports Tourism	1843BSG ST	*			*		*	
	Sports Health & Nutrition	1844BSS HN	*			*			
	Sports Psychology	1845BSPS Y	*			*		*	
	Brand Management	1841BSB MT	*			*		*	
	Work Based Learning Route	1846BSW BL		*	*	*	*	*	*
Semester 5	Media Management	1851BSM ED	*			*			
	Ethics & Governance	1852BSE GV	*					*	



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	International Sports Management	1853BSIS M	*			*		*	
	Sports Training & Tactics	1854BSST T	*			*			*
	Entrepreneurship & Project Management	1855BSEP M	*			*			
	Advanced Practical Sports Management	1856BSA PS		*	*	*	*		*
Semester 6	Management of Adaptive Sports	1861BSM AS	*					*	
	Soft Skills & Personality Development	1862BSSP D				*	*		
	Case Studies	1863BSCS	*		*				
	Sports & allied Industry Research	1864BSIE P	*		*		*	*	*
	Final Project & Viva	186BSFP V		*	*		*		*