



Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE (Autonomous)

Reaccredited by NAAC with 'A' Grade (3rd Cycle) | ISO 9001:2015 Certified

Programme Code: UCSM

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

Programme Objectives

1. To provide intensive theoretical & practical knowledge of management
2. To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical knowhow.
3. To impart understanding of the five stages of Sports Management: research, design, planning, coordination, and evaluation
4. To learn to how to manage time effectively, to manage human resources, venues, spectators etc.
5. To have insight into hiring vendors for sports equipment's, venue management and other resources.
6. To be knowledgeable about risk-management procedures and tactics.
7. To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements.
8. To understand budgeting, pricing, and accounting as they relate to sports management

Semester - I

1. 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 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

Learning Outcome:

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

1. Develop understanding about National/International Sports Organizations.
2. Understand role functioning of various sports bodies and authorities.

2. 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

Learning Outcome

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

1. Implement effective leadership skills

2. Develop critical thinking skills
3. Understand how leadership models are put into practice personally, locally, and globally

3. 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. To understand and learn about the theories of management.

Learning Outcome

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

1. Understand the concepts related to Business.
2. Demonstrate the roles, skills and functions of management.
3. Analyze effective application of POM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
4. Understand the complexities associated with the management of human resources in the organizations and integrate the learning in handling these complexities.

4. 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.

Learning Outcome

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

1. Analyze demand forecasting and estimation.
2. Interpret the market structure and its significance in business.
3. Understand supply and production decisions.

5. 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.

Learning Outcome

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

1. Understand the fundamentals of Business Communication.
2. Learn the basics of Report Writing.

6. 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

Learning Outcome

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

Semester - II

1. 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

Learning Outcome

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

1. Understand regulations with regards to sports
2. Learn sports managerial skills
3. Understand sports management structure

2. 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.

Learning Outcome

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

1. Understand facility management
2. Understand factors relating to facilities and their management
3. Identify the role of an individual, community and several agencies in solving environmental problems
4. Acquire the skills and methods for dealing with environmental problems

3. 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 understand the significance of tagging and its ease in utilization of equipment, maintenance of records and financial analysis

Learning Outcome

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

1. Understand the importance of equipment & technology in sports
2. Learn how Sports equipment management evolved with time
3. Understand advantages and standard of equipment management
4. Understand and identify correct sports equipment management
5. Apply learning of Quality and manufacturing standards of equipment procured

4. Human Resource Management

Course Objectives

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

Learning Outcome

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

1. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness
2. Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices
3. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes
4. Develop, implement, and evaluate employee orientation, training, and development programs

5. Marketing Management

Course Objectives

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

Learning Outcome

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

1. Learn to build strategic and tactical marketing plans
2. Determine strategies for developing new products and services that are consistent with evolving market needs
3. Evaluate the viability of marketing a product or service in an international market or markets.
4. Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

6. 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

Learning Outcome

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

Semester – III

1. 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

Learning Outcome

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

1. Understand sports as a medium of entertainment marketing
2. Learn marketing tactics related to functioning of sports and entertainment marketing them to understand the practices in the ad world.

2. 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

Learning Outcome

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

1. Demonstrate an understanding of the overall role and importance of the finance function
2. Develop knowledge on the allocation, management and funding of financial resources.
3. Enhance ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance

3. Sports Media, Broadcasting & Journalism

Course Objectives

1. To understand the concept of Sports News and Reporting on various platforms
2. To understand the code of conduct followed by a sports journalist.
3. To understand 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.

Learning Outcome

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

1. Understand basic concepts of communication and its role in society
2. Enable the students to understand news values and qualities of reporters

4. PR, Sponsorship & Advertising in Sports

Course Objectives

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

Learning Outcome

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

1. Learn to build good relations with the company's various publics by obtaining favorable publicity, building up a good "corporate image," and handling or heading off unfavorable rumors, stories, and events
2. Learn to maintain long-term relationships with the clients

5. 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

Learning Outcome

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

1. Understand planning and execution of Sports Events
2. Manage an event ethically and professionally.
3. Apply a variety of sound decision-making, conflict resolution, and problem-solving techniques

6. 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

Learning Outcome

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

SEMESTER – IV

1. Sports Law & Risk Management

Course Objectives

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

Learning Outcome

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

1. Identify and recognize the legalities related to Sports
2. Learn about various sports authorities and its functions

2. 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

Learning Outcome

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

1. Display an understanding of the production, implementation and impacts of sports tourism development locally, nationally and internationally

3. Sports Health & Nutrition

Course Objectives

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

Learning Outcome

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

1. Understand the health aspects related to sports
2. Learn to interpret and apply nutrition concepts to evaluate and improve the nutritional health

4. Sports Psychology

Course Objectives

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

Learning Outcome

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

1. Effectively develop and apply health, physical activity, and psychological principles as they relate to human performance
2. Design, conduct, and evaluate research that address psychological questions
3. Demonstrate effective written and oral skills in various formats and for various purposes
4. Explain the major perspectives of psychology (e.g., biological, cognitive, behavioral, sociocultural, etc.)

5. Brand Management

Course Objectives

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

Learning Outcome

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

1. Demonstrate knowledge of the nature and processes of branding and brand management.
2. Evaluate the scope of brand management activity across the overall organizational context and analyze how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
4. Formulate and justify brand development decisions
5. Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

6. 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

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

SEMESTER – V

1. 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.

Learning Outcome

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

1. Learn best practices and tools to design and develop dynamic, rich-media content
2. Understand budgeting, planning and professional presentation of a complex interactive media project
3. Understand the concept of Print Media
4. Understand the concept of Broadcast Media

2. 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 organizations.
5. To make the students study the ethical business practices, CSR and Corporate Governance practiced by various organizations

Learning Outcome

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

1. Understand the importance of corporate and professional responsibility and ethical behavior
2. Ability to write and debate about aspects of business ethics and corporate governance in a manner that is analytical, logical and critical
3. Understand key legal and regulatory obligations imposed on corporations

3. International Sports Management

Course Objectives

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

Learning Outcome

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

1. Understand Sports from a Global perspective
2. Understand the structure and governance of sport in United States
3. Understand about European Sport Law
4. Understand the structure of international sport
5. Understand the role of governing bodies in the governance of international sports

4. 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.

Learning Outcome

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

1. Understand sports training
2. Learn to achieve maximum individual or team efficiency in a selected sports discipline limited by rules
3. Understand the concept of sports training
4. Understand the conditional ability of strength, speed & endurance in detail.
5. Understand the concept of motor ability, coordinative ability, flexibility in sports.
6. Understand the concept of tactical & technical training and the preparation required for it
7. Recognize the benefits and modes of fitness

5. 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

Learning Outcome

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

1. Understanding basic concepts in the area of entrepreneurship
2. Learn different types of leadership
3. Understand function of the project and its relationship to surrounding organizations.

6. 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

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

SEMESTER VI

1. Management of Adaptive Sports

Course Objectives

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

Learning Outcome

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

1. Learn about types of disabilities.
2. Learn more about Paralympics.

2. 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

Learning Outcome

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

1. Demonstrate an increased self-awareness and personal understanding
2. Create a blue print for their personal and professional successes and set measurable goals
3. Identify and demonstrate key leadership skills, characteristics and styles of an effective leader
4. Select the best approach for making decisions

3. Case Studies

Course Objectives:

1. Apply a structured problem-solving process to real business situations in the hospitality industry.
2. Assess industry profitability and overall company success through the analysis of cases.
3. Identify which drivers make the greatest contribution to the company's business outcomes and overall success.
4. Demonstrate the ability to provide analysis and recommendations in the form of a written case report.

Learning Outcomes

After successful completion of the course the learner will be able to analyze and integrate the various disciplines of Sports Management industry.

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

4. Sports & allied Industry Research

Course Objectives:

To acquaint the students with practical ground requirements of Sports management.

Learning Outcome:

After successful completion of the course the learner will be able to demonstrate better understanding of the theoretical concepts applicable in the sports events.

5. Final Project & Viva

Course Objective:

To expose students to various fields of sports management.

Learning Outcome:

After successful completion of the course the learner will be able to develop the academic and business knowledge and skills that will make the learner competitive in seeking employment or establishing careers.



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PRINCIPAL.
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