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**Chairman
Expert Committee
Bachelor of Sports Management (BSM)**

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Concept Note

The domain of sports management today encompasses various functions such as sports administration and planning, event management, sports negotiations and compliance, sports communication, management of elite athletes, sports academies, facility management, and sports marketing management etc. Sport managers today need a broad knowledge base to understand the various issues facing sport organizations and federations.

The outlook of BSM programme is to generate rigorous and relevant knowledge and provide high quality education in order to prepare sport administrators and managers to satisfy the needs and expectations of the sports industry. The understanding should enable them to solve the problems arising in the industry and carve a niche for themselves in this growing sector in India. With a global rise in the Sports industry, candidates will be prepared to build their expertise in choosing a career in sports in India as well as globally.

Rationale

Sporting Industry in India has been growing by leaps and bounds ever since the inception of league-based competitions and their growing popularity. The past decade has been quite fruitful for the Indian sports scene. The emergence of multiple sporting leagues in different sports in India has opened up a world of possibilities and has widened the previously miniscule scope of activities. In addition to Indian athletes faring increasingly well in global sporting competitions, the sports industry has also seen a massive influx of professionals that work behind the scenes. Sports management degree offers a chance to work with not only professional, national level, international level and Olympic athletes but also amateur athletes and sports enthusiasts. Sports organizations require popular models of financial, operational, and market outreach support as do any other businesses, which means the skills required to do those jobs in other fields can be applied here also.

As sports have been gaining much limelight, the field of Bachelors of Sports Management (BSM) will generate a lot of prominence. It lays ground for candidates to make their career in the area of sports and its different fields. One of the main goals of the program is to show the students a pathway to make their career in sports, aiding them to polish their proficiency in the chosen field and to help them in becoming professionals in managing sports from the business point of view.

BSM programme will provide a multidisciplinary approach to sports management education and offer an innovative, interdisciplinary curriculum that blends a classic sport focused education with professional development, networking, and skills in areas such as sports finance, sports law, sports marketing, sports operations & merchandising and sports events. The programme aim to

provide participants with a complete understanding of sports management, together with tools to further develop their career, higher learning and leadership.

Major Highlights

Bachelors of Sports Management will offer students exposure to the various dimensions involved in Sports as a business. The course illustrates the study of planning, supervising and conducting sports activities in international and national grounds. They are rendered with the general understanding and training for polishing their interpersonal skills, organizing events and entrepreneurship skills.

The course will make the students agile to unfurl growing prospects in the sports sector as well as gain an in-depth understanding of the business surrounding it. They will be introduced to subjects like marketing, arranging events, promotion of sports events, basic knowledge related to Sports Sciences, Sponsoring sports events, rules, and concepts of Training, etc. making the students proficient enough to opt for Masters in Sports Management and Ph.D. in the same or associated fields. They will also be skilled in other areas such as preparing presentation, writing and oral skills giving them a professional outlook towards the profession they take up.

Bachelors of Sports Management (BSM) curriculum is divided into theory and experiential learning. The theoretical part includes classroom lectures, presentations, report writings building on student's research and data analyzing abilities. On the other hand, students are given an intrinsic view of the subjects through projects generated on topics as suggested by the faculty. The curriculum also includes seminars, guest lectures by experts in sports field as well as industrial visits. By the successful completion of the program, Students will have gained a comprehensive knowledge of the multi-dimensional importance of sports acquainting them with the PR, managing contemporary sports issues, and about entrepreneurship.

Objectives of the Course:

- To understand the structure, goal, and resources of sports organisations.
- To learn how to define a vision and a mission statement for a given sporting organisation, and to know the methodology and tools to elaborate and implement a strategic plan.
- To understand the management aspects of a sport club/organisation and to identify the key issues faced by managers
- To become familiar with financial statements, ratios analysis, and performance evaluation techniques.
- To have a hands-on experience in establishing a sports marketing plan and be able to make strategic sports marketing decisions adaptable to every situation.

- To understand how to create value through the different revenue streams of global sport events and international sport organisations (including TV, new media, sponsorship, ticketing, hospitality, merchandising and licensing).
- To understand how to manage human relationships at work, especially with a mixed workforce, and to improve the quality of personal decision-making in order to foster organizational performance
- To understand how digital media can support traditional marketing and branding initiatives and to identify the various factors that need to be taken into consideration when preparing an effective digital media strategy.
- To learn how to measure and optimise internet marketing activities, including social media
- To understand the importance of using traditional and digital communication in order to engage with the general public and stakeholders.
- To understand the business of sport and athlete management.
- To understand the growth and development of an athletic career.
- Identify principles of interpersonal communication, mass communication, and interaction with the public, particularly as they relate to the sport agency.
- Demonstrate understanding of economic principles of sports.
- Identify agencies, their authority, organizational structure, and functions involved with sports activities.

Organizational Design

Bachelor of Sports Management (BSM) will be a three year Under Graduate degree program offered by the Department of Physical Education under the Faculty of Social Science. This program gives a total insight to the stakeholders about the various aspects of amateur and professional sports management. The program gives an insight about the various aspects of sports governance, policies, financial management of sports, marketing of sports, organizational behaviour, technologies in sports and all other essential concepts which prepares an able sports manager. The program will consist of theory as well as practical sessions on sports management, industrial visits, internships, project based learning, research

Program with Intake

BSM will be three year under graduate degree program under Choice Based Credit System (CBCS) offered in regular stream in the affiliated Colleges of Mahatma Gandhi University, Kottayam. Any student successfully completing the plus two (10+2 scheme), irrespective of any stream will be

eligible to seek admission to the program. The number of intakes may vary according to the Colleges offering the degree program.

Courses of Study

1. English –I
2. English –II
3. Economics of Sports
4. Sociology of sports
5. Principles & Practices of Sports Management
6. Introduction to Sports Sciences
7. Operations Management in Sports-I
8. Operations Management in Sports -II
9. Human Resource Management in Sports
10. Fundamentals of Sports Marketing
11. Sports Governance & Policies
12. Organisational Behaviour in Sports
13. Finance & Accounting for Sports
14. Digital Marketing in Sports
15. Research Methodology & Statistics
16. Environmental Studies & Human Rights
17. Data Analytics in Sports
18. Scouting & Athlete Management
19. Strategic Management of Sports Facilities
20. Technology in Sports & Emerging Trends
21. Soft Skill Development/ Personality Development/ Professional Skill Development/
Business Communication
22. Sport Event Management
23. Sports Law & Ethics
24. Sports Media & Public Relation
25. Fitness Management
26. Project/ Dissertation

27. *Summer Training Report- I*
28. *Summer Training Report-II*

Type of courses

Six Semester spread over three consecutive years.

Common course I	-	2 Papers
Common Course III	-	1 Paper
Complementary Course	-	4 Papers
Open Elective	-	1 Paper
Core Course	-	18 Papers including the Project/ Dissertation

Sl.No	Type of Course	Total Courses	Total Credits
1	Common Course - I	2	8
2	Common Course - III	1	4
3	Complementary Courses	4	16
4	Core Courses (Including Project/Dissertation)	18	88
5	Open Elective	1	4
	TOTAL	26	120

Faculty

This inter disciplinary program will be offered by the Department of Physical Education of the affiliated colleges under the Faculty of Social Sciences.

Additional Requirements

The students undergoing this program needs to attend a minimum of two industrial visits, internship with companies in the related field for a minimum duration of three months, actively participate in the conduct and management of the sports related projects, participate in physical activity training program, a ten day leadership training program planned and coordinated by the department of the affiliated colleges.

Other Academic Activity

- Hands on experience in the conduct of Intramural programs, management of health clubs, sports academies and amateur sports competitions.
- Invited lectures by the Industry experts
- Submit the summer training activity report carried out at the end of II and IV semester.
- Submit the detail project report at the end of VI semester.

Admission Procedure

- Admissions to the Undergraduate programmes in the affiliated colleges are effected through Centralised Allotment Process (CAP) adhering to all the norms of merit cum means laid down by the Mahatma Gandhi University, Kottayam.

Eligibility Criteria

- **Eligibility criteria for admissions into Bachelor of Sports Management (BSM)**
- Candidate shall be required to have passed Plus Two or equivalent examination or an examination recognized as equivalent thereto by Mahatma Gandhi University.
- Applicant should not have any medical, physical or mental disability which prevents him/her from actively taking part in physical activities.

Bonus Marks

- The Bonus Marks will be awarded as follows:
- 1. Bonus of 15 marks shall be awarded to applicants with sports participation certificate of at least Revenue district level competition at 'Plus Two Level' for admission to Bachelor of Sports Management (BSM).
- 2. Bonus of 15 marks shall be awarded to applicants with NCC or NSS Certificates at 'Plus Two Level' for admission to BSM. In respect of NCC candidates, the bonus marks will be awarded on the basis of NCC Certificates signed by the Director and issued by the Directorate of NCC to candidates who have secured at least 75% attendance after having participated in its activities during the programme of study immediately preceding the programme for which admission is sought. An additional bonus mark of 5 to 'B' Certificate holders in proof of their high proficiency.
- 3. In respect of NSS candidates, the bonus marks will be awarded on the basis of NSS Certificates issued by the competent authority.
- 4. Bonus of 15 marks shall be awarded to the Ex-servicemen applicants and widows and children of Jawans and Ex-servicemen seeking admission to the Degree Programmes. Applicants to this category should invariably produce along with the application form an attested copy of certificate issued not earlier than six months from the last date of submission of application from the military authorities or state/Zilla Sainik Welfare Officer to the effect that he/she is the son/daughter of an ex-service man or an ex service man himself/herself.
- The benefit of bonus marks can be scored by a candidate only under one category i.e., either Sports, NSS or NCC. Bonus marks shall be added only if the candidate has obtained the prescribed minimum qualifying marks in the qualifying examination while calculating the index marks.
- Handicap Mark/s shall not be deemed as marks awarded for physical/mental disability of any kind of the applicant concerned. Handicap mark is the mark deducted from the marks of an applicant on account of acquiring the eligible qualifications in subsequent chances following the regular chance in which he or she ought to have acquired the eligible qualification.
- Indexing of Marks- Marks obtained in Part III of qualifying examination less handicap marks plus bonus marks if any with 50% quota for Science Group and 50% quota for Arts and Commerce Group and if not filled up from one quota the rest can be filled from other quota.

Project Report, Industrial Training Report and Study Tour Report

For successfully completing the BSM programme each student has to submit Project Report, Study Tour Report and Industrial Training Report. Industrial Training Report - Students shall be required to undergo six to eight weeks of practical training during the sixth semester in any sports related organization (Academies/Clubs/Retail outlets/Professional teams/Events) duly approved by the Head of the Institution / Department. They shall be required to submit a comprehensive training report before the end of VI semester. The report will have an internal evaluation. Summer Training report- Students shall be required to undergo four to six weeks of practical training during the summer break after the end of second and fourth semester in any sports related organization (Academies/Clubs/Retail outlets/Professional teams/Events) duly approved by the head of the Institution / Department. They shall be required to submit a comprehensive training report before the beginning of III and V semester respectively. The report will have internal evaluation only. Study Tour Report/ Case Study Report Students are also necessary to participate in the national tour conducted by the Department or to do a case study of any sports facility in Kerala with the prior approval of the Head of the Institution. The tour programme should be for a period of up to a maximum of two weeks covering important destinations. A tour report will have internal evaluation only. Project - All students are to do a project in the area of core course as a group consisting a maximum of five students. The projects are to be identified during the V semester of the programme with the help of the supervising teacher. The report of the project in duplicate is to be submitted to the department at the end of 6th semester and are to be produced before the examiners appointed by the University. External project evaluation and Viva / Presentation are compulsory and will be conducted at the end of the programme during the VI semester.

SCHEME FOR BACHELOR OF SPORTS MANAGEMENT (BSM)

Sem	Category	Course Title	Contact Hours	Credit	Internal Evaluation	External Evaluation
Semester - I	Common Course -I	English -I	5	4	20	80
	Complimentary	Economics of Sports	5	4	20	80
	Core	Sociology of Sports	5	4	20	80
	Core	Principles and Practices of Sports Management	5	4	20	80
	Core	Fundamentals of Sports Sciences	5	4	20	80
Semester -II	Common Course -I	English –II	5	4	20	80
	Complimentary	Fitness Management	5	4	20	80
	Core	Human Resource Management in Sports	5	4	20	80
	Core	Fundamentals of Sports Marketing	5	4	20	80
	Core	Sports Governance & Policies	5	4	20	80
<i>Summer Training Report</i>						
Semester- III	Core	Organisational Behaviour in Sports	5	4	20	80
	Complimentary	Operations Management in Sports -I	5	4	20	80
	Core	Finance & Accounting for Sports	5	4	20	80
	Core	Sports Marketing Strategy	5	4	20	80
	Core	Research Methodology & Statistics	5	4	20	80
Semester - IV	Common Course -III	Environmental Studies	5	4	20	80
	Core	Data Analytics in Sports	5	4	20	80

	Core	Scouting & Athlete Management	5	4	20	80
	Core	Strategic Management of Sports Facilities	5	4	20	80
	Core	Operations Management in Sports - II	5	4	20	80
<i>Summer Training Report</i>						
Semester - V	Common Elective	Soft skill development/ personality development/ professional skill development/ Business communication	5	4	20	80
	Core	Sport Event Management	5	4	20	80
	Core	Sports Law and Ethics	5	4	20	80
	Core	Sports Media & Public Relation	5	4	20	80
	Core	Technology in Sports and Emerging Trends	5	4	20	80
Semester - VI	Core	Project/ Dissertation	25	20	20	80

Detailed Syllabus

SEMESTER – I

Common Course – I English (As per University Syllabus)

Economics of Sports

Learning Objectives:

- To examine current issues and debates in sports economics.
- To learn about the functioning of prediction markets of sports and their strengths and weaknesses.
- To help students develop an effective style for writing research papers in sports economics.
- To learn the demand for sports, the market power of teams
- To discuss the intuition behind the most common used in applied economics of sports.
- To discuss the role of sports leagues and league structure in professional sport
- To discuss how government actions affect economics of sports performance and how economic interests in sports influence government decisions.

Learning Outcomes:

- After taking this course, you should be able to:
- Analyze the demand for sports, the market power of teams, the use of price discrimination and the establishment of anti-trust laws in sports.
- Understand the role of sports leagues and league structure in professional sports.
- Describe and compare the tools that are used to promote competitive balance.
- Evaluate whether professional sports teams create economic benefits to justify government subsidies.
- Identify the costs and benefits of intercollegiate sports to a university, and explain why colleges might want to support athletics even if they are not profitable.

Module –I Introduction to Sports Economics

Unit 1- Understanding concept of Sports Economics

Unit 2- Linkage between Sports and Economics

Unit 3- Scope of sports economics- Emerging sub areas in the branch

Unit 4- Economic Methodology- Economic Models.

Unit 5- Economic organization of Sport, Economics of Mega Sporting Events

Module –II Basic Economic concepts

Unit 1- Demand and its determinants, Laws of Demand, Demand Curve, Exceptions to the law

Unit 2- - Elasticity of Demand, supply and its determinants, Law of supply side, Supply curve, Elasticity of Supply side

Unit 3- Market structure, Market Equilibrium, Types of Market.

Unit 4- Pricing ceiling, concept of revenue and costs, Theory of firm,

Unit 5- concepts of utility, consumer behavior.

Module –III Economics of Sports Participation

Unit 1- A general economic model of sports consumption. Dual decision hypothesis- Income, Leisure trade off

Unit 2- Derived demand for sports- An integrated framework for consumer choice

Unit 3- Structure of Supply of participant, public sector provisioning

Unit 4- The Economic rationale of Public Policy: Economic Efficiency in Equity.

Unit 5- The private sector- Market structure in pricing- informal participation

Module IV The Market for Professional Sports

Unit 1- The transition to professionalism- sports competition as Economic content (contest/tournament theory)

Unit 2- Foundations of the Analysis of the professional team sports

Unit 3 – The peculiar Economics of sports

Unit 4- The league as Natural Monopoly or cartel

Unit5 – The Indian and International experience of Leagues

Module –V Sports Industry in India

Unit 1- Growth of Sports Industry in India.

Unit 2- Expenditure and Income share in Union Budget

Unit 3- Sports Infrastructure

Unit 4- Employment Generation

Unit 5 – Emergence of new sporting leagues

Book:

- Sports Economics by Paul Downward, Alistair Dawson, Trudo Dejonghe
- The Economics of Sports by Michael A Leeds, Peter Von, Victor

Fundamentals of Sports Science

Learning Objectives:

- The main objectives of the course are to:
- To discuss the subject matters in exercise physiology, biomechanics, and sports psychology.
- To learn how sub-disciplines of sports science are inter-related and will influence how the human body moves in different contexts
- Helps the students get an idea about the science of natural laws and forces affect the body in sports movement and performance in the area of biomechanics
- Helps the students the concepts of self-efficacy, factors affecting anxiety and stress; motivation and; exercise psychology in the area of sports psychology

Learning Outcomes:

- After completion of the course students will be able to:
- Define, distinguish, and assess physiological aspects relevant to the effect of exercise on human functioning and performance.
- Have a brief understanding of theoretical foundation of the physiological, biomechanical and other sciences that influence human performance in athletic settings.
- Have an understanding of various sciences related to the sports coaching and performance.
- Demonstrate the basics of science related to injuries management in game situation

Module 1 History and Development of Sports Science

Unit 1 - History of Sports Science

Unit 2 - Understanding of terminologies

Unit 3 - Sport as a Science

Unit 4 - Emergence of Sports Science

Unit 5 – Recent developments

Module 2 Introduction to Exercise Science

Unit 1 – Kinanthropometry,

Unit 2 – Basic Anatomy

Unit 3 – Physiology

Unit 4 – Exercise Biochemistry

Unit 5 – Sports Training

Module 3 Understanding of Sports Sciences

Unit 1 – Exercise Physiology

Unit 2 – Sports Biomechanics

Unit 3 – Sports Psychology

Unit 4 – Sports Nutrition

Unit 5 – Sports Analytics

Module 4 Introduction to Sports Medicine & allied science

Unit 1 – Introduction to Sports Medicine

Unit 2 – Scope of Sports Medicine,

Unit 3 – Athlete Safety

Unit 4 – Strength & conditioning

Unit 5 – Sports Physiotherapy

Module 5 Gaining the Extra Edge

Unit 1 – Significance of Sports Science

Unit 2 – Application in indoor sport

Unit 3 – Application in outdoor sport

Unit 4 – Scientific team behind elite performance

Unit 5 – Sports Hacks

Books reference:

1. Sports Science; A complete introduction; by Simon Rea
2. Sport and Exercise Science: An introduction, by Murray Griffin.
3. Basic Anatomy and Physiology of Exercise, by Piyush Jain
4. M.L.Kamlesh, Psychology in Physical Education & Sports, Metropolitan book Co. New Delhi 1998.

Principles and Practice of Management in Sports

Objectives of the Course:

- The main objectives of the course are to:
- To understand working knowledge and understanding of Sports Management
- Identify several different setting for sports managers
- Develop an understanding of how sports management influences professional, intercollegiate, inter scholastic and youth community sports.
- To lean organization structure
- To gain the knowledge of activities management
- To develop a qualities like organising and programme management

Learning Outcomes:

- Define sport management and discuss its international significance
- Understand concepts associated with sport, management and Sport Management
- Describe the nature and scope of professional opportunities within the field and explain the functions performed by sports managers
- Explain the importance of developing a professional perspective
- Demonstrate an understanding of various theories as they apply to management, leadership and organizational behaviour
- Identify and evaluate major challenges confronting the sport industry.

Syllabus Content:

Module 1: Introduction to Management

Unit 1: Nature and concept of Management – Definition, Scope of management

Unit 2: History and Evolution of Management- Scientific Management to Contemporary Management

Unit 3: Qualities of a good manager

Unit 4: Nature and concept of Sports Management – Definition, Scope,

Unit 5: Role of a sports manager.

Module 2: Functions of Management – Planning

Unit 1: Planning – Definition, Scope of Planning, Purpose of Planning.

Unit 2: Advantages and disadvantages of planning, Types of Plans, MBO concept

Unit 3: Planning process, Environment Analysis

Unit 4: Introduction to Sports Industry – Analysis of Sports Industry

Unit 5: Planning in Sports

Module 3: Functions of Management – Organizing

Unit 1: Fundamentals of Organizing, Organization

Unit 2: Departmentalization – types, advantages and disadvantages

Unit 3: Specialization, Formalization, traditional and modern organization structures, span of control

Unit 4: Coordinating organizational departments, tools of coordination- meeting, committee, supervision, liasoning. Resource allocation

Unit 5: Types of organizations associated with various sports such as football clubs, athletic organizations, cricketing organizations, and challenges in organizing games.

Module 4: Leading

Unit 1: Meaning and Definition of Leadership

Unit 2: Theories of Leadership – Trait Theories, Behavioral Theories, Managerial Grid, Path-Goal Theory, Contemporary Leadership Theories.

Unit 3: Qualities of a good leader. Leadership Styles.

Unit 4: Directing, Tools for effective direction,

Unit 5: Sports leadership- best practices and challenges, Motivation – theory and practice.

Governance of sports.

Module 5: Functions of Management: Controlling and people management

Unit 1: Controlling function – definition, types of control

Unit 2: Control techniques – Budgets, Reporting, Managing Finance

Unit 3: Managing people in sports, Sports Celebrity management,

Unit 4: Basics of human resources management – recruiting and staffing, talent management

Unit 5: Management career in sports – various management roles in sports industry.

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1. Essentials of Management - An International, Innovation and Leadership Perspective | 11th Edition. (2020). (Harold Koontz, Heinz Wehrich, Mark V. Cannice.): McGraw-Hill Education.
2. Principles and Practice of Sport Management. (2011), Lisa Pike Masteralexis, Mary A. Hums, Carol A. Barr. United States: Jones & Bartlett Learning.
3. Esherick, C., Baker, R. E. (2013). Fundamentals of Sport Management. United Kingdom: Human Kinetics.
4. Sports Management. (2020). (Dr. Goraksha Vitthalrao Pargaonkar.): Friends Publications (India).

Sports Sociology

Learning Objectives of the Course:

The main objectives of the course are to:

- To understand the historical, social and cultural development of sport over time
- Make the students understand the development of sport over time in order to enhance their abilities to analyze processes in modern sport
- Encourage students to use critical thinking in order to understand sports and physical activities in the context of society, beyond performance, results, and competition.
- Provide the students the necessary tools that will help them make informed choices about sports, sports participation and administration in the communities and environments they work in.
- To understand how social issues such as gender, race, religion, politics, ethnicity, drugs, and violence in sport affect the society.
- To introduce you to sociological concepts and theories used to study sport as a social institution

Learning Outcomes:

After completion of the course students will be able to:

- Understand the historical, social and cultural development of sport over time
- Understand sports and physical activities as social and cultural phenomena
- Use basic sociological theories and concepts in order to examine how sports influences human social life and the various meanings sports takes depending on space and time.
- Understand the relationship between sports and several social issues and ideologies, such as, deviance, violence, social class, race, gender, etc.
- Understand the relationship between sports and other social institutions and spheres of social and cultural life, such as, family, education, media, politics, etc.

Syllabus Content:

Module 1 – Introduction to Sport and Sociology

Unit 1 - Meaning and definition of Sport, Society, Sociology and socialisation

Unit 2 - Sports Development over Time and in Societies –Historical, Cultural and Social Perspective (History of Sports at Social context)

Unit 3 - Social Institution and Social Stratification, Sports, Socialization and Family

Unit 4 - A Historical Overview of Sports, Evolutionary Processes of Modern Sports, Relation between Physical Education and Sports Classical theories of play.

Unit 5- Transition from Endurance Predators to Farmers: The Birth of Civilizations, Ancient Sporting Festivals, Monuments to Sporting Spectacles

Module 2 – Groups and Organizations

Unit 1 - Introduction to groups and Organizations –Types of groups

Unit 2 – Size of groups and structure

Unit 3 –Formal Organization

Unit 4 - Groups and Cohesion

Unit 5- History of Modern Sports and other Forms of Organized Physical Activity

Module – 3 - Social functions of sports

Unit 1 – Sports, Education, and Youth

Unit 2 - Emotions and Sports

Unit 3 -Sports and National Identity

Unit 4 - Sport, Education, social mobility and Globalization

Unit 5- Globalization of Modern Sport, the Golden Age of Modern Sport

Module – 4- Social Theories of Sports

Unit 1 - Introduction to sociological theories of sport in modern society”

Unit 2 – Application of social theories in sport settings

Unit 3 - Social Theory and Social Change

Unit 4- Social Class and Leisure Leisure Styles and Lifestyles Forms of Leisure,

Unit 5- Rise of International Sport Worlds: Olympics, World Cup, and Other Competitions

Module-5 - Gender, Race, Ethnicity and Sport

Unit 1 – Historical Developments and Gendering of Sports

Unit 2- Sports, Gender, Power and Physicality

Unit 3- Women and sports

Unit 4 - Sport and Race as Social phenomenon, Sport and Race today, Racial Discrimination in Sports

Unit-5 - Rise of Sports culture and influence on nation development

Books reference:

Sports Sociology by Peter Craig, Paul Beedie, Sage Publications ltd

Sports Sociology by Dr.B.J. Srinivasaraju

Sports, Race, Ethnicity and identity: Building Global Understanding –Daryl Adair – 2014

Sociology of Sport – An Introduction by edited by D. Stanley Eitzen-2015

Ball, D. W. & Loy, J.W. (1975). Sport and social order; Contribution to the sociology of sport. London: Addison Wesley Publishing Co., Inc.

The Social Significance of Sport- An Introduction to the Sociology Of Sport, McPherson,B.D, Curtis, J.E. Loy, J.W ,Human Kinetics Books.ISBN 0-87322-235-0,1989

SEMESTER – II

Common Course –I Paper _II English (As per University Syllabus)

Fitness Management

Learning Objective

- To know the basics of fitness
- To know the significance of health screening before exercising
- To be able to prescribe Exercise
- To know about stress and its aftermaths in a professional athlete

Learning Outcome

- Concrete understanding about fitness components
- Attains the competency to execute health screening
- Achieve expertise in prescribing exercise
- Understands the role of fitness in injury prevention and management.
- Develops stress coping strategy for professional athletes

Module 1 Introduction to Fitness

Unit 1- Concept of fitness

Unit 2- Scope of fitness trainer

Unit 3- Components of physical fitness (health and performance related)

Unit 4- Activities for fitness

Unit 5- Influence of environmental condition on fitness (heat, cold, altitude, Pollution)

Module 2 Health screening of clients

Unit 1- Past medical history

Unit 2- Physical examination of heart, blood pressure

Unit 3- Laboratory tests

Unit 4- Risk classification

Unit 5- Client preparation

Module 3 Evaluating Fitness components and Exercise prescriptions

Unit 1- Cardiovascular fitness assessment and prescription

Unit 2- Muscular strength assessment and prescription

Unit 3- Muscular endurance assessment and prescription

Unit 4- Flexibility assessment and prescription

Unit 5- Body composition assessment and prescription

Module 4 – Executing Exercise

Unit 1- Exercise intensities

Unit 2- Duration of exercise

Unit 3- Fitness balance

Unit 4- Professional responsibilities towards clients

Unit 5- Code of ethics

Module 5 Performance enhancement and retention

Unit 1- Injury prevention and rehabilitation

Unit 2- Cardio vascular risk reduction

Unit 3- Weight management

Unit 4 -Stress assessment

Unit 5 -Relaxation Techniques

Books:

- A wholistic approach to wellness. ACSM's Health and fitness Journal, Springer Publishing company, New York
- Werner W.K. Hoeger, Lifetime physical fitness and wellness, A personalized Program, 2nd Edition, Morton Publishing Company.
- Lippincott Williams & Wilkins. (2014). ACSM'S manual for Guidelines for Exercise testing and prescription, Seventh Edition, Human Kinetics.
- Michael Kellmann. (2002). Enhancing recovery, Preventing under performance in athletes, Human kinetics.

Fundamentals of Sports Marketing

Objectives of the course:

- To develop a broad definition of sports marketing and the marketing concept
- To understand the evolution of sports marketing into a global business
- To identify and assess the role of sports in marketing and professional sports
- To identify the changing role of the consumer
- To identify characteristics related to sports marketing promotion mix and recommend promotional strategies for the marketing of sports organizations
- To Identify the ethical challenges associated with the application of the marketing programs
- To Understand the basic contents and structure of a sports marketing plan

Learning Outcomes:

After completion of the course students will be able to:

- Understand the sports marketing environment and trends influencing marketers.
- Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings.
- Able identify and use or implement the marketing research resources necessary to successfully evaluate the viability of a target market segment or any other aspect of the marketing mix
- Able to understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting

Module I

Unit 1: Introduction to Marketing, Definition, evolution of marketing concept – production concept, product concept selling concept, marketing concept, holistic marketing concept.

Unit 2 : Introduction to relationship marketing, Concept of customer lifetime value, customer database marketing and CRM.

Unit 3: Marketing and society.

Unit 4 -Experiential economy and experiential marketing. What is marketed?

Unit 5: Core marketing concepts- needs wants desire, demand, concept of market, marketing environment- marketing mix

Module II

Unit 1: Introduction to marketing research, marketing research process,

Unit 2: Fundamentals of quantitative and qualitative research. Introduction to survey method, Interview, Focus Group. Types of qualitative research methods like TAT, Sentence completion tests.

Unit 3: Demand forecasting, Measures of market demand

Unit 4 : Consumer behavior- Influencing factors, Consumer- buying decision process

Unit 5 : Analyzing business markets – Difference between consumer markets and business markets.

Module III

Unit 1: Introduction to Products- Customer Value- Product classifications- levels of product

Unit 2: Introduction to service- key service characteristics, service marketing mix

Unit 3: Product lifecycle-marketing strategies in various PLC stages. Brand- what is a brand-role and scope of branding- brand elements-branding decisions

Unit 4: Pricing- How companies price-setting the price-estimating costs- adapting the price, geographical pricing, price discounts, promotional pricing.

Unit 5: Marketing Channels – Role and functions of marketing channels, Channel functions, Channel levels, Managing channels.

Module IV

Unit 1: Integrated marketing communication- concept, communication process.

Unit 2: Marketing Communication mix – Advertising, Sales Promotion

Unit 3: Marketing Communication mix – Direct Marketing, Personal Selling

Unit 4: Introduction to digital marketing, Social Media – types, characteristics, traditional media vs digital media.

Unit 5: Social media marketing- marketing through Facebook, Twitter, Instagram. Search Engine Marketing basics- Fundamentals of Search Engine Optimization.

Module V

Unit 1: New product development process- challenges in new product development.

Unit 2: Designing sports products. Market testing and test marketing.

Unit 3: Managing sports products and brand-building,

Unit 4: Understanding sports distribution and media promotion mix for sports events. Understanding fans and consumption of sports.

Unit 5: Sports sector in India and around the world. Globalization of sports product.

References

Kotler, P., Armstrong, G. (2016). Principles of Marketing, Global Edition. Germany: Pearson Education Limited.

Sports Marketing: A Global Approach to Theory and Practice. (2020). (Sean Ennis.): Springer International Publishing.

Lyberger, M. R., Shank, M. D. (2014). Sports Marketing: A Strategic Perspective, 5th Edition. United Kingdom: Taylor & Francis.

Human Resource Management in Sports

Learning Objectives:

- To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
- To help the students focus on and analyse the issues and strategies required to select and develop manpower resources
- To develop relevant skills necessary for application in HR related issues
- To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

Learning Outcome:

- Understand the concept of human resource management and to understand its relevance in organizations.
- Acquire necessary skill set for application of various HR issues.
- Analyze the strategic issues and strategies required to select and develop manpower resources.
- Able to integrate the knowledge of HR concepts to take correct business decisions.

Module 1 – Introduction to Human Resource Management

Unit 1 – Meaning, Nature, Scope of HRM, Personal Management vs HRM

Unit 2 – Importance of HRM, Functions of HRM

Unit 3 – Structure and Function of HR Manager, Role of Line Managers in Managing Human Resources.

Unit 4 – Organization of HRM Department

Unit 5 – Qualities and qualifications of HR Manager

Module II – Recruitment and Selection

Unit 1 – Human Resource Planning Meaning, Objectives and Benefits of Human resource planning

Unit 2 – Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, and HR Policy.

Unit 3 – Job analysis – Job description and Job specification - Job design for HR in sport

Unit 4 – Recruitment – Methods of recruitment, factors affecting recruitment, Employee Tests, Types of test – Interview, Types

Unit 5 – Selection – Meaning and definition, Procedure – Steps in selection

Module III – Training and Development

Unit 1 – Employee Orientation

Unit 2 – Training – ADDIE Training Process – Training Need Analysis (TNA)

Unit 3 – Designing a Training Programme – An Overview of Types of Training – Evaluation of Training Programmes

Unit 4 – Performance Appraisal Process – Techniques for Appraising Performance

Unit 5 - Performance Management – Elements – Career Planning – Employee Life Cycle Management; Promotion, Transfer & Retirement - Strategies for Career success in sports.

Module IV - Compensation Management

Unit 1 - Compensation – Factors Determining Pay Rates

Unit 2 - Job Evaluation Methods – Ranking, Job Classification, Point Method, Computerized Job Evaluation

Unit 3 – Market Competitive Pay Plan – Pricing Managerial & Professional Jobs – Broadbanding

Unit 4 - Brief Outline of Employee Incentives & Recognition Programmes

Unit 5 – Statutory & Non-Statutory Benefits – Insurance & Retirement benefits.

Module V - Employee Relations

Unit 1 - Meaning of Employee Relations – Industrial Relations

Unit 2 - Industrial Disputes – Causes, Forms of Industrial Disputes

Unit 3 - Preventive Machinery – Collective Bargaining

Unit 4 - Trade Unions – Objectives, Functions – Employee Welfare

Unit 5 - Grievances Handling & Employee Discipline – Grievance Procedure – Disciplinary Procedure

Suggested Readings:

- Chelladurai, P. (2006). Human resource management in sport and recreation (2nd Ed.). Champaign: Human Kinetics.
- Aswathappa K. – Human Resources Management: Text & Cases – Tata McGraw Hill
- V.S.P. Rao – Human Resources Management: Text & Cases – Excel Books

Sports Governance and Policies

Learning Objectives:

- To learn about governing bodies in professional and amateur sport
- To understand the organizational structure of a variety of sport governing bodies
- To know the authority and functions of various sport governing bodies
- To understand the requirements for membership in sport governing bodies
- To learn the sanction and appeal processes utilized by sport governing bodies.

Learning Outcomes:

- Understand, identify and contextualise the principles of governance and how an organisation develops strategic goals as part of a robust system of governance that fits the particular circumstances of the applicable sport
- Identify the broad conceptual principles of governance and policy development and how those principles might be applied on an operational level
- Critically evaluate the mechanisms and benchmarks an organisation and its board can utilise as part of its organisational structure to ensure best practice
- Demonstrate a critical understanding of policy development, implementation and methods for monitoring and assessing policy effectiveness
- Identify the steps involved in policy development for sporting organisations including how the board of an organisation complies with its legal and regulatory obligations and ultimately ensures that it is acting in the best interests of the organisation members.

Module -I Foundations of Governance and Authority

UNIT-1: Sports organization (National & International) - Definition of Sports Organization, Understanding the constitution of various organization.

UNIT-2: Election & Nominations of Representatives to sports organisations.

UNIT-3: Understanding Organization Goals & effectiveness, Authority and Governance, Basic Legal Principles

UNIT-4: Board Governance and Policy Development in Sport Organizations

UNIT-5: Global Sports, Defining a Global Sport Agency, Regulatory Agencies for International Multisport Competition

Module-II. Framework for Sport Governance

UNIT-1: State and Local Sport, Governance and Authority in Sport Organizations at the Local Level

UNIT-2: Regulatory Agencies Governing National and Regional Sports, Regulatory Agencies for National and Regional Sport Affiliates

UNIT-3: Ethics, Decision Making, and Leadership in Sport Organizations,

UNIT-4: Best Practices in Board Governance, Policies and Procedures in Sport Organizations

UNIT-5: Sports organization's operating environment- Meaning, Nature of Organizational Environment, Macro Environment & Micro Environment, Relationship between an Organization's Structure and its Environment.

Module-III Governance and Authority in Sport Industry Sectors

UNIT-1: Professional Sports, Team Sports, Individual Sports

UNIT-2: Amateur Sports, Amateur Athletic Union, Youth Amateur Sports, Adult Amateur Sports, Intercollegiate Athletics

UNIT-3: Sports organization strategy- Meaning, Deliberate & Emergent Strategies, Strategy Formulation & Implementation, SWOT analysis.

UNIT-4: Sport Licensing Landscape, Regulating and Policing the Industry, Sports Commissions

UNIT-5: Sporting Goods and Sport Licensing, Size and Scope of the Sporting Goods Industry

Module IV- Sports Administrators

UNIT-1: Profile of Administrators managing different games in India, Managerial expertise, Professional Outlook, Knowledge about the specific game etc.

UNIT-2: Political influence in Indian sports administration- BCCI, AIFF, IOC, AITA, AFI, SAI etc. Game specific comparative study Indian context & international context.

UNIT-3: Cricket- administration in ICC, BCCI and affiliates.

UNIT-4 Football- administration FIFA, AIFF, and affiliates. ISL, I-league playing clubs in India & top English premier league clubs.

UNIT-5: Facilities offered to their members, promoting the clubs etc. Administration of corporate clubs & leisure plex- space circle club etc.

Module –V Sports policies

UNIT-1: Sports policies of India

UNIT-2: Salient features of Sports policies of USA, UK, Netherland, Sweden

UNIT-3: National Anti Doping Agency (NADA), National Sports Development Fund (NSDF)

UNIT-4: Corporate Social Responsibility and Sports policy

UNIT-5: Sports policies regarding employment, Khelo India, Fit India movement, target Olympic podium,

Books:

- **Rethinking Good Governance by Vinod Rai, Rupa & Co.**
- Governance of Sports in India by Amaresh Kumar (Author)
- Routledge Handbook of Sport Governance, Edited By, David Shilbury
Lesley Ferkins

SEMESTER – III

Finance & Accounting for Sports

Learning Objectives:

- Familiarize the students with the basic concept of Sports finance and operation of finance system in sports
- Familiarize the students with the basic accounting concept and its application in sports organizations
- Familiarize the students with the principles of financial analysis
- To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements
- Familiarize the students with the concept of costing, budgeting and management of profit

Learning Outcome:

- Learn fundamental aspects of sports finance and its application
- Students also learn the preparation of financial statement
- Understand the latest updates on financial knowledge and practice
- Able to demonstrate the financial management skills
- Acquire accounting, budgeting skills

Module 1 – Introduction to sports finance

Unit 1- Introduction to Sports Finance - Foundations of Sports Finance (Economics & Organizing the Sports Enterprise)

Unit 2 – Basic Financial Concepts - Financial systems and how they operate

Unit 3 – Business Structure

Unit 4 – Basic accounting concepts, journal, ledger

Unit 5 - Preparation of final accounts

Module 2 – Principles of financial analysis

Unit 1 - Principles of financial analysis - Financial Statements, Forecasts, and Planning - Time Value of Money - Approaches to Financial Planning.

Unit 2 - Capital structuring: Types of funding – short term borrowing, long term borrowing, Common Stock, Preferred Stock, Corporate bonds; cost of issuing bonds; loan repayment methods

Unit 3 - Short term financing management – review of current assets and current liabilities,

Unit 4 - Cash management, credit management

Unit 5 - Collections management

Module 3 –Basic concepts in Costing

Unit 1 -Standard Costing: Meaning, Advantages, Limitations, Steps in setting up of standard costs

Unit 2 - Differences between Budgetary control and standard costing, Estimated cost

Unit 3 - Analysis of variances, Types of variances

Unit 4 - Marginal costing

Unit 5 - Cost volume profit analysis

Module 4 - Budgeting

Unit 1 - Budgeting and Valuation in sports: What makes sports profitable? What makes sports valuable – market capitalization?

Unit 2 - Basics of budgeting – Types of budgets - operational budgets, variance analysis

Unit 3 - Capital budgeting - Budgeting for a sports event

Unit 4 - Fixed cost, variable cost, Semi variable cost,

Unit 5 - Break-even analysis, Break even chart.

Suggested Readings:

- Brown, M., Rascher, D., Nagel, M. & McEvoy, C. (2010). Financial Management in the Sport Industry, Holcomb Hathaway, Publishers, Inc.
- Sawyer, T.H., Hypes, M.G., & Hypes, J.A. (2004). Financing the Sport Enterprise. Champaign, IL: Sagamore Publishing.
- Sport Funding and Finance, By Bob Stewart- Routledge; 2 edition (July 31, 2014)
- International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo; - Human Kinetics (1 Oct. 2011)

Operations Management in Sports –I

Objectives of the Course:

- To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.
- To understand the relationship between operations and other business functions.
- To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management
- To understand the Materials Management function starting from Demand Management through Inventory Management.

Learning Outcomes:

After completion of the course students will be able to:

- Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
- Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments
- Develop aggregate capacity plans and MPS in operation environments.
- Plan and implement suitable materials handling principles and practices in the operations.
- Plan and implement suitable quality control measures in Quality Circles to TQM.

Module –I: Introduction to Operations Management

UNIT-1: Definition of Operations Management: An Outline of Operations Strategy; Factors Affecting Operations Management;

UNIT-2: Objectives of Operations Management; Functions and Scope of Operations Management: Planning, Organizing, Controlling, Manufacturing and Non-Manufacturing Operations and their Classifications.

UNIT-3: Operations Strategy: Meaning of Operations Strategy- Hierarchy and Flow

UNIT-4: Current Global Business Conditions; Operations Strategy as a Competitive Weapon; Elements of Operations Strategy; Operations Strategy in Services

UNIT-5: Operations Technology: Importance of Operations Technology: Types of Operations Technology.

Module-II: Materials Management

UNIT-1: Overview of Materials Management: Definition of Materials Management, Functions of Materials Management, Importance of Materials Management;

UNIT-2: Concept of Purchase Management: The Objectives of Purchasing, The Functions of a Purchase Department,

UNIT-3: The Methods of Purchasing, Types of Contracts and tenders, Seasonal Purchasing, Subcontract Purchasing, Central Purchase Organization, Purchasing Procedure

UNIT-4: Supply Chain Management: Definitions of Supply Chain Management (SCM): Evolution, Nature, Concept and Relevance of SCM, Functions and Contributions of Supply Chain Management, Objectives of SCM;

UNIT-5: Value Chain: Supply Alliances, Purchasing, Logistics, Warehousing; Information Technology in Supply Chain: E-Commerce, Electronic Data Interchange (EDI), Data Warehousing (DW), Radio Frequency Identification (RFID)

Module –III: Logistics Management

UNIT-1: Role of Logistics in Sports: Introduction, Objectives of logistics, Types of logistics, Difference between Logistics and Supply Chain Management

UNIT-2: Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs

UNIT-3: Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline

UNIT-4: Mathematical Analysis of Queuing Process, Properties of Queuing System, Notations, Service System, Single Channel Models, Multiple Service Channels, Applications of Queuing Theory, Limitations of Queuing Theory

UNIT-5: Familiarization with OAG, currency regulation, NUC conversion factors, general rules. Familiarization with TIM: Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing special attention.

Module -IV Introduction to Retailing

UNIT-1: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Sports Retail Industry in India, Importance of retailing, Changing trends in retailing.

UNIT- 2: Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume

UNIT- 3: Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

UNIT- 4: Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Measurement of success of location

UNIT- 5: Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix, POP Displays

Module –V Retailing and Merchandising

UNIT-1: Retail Pricing: Retail Pricing, Factors influencing retail prices, Pricing strategies, controlling costs

UNIT-2: Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.

UNIT- 3: Stock check, Negative inventory, Movement of inventory from warehouse to store, Un-loading of inventory, Product Repair System-Customer Interface, Vendor Interface, Returning Merchandise to Vendor,

UNIT-4: Merchandise Management: Evolution of merchandising, Meaning of Merchandising, Factors influencing Merchandising

UNIT-5 Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance

Books:

- Operations Management in Sports: Ingrid Griffiths, Sue Minten
- Operations Management: Managing Global Supply Chains, by Jeffrey Pinto and Ray R. Venkataraman

Organizational Behavior in Sports

Objectives of the Course:

The main objectives of the course are to:

- To help the students to develop cognizance of the importance of human behaviour
- To enable students to describe how people behave under different conditions and understand why people behave as they do
- To provide the students to analyse specific strategic human resources demands for future action
- To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Learning Outcomes:

After completion of the course students will be able to:

- Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization
- Demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization
- Analyse the complexities associated with management of the group behaviour in the organization.
- Demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organization.

Module 1: Introduction to Organizational Behavior

UNIT 1: Importance of Organizational behavior, Meaning and Scope of OB

UNIT 2: Key Elements of Organizational Behavior

UNIT 3: Role of Managers in Organizational Behavior

UNIT 4: Approaches to Organizational Behavior

UNIT 5: Challenges and Opportunities for Organizational Behavior

Module 2: Organizational Culture and Structure

UNIT 1: Meaning, Nature and origin of Organization Culture, Functions and Elements of Organization Culture

UNIT 2: Types of Culture, Creating and Maintaining Organization Culture

UNIT 3: Organizational structure, Elements of Organization Structure

UNIT 4: Types of Organizational Structure, advantages and disadvantages of Organizational Structure

UNIT 5: Managing Cultural Diversity- issues and challenges

Module 3: Teams, Groups

UNIT 1: Meaning and Types of Groups, Stages of Group formation

UNIT 2: Group decision making techniques

UNIT 3: Difference between teams and groups

UNIT 4: Meaning and Importance of Teams, Types of Teams,

UNIT 5: Developing high performance Teams, Managing teams at work

Module 4: Perception and Personality

UNIT 1: Meaning of Perception, Factors Influencing Perception

UNIT 2: Perception process

UNIT 3: Personality – meaning, Determinants of Personality

UNIT 4: Types of Personality, Personality Traits Influencing OB

UNIT 5: Personality traits Theories - Big Five Model, The Myers Briggs Type Indicator

Module 5: Leadership and Motivation

UNIT 1: Leadership – Meaning, Characteristics of Leadership

UNIT 2: Qualities of a Good Leader, Leadership Styles

UNIT 3: Difference between Leader and Manager

UNIT 4: Motivational theories - Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X & Theory Y.

UNIT 5: Motivation process

Textbooks:

- Stephen. P, R., 2013, *Organizational Behaviour*, Pearson Education India
- Stephan P. Robbins, Timothy A. Judge and Neharika Vohra, *Organisational Behaviour*, Pearson , 18th edition, 2018.
- Luthans, *Organizational Behaviour* , McGraw Hill, International

Research Methodology and Statistics

Learning Objectives:

- To familiarize participants with basic of research and the research process.
- To enable the participants in conducting research work and formulating research synopsis and report
- To familiarize participants with Statistical packages
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the research problem.
- To provide students with an introduction to research methods.

Learning Outcomes:

- After completion of the course students will be able to:
- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling
- Have basic knowledge on qualitative research techniques
- Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
- Know to Summarize the various research literature
- Understand and apply the basics of statistics in research.
- Organize the samples and sampling techniques which is relevant to the study
- Apply the systematic methods in writing research thesis

Module 1 – Meaning and Importance of Research

Unit 1 - Meaning, Need and importance of research

Unit 2 - Scope of research in Sports Management

Unit 3 -Types of research.

Unit 4-Inter-disciplinary approach

Unit 5- Library search; Library sources

Module- II - Research problem

Unit 1 - Research problem: Formulation and location of the problem

Unit 2 - Criteria for selection of problem, Defining and delimiting problem

Unit 3 - Formulation of hypothesis,

Unit 4 - Preparation of a Research proposal

Unit 5 - Preparation of research report, writing styles, format and technical standards, Bibliography and Abstracts.

Module- III Descriptive Research & Experimental Research

Unit 1- Survey, its importance, Tools of surveys such as questionnaires, interviews etc.

Unit 2 - Case studies; definition, importance, characteristics, data collection

Unit 3 - Philosophical research, brief discussion on methodology and tools

Unit 4 - Historical Research method; Scope in Sports, Historical data, Historical criticism.

Unit 5 - Meaning Scope and nature of Experimental Research, Experimental and control groups, Experimental designs.

Module- IV - Statistics

Unit 1 - Definition, Types of statistics and their uses in Sports, Quantitative Data, Frequency distribution, Measures of central tendency.

Unit 2 - Measures of variability and Percentiles.

Unit 3 - Normal curve, definition, properties and principles, uses and application.

Unit 4 - Divergence from normality; Skewness & Kurtosis.

Unit 5 Scoring Scales Z, T, 6 Sigma and Hull scale.

Module- V - Statistical Inference

Unit 1 - Meaning of reliability factors affecting reliability

Unit 2 - Differences between statistical and Null Hypothesis, Standard error, Type-I and II Errors, one tail and two tail tests

Unit 3 - Sampling: Simple, stratified and random samples. Coefficient of variation and Sampling Error.

Unit 4 - Testing of hypothesis, level of significance, Degrees of freedom, standard procedure of systematizing hypothesis

Unit 5- t-ratio Independent group, dependent group and F-test for ratio of variances.

References:

- Ahuja, Ram. Research methods, Jaipur: Rawat Publications. 2001.
- Borse M.N. Handbook of Research Methodologies, Jaipur: Shree Niwas Publishers. 2004.
- Chin, Beverly Ann. How to Write a Great Research Paper, New Jersey: John Willey Sons.2004.
- Koul, Lokesh. Methodology of Educational Research, New Delhi: Vikas Publishing House. 2002.
- Prakash Verma. J. A. Textbook on Sports Statistics, Gwalior: Venus Publication. 2000

Sports Marketing Strategy

Objectives of the Course:

The main objectives of the course are:

- To Understand and appreciate the concept of strategic sports marketing
- To adopt a systematic approach to examining the internal and external environment
- To understand the process involved in conceptualizing and developing a market plan
- To identify proper market goals and objectives
- To demonstrate the relationship between marketing tactics and marketing strategy
- To appreciate the process of implementing and controlling marketing plan

Learning Outcomes:

- After completion of the course students will be able to:
- Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings
- Identify characteristics related to sports marketing promotion mix and recommend promotional strategies for the marketing of sports organizations
- Develop and present a proposal for the sponsorship of a sports-related sponsorship property (e.g., league, team, or athlete)

Syllabus Content

Module 1:

Unit 1: Over view of marketing strategy. Strategy- definition and scope, Environmental Analysis- PESTLE analysis,

Unit 2: Overview of sports industry. Environmental analysis of sports industry

Unit 3: Corporate Strategy, Business Strategy and marketing strategy

Unit 4: Strategy decision – Core competency, Growth-Share Matrix, BCG Matrix

Unit 5: : Components of marketing plan, importance of marketing plan, introduction to relationship marketing.

Module 2:

Unit 1: Market segmentation – basics, importance of segmentation.

Unit 2: Bases of segmentation – Demographic, Geographic, Psychographic, Behavioral.

Unit 3: Segmentation process – analyzing marketing attractiveness.

Unit 4: mass marketing and segment marketing and niche marketing,

Unit 5: Segmentation for sports products- examples from various sports products.

Module 3

Unit 1: Targeting – What is targeting? How it is important? Effective segmentation criteria

Unit 2: Evaluating and selecting market segment – single segment, selective specialization, product and market specialization, full market coverage

Unit 3: Positioning – Basics of positioning, Positioning process

Unit 4: Differentiation, Differentiation strategies – Personnel, Channel, Image

Unit 5: Targeting, Positioning and Differentiation of sports products- examples from real world.

Module 4 :

Unit 1: Dealing with competition- analyzing competition- identifying competition

Unit 2: Competitor analysis – strengths and weakness analysis

Unit 3: Competitive Strategies for market leaders, market challengers, market followers

Unit 4: Introduction to retail marketing, basics of store retailing, merchandising.

Unit 5: Basics of e-commerce, multi-channel and Omni-channel marketing, marketing online games.

Module 5

Unit 1: Sports marketing strategy- fundamentals. Analyzing sports industry using models like PESTLE. Identifying market opportunity in sports industry.

Unit 2: Formulating and implementing sports marketing strategy

Unit 3: Managing Sports Events- Event Planning, Execution of events, facilities management, promoting events.

Unit 4: Managing sponsorships, setting sponsorship objectives, creating sponsorship budgets, implementing sponsorships

Unit 5: Implementing and controlling sports marketing process- coordination and monitoring.

References:

- Kotler, P., Armstrong, G. (2016). Principles of Marketing, Global Edition. Germany: Pearson Education Limited.
- Sports Marketing: A Global Approach to Theory and Practice. (2020). (Sean Ennis.): Springer International Publishing.
- Lyberger, M. R., Shank, M. D. (2014). Sports Marketing: A Strategic Perspective, 5th Edition. United Kingdom: Taylor & Francis.
- Marketing Strategy 5E. (2006). (Orville Walker, John Mullins, Harper W. Boyd, Jr.): McGraw-Hill Education (India) Pvt Limited.

SEMESTER – IV

Common Course –III
Environmental Studies & Human Rights
(As per University Syllabus)

Data Analytics in Sports

Learning Objectives:

- To improve their overall problem solving and critical thinking ability
- To gain an understanding of basic statistical concepts and their applications in the sports world
- To obtain a broad survey of the methods used in sports data acquisition, processing, analysis, visualization and implementation
- To develop the ability to recognize, formulate, and analyze decision-making in sports
- To learn measuring and predicting player and team performance,

Learning Outcome:

- Improve their overall problem solving and critical thinking ability.
- Gain an understanding of basic statistical concepts and their applications in the sports world.
- Obtain a broad survey of the methods used in sports data acquisition, processing, analysis, visualization and implementation.

Module 1 – Introduction to Data

Unit 1 – Meaning, Nature of Data

Unit 2 – Data and Data Management, Data and Information

Unit 3 – Types of Data – Scale of measurement

Unit 4 – Descriptive, Prescriptive, and predictive analytics

Unit 5 – Big data in sports – Types available - Methods of storage and capture - Leading to analysis

Module 2 – Sports Analytics

Unit 1 – What is sports analytics – Goals of sports analytics

Unit 2 – Data Management system – Analytics models – Information systems

Unit 3 – Analytics in the organisation

Unit 4 – State of the field

Unit 5 – Organisational structures for analytical success

Module 3 – Basic Skills in Microsoft Excel

Unit 1 – Introduction to spreadsheets, reading data, manipulating data.

Unit 2 – Basic spreadsheet operations and functions

Unit 3 - Introduction to some more useful functions such as the IF, nested IF, VLOOKUP and HLOOKUP functions in Excel.

Unit 4 – Data filtering capabilities of Excel, the construction of Pivot Tables to organize data and introduction to charts in Excel.

Unit 5 –Constructing various Line, Bar and Pie charts. Using the Pivot chart features of Excel. Understanding and constructing Histograms and Scatterplots.

Module 4 – Predictive Analytics

Unit 1 – Measuring performance of players and team

Unit 2 – Regression – SLR, MLR

Unit 3 – Predicting outcomes of games, tournaments and seasons

Unit 4 - Using data to forecast accurately

Unit 5- Ratings Sport Teams with Regression Analysis

Module 5 - Prescriptive Analytics

Unit 1 – Evaluating Athletes using data-driven methods

Unit 2 - Evaluating the performance through profit and loss

Unit 3 – Evaluating game based metrics into financial assets parameters

Unit 4 – Evaluating players as financial assets

Unit 5 – Assessing transfer and trade values

Suggested Readings:

- Albert, Glickman Handbook of Statistical Methods and Analyses in Sports, , Et al., 2017, ISBN: 9781498737364 (HSMAS)
- Alamar, Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers, 2013, ISBN: 9780231162920 (SPAN)
- Thomas A Severini, Analytic methods in sports, 2014, CRC Press ISBN, 1482237016 (ISBN13: 9781482237016)

Operation Management in Sports - II

Learning Objectives:

- To develop an understanding of how the stores are managed on the basis of customer service, ownership, operational structure, pricing policy and retail value.
- To understand the techniques of checklist and housekeeping
- To understand techniques customer care, store security and cash management
- To understand the characteristics of entrepreneur, entrepreneurship and environment policies governing entrepreneurs
- To get an idea of how quality of product can be managed for the development of the institution
- To get an idea of how projects are analyzed and developed

Learning Outcomes:

- After completion of the course students will be able to:
- Define the basic concepts related to store management and its operation
- Develop the idea of keeping checklist, housekeeping, cash management and store security
- Able to develop entrepreneurship in sports products
- Able to Plan and implement suitable quality control measures in Quality Circles to TQM.
- Understand the basic of store auditing
- Understand the idea of project planning and project management

Module-I: Store Management

UNIT-1: Introduction to store: Introduction, Objectives, Types of Stores, On the basis of ownership, On the basis of operational structure, On the basis of customer service, On the basis of merchandise mix, On the basis of pricing policy, On the basis of location, Retail Store Operations, Approaches to Improve Store Operations.

UNIT-2 Opening and Closing a Store, Checklist for Store Opening and Closing. Store location, Design and Layout: Introduction, Objectives, Retail Store Location, Retail Store Design, Exterior store design, Interior store design, Retail Store Layout.

UNIT-3: Distribution Centres in Retail: Introduction, Objectives, Concept of Distribution Centre, Activities of Distribution Centres, Target System, Retail Distribution Centre Operations, Duties of Distribution Centre Head, Security Tag Handling.

Unit 4: Store Administration: Introduction, Objectives, Responsibilities of Store Administrator, Role of Housekeeping Staff in a Store, Guidelines for Housekeeping, Checklist for Maintenance, Sale of Scrap, Licence Renewal.

Unit 5: Employees in Retail Stores: Introduction, Objectives, Employees and Shift Timings, Employee Entry and Attendance Recording System, Scheduling Breaks, Entry Recording System for Outsiders, Grooming Standards for Store Employees, Store Disciplinary Policy for Employees, Morning Briefing for Sales Employees.

Module –II: Customers care and Store Security

UNIT 1: Customers in Stores: Introduction, Objectives, Concept of Customer Role of customers and customer touch points, Customer buying behavior, Entry Process for Customers in a Retail Store, Baggage Counter, Buying Method and Job Responsibility.

UNIT-2: Cash management and customer checkout, Gift vouchers, Return policy and procedure, Garments alteration, Maintenance of alteration counters, Customer Complaints and Suggestions, Managing Free Gifts

UNIT-3: Store Security: Introduction, Objectives, Security Process in Different Situations, Handling Legal Aspects, Handling Counterfeit Currencies, Handling Tag Beep.

UNIT-4: Pilferage and Shoplifting: Introduction, Objectives, Pilferage Handling, Concept of Shoplifting, Methods of Shoplifting, Anti-Shoplifting Techniques, Other measures to prevent shoplifting, Points to be considered while displaying merchandise.

UNIT-5: Store Audit: Introduction, Objectives, Concept of Store Audit, Importance of Store Audit, Parameters for Store Audit, Storefront appearance, In-store presentation, Customer service, Storage, Housekeeping

Module-III: Project Management

UNIT-1: Definition of Project and Project Management: Characteristics of a Project, Life Cycle of a Project,

UNIT-2: concept of project and classification of project, Types of Projects, Scope of Project Management, Project Planning Process

UNIT-3: identification and project formulation, project report, project design, project appraisal, profitability appraisal, project planning, budget and planning process,

UNIT-4: Programme Evaluation Research Task (PERT) and Critical Path Method (CPM) Principles of Network Construction, Time Aspect of Projects,

UNIT-5: Crashing of a Project, Limitations of CPM and PERT

MODILE-IV: Introduction to Quality

UNIT-1: Quality Planning and Improvement Tools, Specification and Control Limits

UNIT-2: Dimensions of Quality, Quality Control, Quality Assurance

UNIT-3: Total Quality Management (TQM): Principles of TQM, Deming's 14 Points; Six Sigma: Six Sigma Themes.

UNIT-4: Strategic Planning and Implementation, McKinsey 7s Model, Competitive Analysis, Management Commitment to Quality.

UNIT-5: Quality Management Systems: Quality Management System, Quality Management Principles, ISO 9001 Structure, Quality Audits, ISO Registration, Requirements, Benefits of ISO registration, Examples of ISO Standard Application.

Books:

- Operations Management in Sports: Ingrid Griffiths, Sue Minten
- Operations Management: Managing Global Supply Chains, by Jeffrey Pinto and Ray R. Venkataraman
- Total Quality Management: Key Concepts and Case Studies, by D.R. Kiran

Scouting and Athlete Management

Learning Objectives:

- To understand the process of athlete development
- To understand the age specific training models
- To understand the appropriate time for athlete specializations and competition training.
- To understand the principles of scouting in sports.
- To be able to distinguish the athletic ability of a talent.
- To understand the skills and techniques required for a sports agent.
- To be aware of career opportunities available for athletes and of specific existing initiatives
- To be able to read through an employment contract, and to identify the remedies available if they are breached or terminated

Learning Outcome:

- Aware of the opportunities for first time involvement in sports.
- Understand the process of active start to play.
- Evaluate the appropriate abilities of the athlete.
- Understand the process of scouting and talent management.
- Aware of the various aspects of contract negotiation and formulation.
- Understanding of the challenges faced by athletes throughout their careers
- Evaluate the ideal support and solutions offered to elite athletes by the sports organisations and stakeholders

Module – I

Unit-1 Long-Term Athlete Development Model, Key Factors in Long-Term Athlete Development, Appropriate Skill Development in Children, Age Categories, Relative Age, Developmental Age, Measuring and Monitoring Growth.

Unit-2 Trainability, Sensitive Periods of Trainability, Trainability of Endurance, Trainability of Strength, Trainability of Speed, Trainability of Skill, Trainability of Suppleness, Training and Competition, Importance of Multisport Participation and Free Play.

Unit -3 Importance of the Physical, Cognitive, and Emotional Domains to Excellence, Perils of Premature Selection, Keys to Achieving Necessary Training Hours.

Unit-4 Specialization, Negative Consequences of Specializing too Early, Positive Effects of Specialization at the Optimal Time, Optimal Time to Specialize, Specialization Groups, Sport-Specific Specialization Athlete Development Models,

Unit -5 Periodization and LTAD, Periodization, Components of Periodization, Competition and LTAD, Sport System Alignment and Integration,

Module – II

Unit-1 Sport Scouting -The role of agents and scouting,

Unit-2 Finding prospective athletes, Role of academies in developing players.

Unit-3 Developing relationships with coaches from high school, Amateur sports teams, University, Club, International Scouting, Collegiate scouting versus U16 and U18 players,
Unit -4 Relationships between scouting sports leagues in the US, Europe, South America, Asia, Middle East, and Africa,
Unit-5 Player evaluation- body type, mental makeup, playing ability, Physical tools,

Module –III

Unit -1 Learning to identify players who will succeed at various international levels, player ratings and in-depth analysis.
Unit-2 Pre-game scouting preparation, Utilizing data and external resources,
Unit -3 Methods of Team evaluation, Understanding team formations and tactics, evaluating offensive schemes/formations, Assessing and analysing individual players.
Unit-4 Traditional scouting, player evaluation, ratings, and in-depth analysis, New high tech scouting and digital video editing,
Unit-5 Video scouting techniques and software, Analyse performance statistics of prospective athletes. Drafting a professional scouting report.

Module -IV

Unit-1 History of the sports agent industry, the art of recruiting and signing first client.
Unit 2 The comprehensive skills necessary to recruit and represent athletes in the Professional leagues, Olympics, extreme sports, women's sports and international sports.
Unit-3 Legal and financial issues, marketing and endorsements, Day-to-day operations of interacting with and servicing your clients,
Unit-4 Contract negotiations for draft picks, free agents and/or re-signing, Development of trustworthy personal relationships with athletes, approaching the student-athlete,
Unit -5 Draft preparation including combine, tryouts and personal training.

Module -V

Unit -1 Personal services and counselling for clients, Renegotiating and changing agents,
Unit-2 Compliance with federal, state and university rules and regulations, Registration with Federal, state and league offices, Post-career counselling including education and job placement for clients.
Unit-3 Sport specific contracts, negotiation, trades and acquisitions, Draft preparation and free agent signings.
Unit-4 Computing the Salary Cap, Signing Bonus Proration, Minimum Salary Benefit Contracts, Rookie Contracts & The Rookie Pool.
Unit-5 Veteran Renegotiations, Accrued vs. Credited Seasons, Restricted and Unrestricted Free Agency Qualifications, Franchise/Transition Tags, Substance Abuse & Performance Enhancing Drugs Policies, Injury & Non-Injury Grievances

Books:

- Long-Term Athlete Development, by Istvan Balyi Richard Way, Colin Higgs
- How to be a Sports Agent, by: Mel Stein, Mark Levinstein

Strategic Management of Sports Facilities

Learning Objectives:

- To understand and apply the principles of a tender process
- To understand and implement aspects of financial management to a sport facility
- To know how to optimize the internal processes of a sport facility
- To align resources, capabilities and skills of people who collaborate with the facility
- To apply quality control methods to the sport facility's service

Learning Outcomes:

- Define the basic concepts related to sport facility management.
- Evaluate establishment of sport facilities.
- Analyse marketing and sales processes.
- Evaluate event management in sport facilities.
- Evaluate risk management concept in sport facilities.
- Define the basic concepts of field and material information in sport facilities.
- Describe the operation of venues and events including staffing, box office management, security, concessions, and maintenance.
- Explain the legal issues facing event and facility management including the risk management process.

Syllabus Content:

Module-I Introduction to Sport Facility Management

Unit -1: History and Future of Sport and Public Assembly Facilities, Facilities in Ancient Times, Facilities From the Middle Ages to the 1800s, Facility Management From Ancient to Modern Times.

Unit -2: Evolution of Professional and Collegiate Facilities, Facility Focus, The Future of Sport Facilities, Trends That Will Affect Future Facilities.

Unit-3: Facility Management, Introduction to Facility Management, The Facility Manager's Responsibilities, Managerial Functions

Unit-4: Management Basics, Communication, Computer-Aided Facility Management, Simple Managerial Strategies, Leadership, Outsourcing.

Unit-5: Human Resources, Employee Types, Union Labor, Hiring, Training, Other Labor Issues

Module –II Facility Development

Unit-1: Facility Planning, Fundamentals of Planning, Planning for Existing Facilities, Planning for Future Facilities.

Unit-2: Facility Site and Design, Site Location, Site Cost, Site Selection,

Unit-3: Facility Design, facility requisites, meeting standard specification & requirements.

Unit-4: Facility Construction, Construction Planning, Preconstruction Phase, Project Costs,

Unit -5: Understanding sport specific surfaces and materials, Completion and Analysis

Module –III Managing Specific Facilities

Unit-1: Stadium Management, Stadium Operations, Operational Concerns

Unit-2: Arena Management, Arena Operations

Unit-3: Fitness and Recreation Center Management, Fitness and Recreation Center Operations

Unit-4: Parks and Sportsplex Management, Facility Operations

Unit-5 Multiuse High School & College Facility Management, Multiuse High School Facilities Operations

Module –IV Facility Administration

Unit-1: Marketing and Sales, Marketing Concepts, The Marketing Process, Facility Marketing, Sales.

Unit-2: Finance and Budgeting, Financial Concepts, Revenue and Expenses,

Unit-3: Financial Analysis, Budgeting, New Facility Financing, Selling a Facility.

Unit-4: Legal Responsibilities, Basic Law, Tort Law, Risk Management and Insurance, Contracts, Property Law, Constitutional Law,

Unit-5: Merchandising, Housekeeping and Maintenance

Module –V Event and Activity Management

Unit-1 Developing and Implementing a Security Plan, First Aid and Disaster preparedness

Unit-2: Crowd Management, Other Safety Concerns, Crisis Management.

Unit-3: Facility Preparation for an Event, Revisiting Planning, Attracting Events, Event Preparation.

Unit-4: Midevent Analysis, Unexpected Midevent Concerns and Their Impact, Postevent Facility Management, Postevent Analysis, Postevent Surveys,

Unit-5: Post event Logistics, Operational Analysis, Post event Reporting and Documentation

Book:

Managing Sport Facilities 4th Edition with Web Study Guide, **Author:** Gil B. Fried, Matthew Kastel

SEMESTER – V

**Open Elective
(As per University Syllabus)**

Sports Event Management

Learning Objective:

- To understand the crucial role of the venue management team in the coordination of the different functions.
- To understand the various dynamics of logistics, safety and security, as well as the importance of engaging local authorities.
- To be able to describe the processes involved in bidding, designing, planning and operating an event while setting up a framework for success and efficiency
- To be able to reduce risks and increase revenue in ticketing and hospitality through innovative pricing and revenue plans
- To gain a better understanding of the management of volunteers and the importance of creating long lasting relationships with volunteers
- To be aware of the importance of knowledge management in events to ensure organisational sustainability and continual improvement of the quality of an event
- To be able to apply the basics of event management and organisation in the field of sport.

Learning Outcome:

- Demonstrate an understanding of the process of organising major sports events;
- Develop the skills for effective bidding for events.
- Demonstrate a thorough understanding of the logistical details relevant to organising major sports events.
- Understand the various possibilities of generating sponsorship for the event.
- Develop and implement a risk management plan; and
- Effectively evaluate a major sports event.
- Understand every details of event day checklist implementation.

Module – I Event Conceptualization

UNIT-1: Understanding the Sports Event Industry, types of sports events, skill knowledge & traits for success

UNIT-2: Event Conceptualization – Event planning, leadership & decision making, brainstorming in event management, purpose of event, choosing the type of event.

UNIT-3: SWOT Analysis

UNIT-4: Developing mission, setting goals & objectives, planning logistics, planning for uniqueness

UNIT-5: Planning for promotional & ancillary components, developing operational timeline, planning for contingencies.

Module-II Event Bidding, staffing & Budgeting

UNIT-1: Bidding process, feasibility studies, bid documents, sports commission, and player auction.

UNIT-2: Event staffing – organisation chart, identifying necessary staff, outsourcing staff, managing and motivating staff,

UNIT-3: personnel management style and effective leadership, meeting management, volunteering, team building

UNIT-4: Event budgeting- stages of budgeting, budget components, types of budgets, types of resources.

UNIT-5: Types of agreements, types of expenses, controlling costs, using spreadsheets, cash flow & cash management.

Module –III Contracts, risk management

UNIT-1: contract considerations, types of contracts, tips for negotiating contracts

UNIT-2: Risk management process, risk management planning, threats to events

UNIT-3: Crowd control, crowd management plans, negligence.

UNIT-4 Disaster preparedness and mitigation strategies

UNIT-5 Understanding First Aid principles, basic first aid techniques- checking ABC, CPR, moving injured, common injury management, training volunteers for first aid.

Module –IV Event Services and logistics

UNIT-1: Event timeline, event registration, tickets sales,

UNIT-2: food and beverage operations, waste management services,

UNIT-3: custodial services, transportation services,

UNIT-4: lighting, Vendor relationship,

UNIT-5: customer service, award ceremonies

Module –V Event day management

UNIT-1: Event flows, alternative plans, communications

UNIT-2: Managing staff, managing spectators, managing participants

UNIT-3: Managing sponsors, easily missed details

UNIT-4: post event promotions, post event media coverage, sponsorship follow ups,

UNIT-5: post event debriefing, event evaluation, evaluation outcome, measuring economic impact.

BOOKS

Managing Sport Events, By T. Christopher Greenwell, Leigh Ann Danzey-Bussell, David Shonk

Sports Law and Ethics

Learning Objectives:

- To train students to read and understand the types of contract commonly used in the field of sport management.
- To further student understanding of the role of contracts in sport management
- To further student understanding of the principles of contract formation and enforcement
- To train students about the legal duties of agents as fiduciaries
- To further student understanding of the types of tort liability and defences to tort liability that may arise in the sport management field
- To provide a comprehensive overview of how the laws of contracts, torts and agency affect sports management.
- To provide an understanding of the scope of liability and the basic principles of legal risk management.

Learning Outcomes:

- Evaluate identified personal core values and differentiate between ethics and law whilst considering cultural differences and universal ethics
- Restate and employ basic contractual principles in the sport context
- Explain ownership structures and concepts of intellectual property
- Assess risks and mitigation strategies to reduce threats to sports integrity.
- Report identified risks that impacts sport organisations and participants
- Examine human rights, diversity, and inclusion issues in sport from a legal, sport, and business perspective.
- Recognise and explain the key legal and ethical principles and ideas which underpin and influence the regulation of sport and how they manifest in practice.
- Evaluate the role that the law plays in protecting the rights of athletes and holding sporting bodies to account.

Syllabus Content:

Module-I Foundations of the Legal System

UNIT-1: Need for legal definition, History of sports and historical perspectives of sports regulations and various regulatory regimes.

UNIT-2: Sports Law – Identity Crisis, Sports Culture in India, Classification of Sports.

State, federal and organizational regulation specific to sport. Juridification of sports – the role of law, Different types of sporting bodies. Sports and Indian Constitution,

UNIT-3: Regulations of Amateur Sports: Govt. Regulations relating to Amateur Sports. Role of Amateur Athletic Associations in promotion of Sports. Analysing the legal ramification of Actions of Amateur Athletic Associations and their Athletes.

UNIT-4: The role of Ministry of Youth Affairs and Sports and National Sports Federations.

The National Sports Policy, 2001 and Draft Sports Policy 2007. Draft Sports Development Bill 2013

UNIT-5: International Law and Sports, International agency regulating Sports and their constitution and powers and functions,

Module- II Law of Contract and Law of Torts,

UNIT-1: Commercialization of Sports - Labour and Contractual Issues, Essentials of a Contract, Offer and acceptance, Capacity of Parties,

UNIT-2: Minor's Contract, Void Agreements and Voidable Contracts, Participation Agreement, Standard Sponsorship agreement, Model Agreement between clubs and players, Sports Injuries,

UNIT-3: Contractual obligations and the player's obligations, Prohibition against certain activities, The employer's obligation, Other terms and conditions (primacy and regulatory authorities, term and termination, discipline)

UNIT-4: Principle of volenti non fit injuria, Negligence, Death in relation to Tort, Fatal Accidents Act, 1855, Consequences of breach of Contract,

UNIT-5: Tort Liability: Meaning of Tort Liability, Implications for Athletes, Impact on other Amateur Sports. Tort and extending tortious liability, Compensation in torts,

Module -III Administrative Law

UNIT-1: Alternate dispute mechanisms in sports, Tribunals for resolution of disputes, Judicial review, Sports ombudsman,

UNIT-2: Law of Evidence, Opinion of experts, Oral Evidence, Documentary Evidence, Burden of proof.

UNIT-3: Laws regulating Professional Team Sports and Individual sports, Special Issues Betting – Meaning, legalization of Betting in India and Betting in Cricket and other sports.

UNIT-4: Court of Arbitration for Sports -CAS, Arbitration and other ADR Methods,

UNIT-5: Legal Regulation of Drugs in Sports, Doping- Anti Doping, World Anti- Doping Code , World and National Anti-doping Agency.

Module-IV Constitution

UNIT-1: Constitutional law and discrimination, antitrust law, agency law, labour law, and collective bargaining.

UNIT-2: Violence in Sports and Sports Injuries – Meaning, Criminal and Civil Liability, Liability of officials and organizers.

UNIT-3: Sports and Special Issues Gender Discrimination – Women and sports, The International Olympic committee,

Gender testing and Human Rights. Sports participants and the law of discrimination

UNIT-4: Sports Legal liability, risk and insurance, the role of ethics in law, International Disciplinary procedures, enforcement of awards and sanctions. Safety of spectators and participants and stadium safety.

UNIT-5: Sports governance structure in India, Key issues in governance, Salient features of the, Sports governance in U.K, Australia, China.

Module-V Values & Ethics

UNIT-1: Importance, Sources of Value System, Types, Loyalty and Ethical Behaviour. Ethics in sports– Nature, Characteristics and Needs, Ethical practices in the field of Sports, Sports Code of Conduct.

UNIT-2: INDIAN VALUES AND ETHICS- Respect for elders, Hierarchy and Status, nonviolence and tolerance, cooperation. Rights and Duties. Holistic relation between Man, Attitudes, Beliefs.

UNIT-3: ETHICAL VALUE SYSTEM- Distributive Justice, Individual freedom of Choice, Professional Codes. Their application in the field of sports. SPORTS AS PROFESSION– Conflict between organization demand, Individual needs and professional ideal, Conflicts the Sports Managers face.

UNIT-4: SOCIAL AND ETHICAL responsibilities of different Sports Association, Clubs, Manager, Coach and Sports Persons. MORALE OF SPORTSMEN- Role of Organizations / Association and Sports Manager in the area.

UNIT-5: Roles and Functions of National/International Sports Organizations: Roles of IFA, FIFA, BCCI, ICC, Sports Authority of India (SAI), Hockey India, FIVB, ITF and their Functions.

Books:

- Sports Law, third edition, Simon Gardiner and mark James , Cavendish Publishing Ltd.
- Law and the business of sports, David Griffith Jones, Butterworths publishers.
- Sport and the Law: The Scott Perspective, William J Stewart, T&T Clark Edinburgh 2000.
- Reference: 1. Mudgal Mukul – Law and Sports in India: Developments, issues and Challenges, Lexis Nexis-Butterworth’s Publication, Wadwa Nagpur, 2015. 2. Anderson Jock – Modern Sports Law, Hart Publication, 2010.

Sports Media & Public Relation

Learning Objective

- An overview of the organizations involved in the sport communication field
- Understanding the fundamental principles regarding to public relations and media management
- Development of effective crisis communication strategies
- Understanding a combination of public relations, marketing, and promoting the sport industry
- To be familiar with the roles of each stakeholder involved in the marketing, sales, production, and distribution of media rights and content
- To gain some practical media rights negotiation experience

Learning Outcome by the end of this course, students will:

- Establish introductory knowledge of the business of sport, media and public relation
- Be able to understand distinguish differences in various sport events with respect to media coverage
- be able to understand the importance and effective crisis communication strategies
- Identify, analyze, and discuss ethical issues faced in sport media
- Develop a clear understanding of the day-to-day responsibilities of sports public relations professionals.
- Gain exposure to professionals in the field.
- Illustrate the structure of PR and event agencies

Syllabus Content

Module-I Foundations

UNIT-1: The evolution from print to online platforms for sports media. Sport and Media Industries: Global Players, Media ownerships.

UNIT-2: The changing role of sports media producers, Globalization and online audiences, Fan base- differences between traditional and newer media

UNIT-3: Local TV sports Broadcast (producing, on-air performance, chase and field producing, radio hosting, updates),

UNIT-4: The Internet Broadcast- Digital (using editorial publishing tools, blogging, video, audio, Storify, etc.)

UNIT-5: The Cyber Sport Nexus, Texting and tweeting: social media and news gathering

Module-II Concept of Public Relation in sport

UNIT-1: PR: Definitions, Meaning, Objectives and scope, PR and its publics,

UNIT-2: New media and the changing role of sports information, Introduction to Public Relations & Public Relation Agencies

UNIT-3 Functions of Public Relation - Employee Relations, Media Relations, Community Relations, Government Relations, Investor Relations and financial PR,

UNIT-4: PR interface with other Managerial disciplines, PR Agency- Tools and Techniques, PR agency: Concept, Structure and Functions, Account Planners and Liasoning

UNIT-5: Public Relations Campaigns RACE Model – Four step process,

Module - III Public Relation campaigns & Audiences

UNIT-1: PR Campaigns- Accounts, Briefs, Pitch, Role and importance of PR Campaigns,

UNIT-2: Planning and objectives - Target publics, Message design, Media selection, Action plan, implementation, evaluation and impact, Case studies of a public relations campaign (national and international)

UNIT-3: Social Media Sport: The fan as a (mediated) participant in spectator sports Sport, new media, and national identity, Fan engagement on game day.

UNIT-4: New media and the evolution of fan–athlete interaction, Fantasy sport

UNIT-5: Children, media, and sport: The role of new media and exergames in engaging children in sport and exercise

Module -IV- Major Sport Event Media Management

UNIT-1: Managing the sports press and the wider media, PR Planning & Preparing Event Brief,

UNIT-2: Organizing Event : Mock Press Conference, Plan: objectives, date & suitable day, venue, time, invite, hospitality, refreshments

UNIT-3: Mock Press Conference -Equipment, internet facility, Internet coupons, gifts/giveaways, collaterals, infrastructure, checklist, guests, budget, Licensing & permissions, Equipment, internet facility, Internet coupons, gifts/giveaways, collaterals, infrastructure, checklist, guests, budget, Licensing & permissions,

UNIT-4: Press release, Audio release, Video release, social media news release, Write Minutes of the Meeting, and Notice,

UNIT-5: Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift e. Scheduling: Opening Speech, presentation, Post-Conference PR: compilation of media coverage.

Module -V Broadcasting and Endorsements

UNIT 1 - Sport funding through Broadcasting and Endorsements – Broadcasting

UNIT 2 - Basics of sports broadcasting rights, sports Leagues and their broadcasting rights, benefits to the broadcaster

UNIT 3 - Endorsement, Sports and celebrity endorsement, Sportspersons and their recent endorsements

UNIT 4 - Endorsement strategy

UNIT 5 - Marketing and endorsement, Benefits of endorsements

Books:

- Routledge Handbook of Sport and New Media, Edited by: Andrew C. Billings , Marie Hardin , Natalie A. Brown
- Sport and the Media: Managing the Nexus,By Matthew Nicholson Anthony Kerr Merryn Sherwood
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.

Technology in Sports & Emerging Trends

Learning Objectives:

- To enable students to learn the fundamental of sports technology.
- To familiarise the students with the latest technology involved in sports and games.
- To enable the students to understand the video capturing technique.
- To make the students to learn about the sports performance analysis software.
- To create a platform for the students to choose sports perform analysis as a career
- To understand the concept of entrepreneurship.

Learning Outcome:

- Show the ability to use relevant prerequisites to solve the task
- Interpret data sheets and technical manuals
- Use resource persons to acquire searched information
- Orally present a technical product and discuss the work
- Critically analysis of various business venture

Module 1 –Improved Performance and Equality

Unit 1 – Enhanced Sporting conditions and surfaces

Unit 2 – Better Safety, Injury prevention, Recovery and management systems

Unit 3 - Video assisted performance analysis technology

Unit 4 – Design of Sports equipment and apparel, Application of Sports Science

Module-2 – Recording and Performance Analysis

Unit 1 – Use of electronic timing and computers

Unit 2 – Better athletic tracking systems- wearable technologies

Unit 3 –Better testing procedures and motion Analysis

Unit 4- Signal processing applied to sport

Module – 3 – Increased Transparency and Fairness

Unit 1 – VAR in Football

Unit 2 – Video assisted replay in Tennis.

Unit 3 - Enhancing communication

Unit 4 - Video assisted umpiring in Cricket

Module-4 – Connectivity with stake holders

Unit 1 - Better viewing experience

Unit 2 - Connection between the players and management

Unit 3 - Fan engagement technologies

Unit 4 - Mobile sports applications and data mining

Module- 5 –Sports Entrepreneurship

Unit 1- Entrepreneur, characteristics of entrepreneur, Entrepreneurial development programmes, institutions for entrepreneurship development and future of entrepreneurship

Unit 2- Business ideas, methods of generating ideas, and opportunity recognition, Meaning and significance of a business plan, components of a business plan, and feasibility study

Unit 3- Financial Support to Entrepreneurs: Role of financial institutions, bank finance to Entrepreneurs, Choosing the legal form of new venture, protection of intellectual property

Unit 4- Types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy

Books:

- Sport Technology by Hoshiyar Singh
- Sports Innovation, Technology and Research by Anthony M J Bull, Dominic F L Southgate, Peter R N Childs, 2016
- Entrepreneurship Development, By Sangeeta Sharma

SEMESTER – VI

Project Work/Dissertation

