

Bachelor of Sports Management Syllabus(Revised)'2008

STRUCTURE

1st Semester:

A. THEORY							
Sl. No.	Code	Paper	Marks				Credit
			L	T	P	Total	
1	BSM-101	English –I	3	1		4	4
2	BSM-102	Statistics – I	3	1		4	4
3	BSM-103	Computer Applications– I	3	1		4	4
4	BSM-104	Organization and Management in Sports	3	1		4	4
5	BSM-105	Foundations of Amateur and Prof. Sports	3	1		4	4
Total Theory			20				20
B. SESSIONAL							
1	BSM-181	Language Laboratory			6	6	4
2	BSM-182	Computing Lab			6	6	4
Total Practical			12				8
Total Semester			32				28

2nd Semester:

A. THEORY							
Sl. No.	Code	Paper	Marks				Credit
			L	T	P	Total	
1	BSM-201	English –II	3	1		4	4
2	BSM-202	Statistics - II	3	1		4	4
3	BSM-203	Computer Applications – II	3	1		4	4
4	BSM-204	Contemporary Issues in Sports	3	1		4	4
5	BSM-205	Ethics in Sports	3	1		4	4
Total Theory			20				20
B. SESSIONAL							
1	BSM-281	Public Speaking on Assigned Topic			6	6	4
2	BSM-282	Computing Lab			6	6	4
Total Practical			12				8
Total Semester			32				28

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3rd Semester:

A. THEORY							
Sl. No.	Code	Paper	Marks				Credit
			L	T	P	Total	
1	BSM-301	Principles of Management	3	1		4	4
2	BSM-302	Business Communication	3	1		4	4
3	BSM-303	Financial Accounting	3	1		4	4
4	BSM-304	Sports Training and Conditioning	3	1		4	4
5	BSM-305	Leadership Principles in Sports	3	1		4	4
Total Theory			20				20
B. SESSIONAL							
1	BSM-381	Managing Sports Events				8	8
Total Sessional			28				28
Total Semester			28				28

4th Semester:

A. THEORY							
Sl. No.	Code	Paper	Marks				Credit
			L	T	P	Total	
1	BSM-401	Financial Management-I	3	1		4	4
2	BSM-402	Marketing Management-I	3	1		4	4
3	BSM-403	Human Resource Management-I	3	1		4	4
4	BSM-404	Advertising , Public Relation and Sponsorship in Sports	3	1		4	4
5	BSM-405	Sports Facilities Planning and Management	3	1		4	4
Total Theory			20				20
B. SESSIONAL							
1	BSM-481	First Aid and CPR				8	8
Total Sessional			28				28
Total Semester			28				28

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5th Semester:

A. THEORY							
Sl. No.	Code	Paper	Marks				Credit
			L	T	P	Total	
1	BSM-501	Basics of Sports Medicine & Nutrition	3	1		4	4
2	BSM-502	Sports Marketing	3	1		4	4
3	BSM-503	Managing and Promoting Sports Events	3	1		4	4
4	BSM-504	Spectator Management	3	1		4	4
5	BSM-505	Funding in Sports	3	1		4	4
Total Theory			20				20
B. SESSIONAL							
1	BSM-581	Project				4	4
2	BSM-582	Defence of Project				4	4
Total Sessional			28				28
Total Semester			28				28

6th Semester:

A. THEORY							
Sl. No.	Code	Paper	Marks				Credit
			L	T	P	Total	
1	BSM-601	Sports Law and Risk Management	3	1		4	4
2	BSM-602	Psychology of Sports	3	1		4	4
3	BSM-603	Managing Sports Organization	3	1		4	4
4	BSM-604	Sports Media and Event Management	3	1		4	4
5	BSM-605	Administration of Games & Leisure Plex	3	1		4	4
Total Theory			20				20
B. SESSIONAL							
1	BSM-681	Comprehensive Viva				8	8
Total Sessional			28				28
Total Semester			28				28

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1ST SEMESTER

BSM – 101 : ENGLISH – I

Course Contents

1. Grammatical Focus : Grammatical & Structural aspects covering Partys of Speech, Tense, Voice, Clause, Preposition, Degrees of Comparison, Synonyms & Antonyms, etc; Identifying & Analyzing Grammatical Errors including errors in Spelling & Punctuation.
2. Reading : Vocabulary Building; Comprehension; Interpretation; Summarizing
3. Writing : Letter Writing – Formal, Informal; Accepting & Declining Invitations; Paragraph Writing, Precise Writing, Essay Writing
4. Speaking : Interactive Communication like Introducing Self, Greetings, Conversations, etc; Pronunciation : appropriate stress, intonation, clarity
5. Listening : Understanding – Spoken English, Formal English; Exercises

Suggested Reading

1. Leo Jones, Richard Alexander : New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press.
2. NCERT, Knowing about English – A Book of Grammar & Phonology
3. NCERT, Working with English – A Workbook,
4. A.E. Augustine & K.V. Joseph : Macmillan Grammar – A Handbook, Macmillan
5. Krishna Mohan & N.P. Singh : Speaking English Effectively, Macmillan

BSM – 102 : STATISTICS – I

Course Contents

1. Introduction: Statistics as a subject; Functions, Importance and Limitations of Statistics; Planning and Execution of a statistical investigation; Census and sample investigation; Descriptive and Inferential statistics.
2. Collection, Editing and Presentation of Data: Primary data and secondary data; Methods of collection; Scrutiny of data. Presentation of data: textual and tabular presentations; Construction of a table and the different components of a table. Diagrammatic representation of data: Line diagrams, Bar diagrams, Pie charts and divided-bar diagrams.
3. Frequency Distributions: Attribute and variable; Frequency distribution of an attribute; Discrete and continuous variables; Frequency distributions of discrete and continuous variables; Bivariate and Multivariate Frequency Distributions.
4. Measures of Central Tendency: Definition and utility; Characteristics of a good average; Different measures of average; Arithmetic Mean; Median; Other positional measures – quartiles, deciles, percentiles; Mode; Relation between Mean, Median and Mode; Geometric and Harmonic Mean. Choice of a suitable measure of central tendency.
5. Measures of dispersion: Meaning and objective of dispersion; Characteristics of a good measure of dispersion; Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation; Moments, Skewness and Kurtosis:
6. Correlation and Regression: Analysis of Bivariate data. Correlation Analysis – Meaning of correlation; Calculation of the correlation coefficient from grouped data; Properties of the correlation coefficient. Regression Analysis – Two lines of regression; Some important results relating to regression lines; Correlation Coefficient and the two Regression Coefficients.

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Suggested Readings

1. R.I. Levin & D.S. Rubin: Statistics for Management: Pearson Education
2. Amir D. Aczel & Jayavel Sounderpandian – Complete Business Statistics: Tata McGraw- Hill
3. R.S Bhardwaj, Business Statistics, Excel Books
4. P Gupta & M.P. Gupta: Business Statistics: Sultan Chand & Sons
5. G. C. Beri – Statistics for Management: Tata McGraw- Hill
6. A.M Goon, M.K Gupta & B, Dasgupta : Basic Statistics : World Press.
7. Hoel & Jessen: Basic Statistics for Business and Economics; John Wiley & Sons, New York.
8. Anderson, Sweeney and Williams – Statistics for Business and Economics, West Publishers

BSM – 103 : COMPUTER APPLICATIONS – I

Course Contents

1. Basic Computer Concepts – Different generations of computer hardware; Modern taxonomy of computers; Hardware and software; Programming languages; Problem solving and algorithms; Basic computer applications; General idea of information and communication technologies; Information system development process.
2. Computer Hardware – Input and Output devices; Memory (or storage) devices; Central Processing Unit. Input / Output devices: keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and handwriting recognition systems; visual display terminals, printers, plotters etc. Storage devices: Primary storage – RAM, ROM, EEROM, PROM, EPROM; Secondary storage – direct access devices, serial access devices: hard disks, floppy disks, magnetic tape, CD-ROM, DVD; Cache memory and Virtual memory. Central Processing Unit – Control Unit; Arithmetic and Logic Unit; Decoders; Registers; Machine Instructions; Stored program concept; Program execution: Fetch-Decode-Execute cycle; Arithmetic, logical and shift operations.
3. Computer Software – Meaning of software; broad classification of software; system software and application software; utilities. Systems software – Operating systems: Basic idea of an OS; OS as a resource manager – memory management, input/output management, secondary storage management, processor management, program management, network management; Brief introduction to different types of operating systems like DOS, Windows, Unix, Linux etc. Application software – System development tools, Utilities, Application packages, User written programs.
4. Programming languages and Algorithms – The concept of programming; pseudocode and flowcharts; structure of programs; program development guidelines; programming languages – machine language, assembly languages, high-level languages (procedural and object-oriented languages), fourth generation languages; object code and executable codes; compilers, translators, assemblers; editing tools such as vi. Algorithms – Basic concept; Some typical algorithms – Finding the sum of a series, solving a quadratic equation, generating Fibonacci sequence, checking whether a number is prime or not, creating an array of numbers and displaying the largest element in the list, sorting a given set of numbers, multiplying together two matrices etc. (The algorithms may be implemented using either pseudocode or a high level programming language).
5. Computer networks and Internet – Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers, idea of distributed systems; the Internet and the World Wide Web.
6. Computer Applications: Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks.

Suggested Readings

1. Mano – Computer System Architecture; Pearson Education
2. Tanenbaum – Structured Computer Organization, Pearson Education
3. Martin & Powell – Information Systems: A Management Perspective; McGraw-Hill
4. Laudon & Laudon – Management Information Systems: Pearson Education
5. Comer: Computer Networks and the Internet: Pearson Education
6. Graham Curtis – Business Information Systems: Addison Wesley.

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BSM – 104 : ORGANISATION AND MANAGEMENT IN SPORTS

Course Contents

1. Concept of Organisational Behaviour: Meaning of O.B., Contributing Disciplines to O.B, Individual Behaviour – Ability, Learning, Values, Attitudes, Personality, Perceptions.
2. Organisation Structure: Meaning of Organisation Structure, Types of Organisation Structure, Flat Organisations, Tall Organisations, Reporting Relationship, Channels of Communication, Organisation Structure as Applied to Sports Organizations.
3. Decision Making Process: Individual Decision Making, Rational Decision Making, Decision making Styles, Creativity in Decision Making, Participative Decision Making, Group decision Making.
4. Leadership : What is Leadership, Trait Theories of Leadership, Leadership Styles, How Leaders influence People, Fiedler Model, Trust and Leadership. Improving Leadership Effectiveness.
5. Group and Teams : Meaning of a Group, Group Dynamics, Group Cohesiveness, Types of Groups, Task Groups, Work Teams, Nature of Teams, Team Building, Group/Teams Effectiveness, How to Make Teams More Effective.
6. Conflict: Definition of Conflict, Stages in Conflict Process , Functional Conflict, Dysfunctional Conflict, Managing Conflict, Negotiation.
7. Managing For High Performance: High Performance Work Practices, Goal Setting, Performance Management Techniques Associated with Goal Setting, Application of Goal Setting to Organisational Performance.
8. Management of Sports: Management of Sporting and Recreation Organisation, Decision process and Leadership in Sports Management, Delivery of Recreation Services, Impact of Organisational Process on Individual.

Suggested Readings

1. Fred Luthans - Organizational Behaviour : McGraw Hill Internatyional
2. S P Robins - Organizational Behaviour : Prentice Hall India Ltd.
3. Ghanekar - Organizational Behaviour Concept & Cases : EPH

BSM – 105 : FOUNDATIONS OF AMATEUR AND PROFESSIONAL SPORTS

Course Contents

1. 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, Regulation of Amateur Athletics, Bodies Empowered to Control Amateur Sports.
2. Constitutional Issues : Constitutional Provisions for Development and Promotion of Sports, 3. Tort Liability: Meaning of Tort Liability, Implications for Athletes, Impact on other Amateur Sports,
4. Professional Team Sports: Sports based on Team Performance – Football, Volley Ball, Basket Ball, Cricket, Hockey, Rowing. Guiding Principles for Conduct of Team Sports, Organisation of Tournaments, Leagues, Knock-out.
5. Individual Sports: An Overview of Individual Sports, Emerging Trend, Future Potential, Studies related to Governance of Individual Sports like Golf, Tennis, Badminton, Auto Racing, Track Race.

BSM – 181 : Language Laboratory

Public Speaking in English: Presentations

People speak in public for many reasons. One of the most common forms of public speaking is the 'Presentation'. In a presentation, you 'present' or introduce something (a product, an idea, financial results, a

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project etc) to your audience. You give a presentation because you want to 'communicate' something. Generally, you want to do one of four things. You want:

- to inform
- to train
- to persuade
- to sell

A presentation is one of the best ways of communicating your message. And because English is so widely used in international business, knowledge of the vocabulary and techniques used in an English language presentation is very useful. This article will give you 7 of the most important areas to consider when giving any presentation.

1 Preparation

Prepare! Prepare! Prepare! Good preparation is essential for any presentation. With good preparation and planning you will be fully confident. Your audience will feel your confidence. And so your audience will be confident in you. This will give you control. With control, you will be 'in charge' and your audience will listen positively to your message.

2 Structure

A good presentation has a clear structure, like a good book or film. A good presentation has:

- a beginning (introduction & preview)
- a middle (main message)
- an end (review & conclusion)

3 Equipment

You may have any of the following pieces of equipment at your disposal:

- whiteboard
- flipchart
- overhead projector
- 35mm slide projector

4 Signposting

When you read a book, you know where you are. You know the title of the book, the subject, the chapter, the end of one chapter and beginning of another, the section and even the page number. But when you give a presentation, your audience does not know where they are - unless you TELL them! You can use special language called 'signalling' or 'signposting' that

helps your audience know where they are. Here are a few examples:

- Let's begin by...
- That's all I have to say about...
- Now we'll move on to...
- Let's consider this in more detail...
- I'd like to deal with this question later, if I may...
- I'd like now to recap...
- To start with...later...to finish up...

5 Audience Rapport

You need a warm and friendly relationship with your audience. How do you achieve this? Well, enthusiasm is contagious. If you are enthusiastic, your audience will be enthusiastic too. Try to make eye contact with each member of your audience. Each person should feel that you are speaking to him or her personally.

6 Body Language

What you do NOT say can be more important than what you say. Your BODY is speaking to your audience even before you open your mouth. Your clothes, your walk, your glasses, your haircut, your expression: it is from these that your listeners form their first impression as you enter the room. This article is taken from Presentations & Public Speaking in English

<http://www.englishclub.com/speaking/presentations.htm>

BSM – 182 : Computing Lab

Exercises should include but not limited to:

1. DOS System commands and Editors (Preliminaries)
2. UNIX system commands and vi (Preliminaries)
3. Simple Programs: simple and compound interest. To check whether a given number is a palindrome or not, evaluate summation series, factorial of a number, generate Pascal's triangle, find roots of a quadratic equation
4. Programs to demonstrate control structure: text processing, use of break and continue, etc.
5. Programs involving functions and recursion
6. Programs involving the use of arrays with subscripts and pointers
7. Programs using structures and files.

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2ND SEMESTER

BSM – 201 : English – II

Course Contents

1. Grammar – Expressing in Style : Words often Confused; One-word substitution; Phrases; Idioms.
2. Advanced Reading : Understanding business-related correspondences; Comprehension of factual material; Interpreting Visual Information : Tables, Graphs, Charts; Speed Reading
3. Effective Writing : Business Correspondences (Letter, Fax, e-mail) for : Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints; Drafting notices; Drafting Advertisements; Job Applications
4. Speaking : Business Etiquettes; Impromptu Speech; Debate; Role Play; Presentations
5. Listening : Business-related Conversations; Exercises

Suggested Readings :

1. A. Ashley : A Handbook of Commercial Correspondence, OUP
2. M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill
3. N. Gupta (Ed.) : English for All, Macmillan
4. K. Mohan & M. Banerjee : Developing Communication Skills, Macmillan
5. M. Osborn & S. Osborn : Public Speaking, AITBS Publishers
6. M.A. Rizvi : Effective Technical Communication, Tata McGraw-Hill

BSM – 202 : Statistics – II

Course Contents

1. Theory of Probability: Probability as a concept; Basic probability rules; Tree diagrams; Conditional probability; Mutually exclusive events and independent events; Bayes' Theorem or Inverse probability rule.
2. Probability distribution of a Random Variable: Discrete and Continuous random variables; Expectation value; Mean and Variance of a Random Variable; Theorems on expectation; Marginal and joint probability distributions.
3. Theoretical Probability Distributions: Probability mass function and density function; Discrete distributions – The Binomial distribution and its properties; The Poisson distribution and its properties; Fitting a Binomial or Poisson distribution to an observed distribution. Continuous distributions –Uniform, Exponential and Normal distributions; Normal approximation to Binomial and Poisson distributions; Fitting a normal curve to an observed distribution.
4. Sampling and Sampling Distributions: Sampling versus complete enumeration; Random and nonrandom sampling; Different types of random sampling; Sampling distributions – Standard error; sampling distribution of the sample mean and the sample proportion. Sampling from normal and non-normal populations; The Central Limit Theorem.
Four Basic Distributions: Standard normal distribution; Chi-square distribution; tdistribution; F-distribution
5. Chi-Square and Analysis of Variance: Chi-Square as a test of independence and as a test of goodness of fit. Analysis of Variance: Calculating the variance among the samples and within the samples.

Suggested Readings

1. R.I. Levin & D.S. Rubin: Statistics for Management: Prentice Hall of India
2. Amir D. Aczel & Jayavel Sounderpandian – Complete Business Statistics: Tata McGraw- Hill
3. Freund – Mathematical Statistics
4. G. C. Beri – Business Statistics, Second Edition: Tata McGraw- Hill
5. A.M Goon, M.K Gupta & B, Dasgupta : Basic Statistics : World Press.
6. Hoel & Jensen: Basic Statistics for Business and Economics; John Wiley & Sons, New York.
7. Anderson, Sweeney and Williams – Statistics for Business and Economics, West Publishers

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BSM – 203 : Computer Applications – II

Course Contents

1. Word processing software: Microsoft Word – The different functionalities in the Microsoft Word software; Creation of a new document; Editing an existing document; Saving and printing a file; Use of the different tools; Handling tables in MS Word.
2. Spreadsheet software: Microsoft Excel – Creating a new spreadsheet document and editing an existing document; Using the different tools available in MS Excel. Performing mathematical calculations using MS Excel including various types of statistical measures. Reference Operators, Functions, Typing a Function. Creating a column chart; Changing the size and position of a chart Saving a file in Microsoft Excel; Closing a Microsoft Excel worksheet.
3. Database Management System: Data Modeling; The Relational Model; Database design and Query Languages; File organization, indexing and hashing; Transaction Processing and Concurrency Control; Database backup and recovery. DBMS Software: Microsoft Access - Creating New and Opening Existing Databases, Creating a database using a wizard and without using a wizard; Tables – Introduction and advanced features. Relationships - How to link multiple tables together; Forms and Reports; Creating Mail Merge Labels using a Wizard.
4. Presentation Software: Microsoft PowerPoint – The different functionalities of Microsoft PowerPoint. Creating a PowerPoint presentation; Creating and inserting a new slide; Creating a title slide; Applying a design template; Creating a hierarchy, Using a two-column text; Slide Sorter view; Running the slide show; Printing the slides.
5. Project Management Software: MS Project – Getting started with a project; Developing a timeline ; Displaying and Printing the schedule; Assigning resources and costs to the tasks and resolving resource allocation problems; Finalizing and Publishing the Project Plan; Managing and Tracking the Project; Working with multiple projects, using MS Project in workgroups.

Suggested Readings

1. Introduction to Computers with MS-Office, Leon, TMH
2. A First Course in Computers 2003, Saxena, VIKAS
3. Windows '98 in easy steps, Harshad Kotecha, Wiley Dreamtech
4. Office 2000 in easy steps, Stephen Copestake, Wiley Dreamtech
5. Windows and MS Office 2000, Krishnan, SCITECH
6. Microsoft Project 2000 in 24 hours, Tim Pyron, Techmedia
7. An Introduction to Database Systems - C.J. Date, Pearson Education

BSM – 204 : CONTEMPORARY ISSUES IN SPORTS

Course Contents

1. History of Modern Sports and other Forms of Organized Physical Activity: A Historical Overview of Sports, Evolutionary Processes of Modern Sports, Relation between Physical Education and Sports, Exercise Physiology
2. Physical Education And Sports : History and Principles of Physical Education, Organization, Administration and Methods in Physical Education, Elements of Statistics for Physical Education. Supervision and Curriculum Design In Physical Education.
3. Role of Government in Promotion of Sports : Role of the Ministry of Human Resource Development in Development of Sports and Physical Education, various Boards and Statutory Bodies established by Govt. for control and promotion of Sports, their roles and functions, importance and contributions.
4. Roles and Functions of National/International Sports Organizations: Roles of IFA, FIFA, BCCI, ICC, CAB, Sports Authority of India (SAI), National Hockey Association, Bengal Volley Ball Association, Bengal Tennis Association , their Functions and

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Importance in the Promotion and Management of Sports .

5. Social, Cultural and Political Environment of Sports Organizations: Role of Sports In Society, issues that Sports Administrators face on day to day basis in the contemporary world, Drug abuse and gratuitous violence,

BSM – 205 : ETHICS IN SPORTS

Course Contents

1. VALUES- Importance, Sources of Value System, Types, Loyalty and Ethical Behaviour.
2. ETHICS IN SPORTS– Nature, Characteristics and Needs, Ethical practices in the field of Sports, Sports Code of Conduct.
3. INDIAN VALUES AND ETHICS- Respect for elders, Hierarchy and Status, non- violence and tolerance, cooperation. Rights and Duties. Holistic relation between Man, Attitudes, Beliefs.
4. ETHICAL VALUE SYSTEM- Distributive Justice, Individual freedom of Choice, Professional Codes. Their application in the field of sports.
5. SPORTS AS A PROFESSION– Conflict between organization demand, Individual needs and professional ideal, Conflicts the Sports Managers face.
6. SOCIAL AND ETHICAL responsibilities of different Sports Association, Clubs, Manager, Coach and Sports Persons.
7. MORALE OF SPORTSMEN- Role of Organizations / Association and Sports Manager in the area.

3RD SEMESTER

BSM – 301 : Principles of Management

Course Contents

1. Introduction : Concept, process and significance of management; Managerial roles; An overview of functional areas of management; Development of management thought; Classical and neo-classical systems; Contingency approaches
2. Planning : Concept, process and types. Decision making – concept and process; Management by objectives; Corporate planning; Environment analysis; Strategy formulation.
3. Organizing : Concept, nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentation; Organization structure – forms and contingency factors.
4. Directing : Motivation – Concept & Theories – (Maslow, Alderfer, Herzberg, McClelland, Porter & Lawler, Vroom); Financial and non-financial incentives of Motivation, Leadership – Leadership Theories, Leadership styles. Communication – Type, process and barriers.
5. Controlling : Concept and process; Effective control system; Techniques of control.
6. Management of Change : Concept, nature and process of planned change; Resistance to change; Management in a changing environment.

Suggested Readings

1. Wehrich and Koontz, et al : Essentials of Management; Tata McGraw Hill
2. Stoner J and Freeman RE : Management; Prentice-Hall
3. Daft, RL : Management, Thomson
4. V.S.P Rao & Hari Krishna : Management-Text & Cases,Excel Books

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5. ramaswami T; Principles of Mgmt., Himalaya Publishing
5. Chandan, JS : Management – Concepts and Strategies, Vikas Publishing
6. Robbins, SP : Management, Prentice Hall

BSM – 302 : Business Communication

Course Contents

1. Introduction Business Communication : Basic forms of communicating; Communication models and processes; Effective communication; Theories of communication; Audience Analysis.
2. Self-Development and Communication : Development of positive personal attitudes; SWOT analysis; Vote's model of interdependence; Whole communication.
3. Corporate Communication : Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving communication. Practices in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing. Principles of Effective Communication.
4. Writing Skills : Planning business messages; Rewriting and edition; The first draft; Reconstructing the final draft; Business letters and memo formats Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum.
5. Report Writing : Introduction to a proposal, short report and formal report, report preparation. Oral Presentation : Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentations skills.
6. Non-Verbal Communication : Body languages : meanings
7. Effective Listening : Principles of effective listening; Factors affecting listening exercises.
8. Modern Forms of Communicating : Fax; E-mail; Video conferencing; etc.

Suggested Readings

1. Monipally: Business Communication , Tata McGraw Hill
2. Ronald E. Dulek and John S. Fielder : Principles of Business Communication; Macmillan
3. Madhukar : Business Communications; Vikas Publishing House
4. Rai & Rai: Business Communication, Himalaya Publishing
5. Kaul : Business Communication; Prentice Hall
6. Senguin J : Business Communication; Allied Publishers
7. Robinson, Netrakanti and shintre : Communicative Competence in Business English; Orient Longman

BSM – 303 : Financial Accounting

Course Contents

1. Meaning and Scope of Accounting : Need, development and definition of accounting.
2. Accounting Principles : GAAP; Accounting as MIS
3. Accounting Transactions : Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; Relationship between journal and ledger; Rules regarding posting; Trial Balance; Sub division of journal.
4. Capital and Revenue : Classification of Income; Classification of expenditure; Classification of receipts. Accounting concept of income; Accounting concepts and income measurement; Expired cost and income measurement. Final accounts; Manufacturing account; Trading account; Profit and Loss Account; Balance Sheet; Adjustment entries.
Rectification of errors: Classification, Location and Rectification Suspense Account; Effect on Profit.

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5. Depreciation Provisions and Reserves : Concept of depreciation; Causes of depreciation; depletion, amortization and dilapidation; Depreciation accounting; Methods of recording depreciation; Methods for providing depreciation; Depreciation of different assets; Depreciation of replacement cost; Depreciation policy as per Accounting Standard, Provisions and reserves.

Suggested Readings

1. Gupta, RL and Radhaswamy, M : Financial Accounting ; Sultan Chand and Sons
2. Ashoke Banerjee: Financial Accounting, Excel Books
3. Maheshwari: Introduction to Accounting, Vikas Publishing
4. Monga JR, Ahuja Girish and Sehgal Ashok : Financial Accounting; Mayur Paper Back
5. Shukla, MC, Grewal TS, and Gupta, SC : Advanced Accounts; S. Chand & Co
6. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India.
7. Agarwala, AN, Agarwala KN: Higher Sciences of Accountancy : Kitab Mahal
8. Anthony, RN and Reece, JS : Accounting Principles; Richard Inwin Inc
9. Ramchandran & Kakani : Financial Accounting for Managers; Tata McGraw-Hill

BSM – 304 : SPORTS TRAINING AND CONDITIONING

Course Contents

UNIT – 1

1. INTRODUCTION TO SPORTS TRAINING

- 1.1 Meaning and definition of Sports Training.
- 1.2 Aims and Tasks of Sports Training.
- 1.3 Characteristics of Sports Training.
- 1.4 Principles of Sports Training.
- 1.5 Training Means.
- 1.6 Training Methods.

UNIT - II

1. TRAINING LOAD

- 1.1 Meaning and definition of Load.
- 1.2 Components of Load.
- 1.3 Measurement of Load.
- 1.4 Over Load : Meaning and Definition, Causes, Symptoms and Tackling of Over Load.

UNIT - III

1. CONDITIONAL ABILITIES

- 1.1 STRENGTH : Meaning, Forms of Strength, Factors determining Strength, Training Methods for Strength Improvement, General guidelines for Strength Training.
- 1.2 SPEED : Meaning, Forms of Speed, Factors determining Speed. Training Methods for Speed Improvement.
- 1.3 ENDURANCE : Meaning, Forms of Endurance, Factors determining Endurance. Training Methods for Endurance Improvement.

UNIT – IV

1. MOTOR ABILITIES

- 1.1 FLEXIBILITY : Meaning, Forms of Flexibility, Factors determining Flexibility. Training Methods for Flexibility Improvement.
- 1.2 COORDINATIVE ABILITIES : Meaning, Forms of Coordinative Abilities, Factors determining Coordinative Abilities, Training Methods for Improvement of Coordinative Abilities.

UNIT – V

1. TECHNICAL TRAINING, TACTICAL TRAINING, PERIODISATION, PLANNING AND COMPETITIONS

- 1.1 TECHNICAL TRAINING : Meaning, Tasks of Technique, Principles of Technical Preparation, Training for Technique.
- 1.2 TACTICAL TRAINING : Meaning, Tasks of Tactics, Principles of Tactical Preparation, Training for Tactics.

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1.3 PERIODISATION : Meaning and types of Periodisation, Contents of training for different period.

1.4 PLANNING : Meaning, Principles of Planning, Types of Training Plans.

1.5 COMPETITIONS : Importance of Competition, Preparation for Competitions.

Suggested Readings

1. Cratty, B. Perceptual And Motor Development In Infants And Children, Prentice Hall , 1989.

2. Dick. F. W. Sports Training Principles, Lepus, London, 1990.

3. Jenson, C. R. Fisher, A.G. Scientific Basis of Athletic Conditioning, Lea And Febiger, Philadelphia, 1992.

4. Matveyew. L. P. Fundamentals of Sports Training, Mir Publishers, Moscow, 1991.

5. Willmore. J. H. Athletic Training And Physical Fitness, Allynand Bacon, Inc. Sydney, 1987.

BSM – 305 : LEADERSHIP PRINCIPLES IN SPORTS

Course Contents

1. Leadership :- Meaning, Management and Leadership in the past and 21st century, Formal and Informal Leadership.

2. Studies in Leadership :- Ohio State Leadership studies, Trait theories of leadership, Contingency theory, Charismatic Leadership theories, Transactional and Transformational leadership.

3. Issues in Leadership :- Different Leadership styles, Authentic leadership, Trust and Leadership – a relevant issue in sports, Global Leadership in sports across culture.

4. Leadership in Sporting World in the 21st Century :- National and International Sports Organisations - CAB, IFA, AIFF, BCCI, FIFA, ICC, IOA, BTTA.

5. Case Study on Successful Leadership from Sporting World and Presentation.

6. Role and Activities of Successful Leaders in Sports Management Organizations

4TH SEMESTER

BSM – 401 : Financial Management – I

Course Contents

1. Financial Management : Financial goals; Profit vs wealth maximization; Financial functions – investment, financing, and dividend decisions; Financial planning.

2. Capital Budgeting : Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return, profitability index; NPV and IRR comparison.

3. Cost of Capital : Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital.

4. Operating and Financial Leverage : Measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage.

5. Capital Structure : Theories and determinants.

6. Dividend Policies : Issues in dividend policies; Walter's model; M.M. Hypothesis, forms of dividends and stability in dividends, determinants.

7. Management of Working Capital : Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements; Management of working capital – cash, receivables, and inventories.

Suggested Readings

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1. S.Bhatt: Financial Management,Excel Books
2. Van Horne, J.C. : Fundamentals of Financial Management; Prentice Hall of India.
3. Khan M.Y. and Jain P.K. : Financial Management - Text and Problems; Tata McGraw Hill.
4. Prasanna Chandra : Financial Management - Theory and Practice; Tata McGraw Hill.
5. Pandey I.M. : Financial Management : Vikas Publishing House.
6. Saha, Tapas Ranjan : Basic Financial Management, World Press

BSM – 402 : Marketing Management I **Course Contents**

1. Introduction : Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts – traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.
2. Consumer Behaviour and Market Segmentation : Nature, scope and significance of consumer behaviour; Market segmentation – concepts and importance; Bases for market segmentation.
3. Product : Concept of product, consumer, and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept.
4. Price : Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.
5. Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.
6. Promotion : Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman.

Suggested Readings

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management, Vikas
3. Saxena, Rajan : Marketing Management, Tata McGraw Hill
4. Gandhi, J.C. : Marketing, Tata McGraw Hill
5. Tapan Panda: Marketing Management,Excel Books
6. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.
6. B. Ghosh : Fundamentals of Marketing Management, Books & Allied

BSM – 403 : Human Resource Management – I **Course Contents**

1. Human Resource Management – Overview : Scope & Coverage of HRM, Development of HR Functions, Structure and Function of HR Manager, Role of Line Managers in Managing Human Resources.
2. Human Resource Planning : Need for HR Planning Assessment of available HR in the Organization, Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.
3. Employment Administration : Recruitment & Selection of HR – Methods and Processes; Training & Development of HR – Types and Techniques; Performance Appraisal – Instruments and Administration; Discipline & Grievance Handling; Wage & Salary Administration.
4. Industrial Relations in India : Concepts, Theory, Approaches, Context of IR; Growth and Structure of Trade Unionism, Trends in Industrial Disputes; Industrial Disputes Settlement Machinery under ID Act, Collective Bargaining; Worker's Participation in Management; Labour Welfare.

Suggested Readings

1. V.S.P. Rao: Human Resource Management,Excel Books
2. Dwivedi: Human Resource Management, Vikas

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3. C.S. Venkata Ratnam & B.K. Srivastava : Personnel Management and Industrial Relations, Tata McGraw Hill.
4. Anjali Ghanekar : Human Resource Management, Everest Publishing
5. A.M. Sheikh : Human Resource Development and Management, S.Chand
6. E.A. Ramaswamy : Managing Human Resources, Oxford University Press
7. M.S. Saiyadain : Human Resource Management, Tata McGraw Hill

BSM – 404 : ADVERTISING, PUBLIC RELATION AND SPONSORSHIP IN SPORTS

Course Contents

1. INTRODUCTION TO ADVERTISING –History and Development in Advertising. Definition of Advertising, Objectives of Advertising in Sports.
2. IMC IN SPORTS – Concepts of Integrated Marketing Communication in Sports, Elements of Integrated Marketing Communication.
3. BUSINESS OF ADVERTISING - Advertiser, Advertising Agency and World of Media, Brand Manager, Duties and responsibilities of a Brand manager, Client Advertising Agency relationship in the 21st century.
4. SPORTS PERSONALITIES AS BRAND ENDORSER- Reputed sports persons and the brand they are endorsing.
5. PUBLIC RELATIONS - History, Definition and Role of Public Relations in promoting sporting events.
6. SPONSORSHIP ISSUES IN SPORTS - Meaning and Objectives of Sponsorship, Advertising and Sponsorship, Developing Sponsorship proposal.
7. CASE STUDY AND PRESENTATION- Details of Sponsorship Agreement in National and International sports bodies.

BSM – 405 : SPORTS FACILITIES PLANNING & MANAGEMENT

Course Contents

1. Planning and Management Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting, Sitting Arrangements etc.
2. Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps etc. Responsibilities of facilities managers, essential knowledge and skills required for operating a sport facility: Soft Skills (interpersonal and PR skills) & Hard Skills – Facility planning, site selection and design and construction, crowd and alcohol management .
3. First aid and emergency arrangement.
4. Facility administration, including marketing and sales, finance and budgeting, human resources and legal issues. Event planning, security and procedures.
5. Critical phase of facility management: From pre-event briefings to Cleanup and closings, Merchandising, Housekeeping and Maintenance.
6. Case study on Management of Sports facilities – Stadiums , Tents , Recreation facilities.

5TH SEMESTER

BSM – 501 : BASICS OF SPORTS MEDICINE & NUTRITION

Course Contents

UNIT – 1

1. INTRODUCTION
- 1.1 Concept of Sports Medicine.
- 1.2 Aim and Objective of Sports Medicine.

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- 1.3 Need and Scope of Sports Medicine.
- 1.4 Role of Sports Physician, Physical Educator / Sports Coaches in Sports Medicine.

UNIT - II

1. BASIC KINESIOLOGY

- 1.1 Meaning and definition of Kinesiology.
- 1.2 Importance of Kinesiology for Games and Sports.
- 1.3 Kinesiological classification of Muscles. Roles of Muscles.
- 1.4 Joints and their Movements.

UNIT - III

1. SPORTS INJURIES

- 1.1 Introduction.
- 1.2 Types of Sports Injuries.
- 1.3 Reasons of Sports Injuries.
- 1.4 Prevention and Management of Sports Injuries.

UNIT – IV

1. THERAPEUTIC MODALITIES

- 1.1 Brief description of Therapeutic Modalities.
- 1.2 Role of Ice in treatment of Sports Injuries.
- 1.3 Clinical application of Heat Modalities.
- 1.4 Brief concept of Short Wave Diathermy (SWD), Whirlpool Bath, Transcutaneous Electrical Nerve Stimulation (TENS), Interferential Stimulation(IFS).

UNIT – V

1. DRUG ABUSE IN SPORTS

- 1.1 Meaning and Definition of Doping.
- 1.2 Classification of Doping.
- 1.3 Doping Methods.
- 1.4 Why Drugs are used by Individual?
- 1.5 Why Drugs are used by Sports Persons?
- 1.6 The Prevention of Doping.

UNIT – VI

1. ELEMENTS OF PHYSICAL NUTRITION

- 1.1 Cell and Human Physiology,
- 1.2 Human Nutrition,
- 1.3 Functional Anatomy,
- 1.4 Metabolism,
- 1.5 Nutritional Physiology and Biochemistry,

UNIT – VII

1. APPLIED AND ENVIRONMENTAL PHYSIOLOGY

- 1.1 Exercise Physiology,
- 1.2 Energy Metabolism,
- 1.3 Muscle structure and Function,
- 1.4 Sensory and Motor Physiology

UNIT – VIII

1. FOOD – THE SOURCES OF ENERGY

- 1.1 Carbohydrates,
- 1.2 Mono Saccharides,
- 1.3 Disaccharides,
- 1.4 Polysaccharides,
- 1.5 Fats,
- 1.6 Proteins,
- 1.7 Enzymes,
- 1.8 Digestion.

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UNIT – IX

1. NUTRITIONAL REQUIREMENTS

- 1.1 Carbohydrates,
- 1.2 Fats,
- 1.3 Minerals,

UNIT – X

1. ENERGY REQUIREMENTS

- 1.1 Individual Caloric Requirement – Basal Energy Requirement,
- 1.2 Energy Requirement During Working Hours

UNIT – XI

1. NUTRITIONAL MEDICINES

- 1.1 Elements of Health Education,
- 1.2 An introduction to elements of Medicines that help augmenting Physical Fitness and General Strength and Vigour,

UNIT –XII

1. NUTRITION AND PHYSICAL PERFORMANCE

- 1.1 An Analysis of the Correlation between Nutrition and Physical Fitness and Performance in Sports

Suggested Readings

- 1. Steven Ray, Irvin Richer, Sports Medicine, Prentice Hall, 1983.
- 2. Vinger and Roerner, Sports Injuries, PSG Publishing Co., Inc, 1981.
- 3. William J. G. P., Sports Medicine, London Edwar Arnold Publishers.
- 4. Morehouse and Rash, Sports Medicine for Trainer, W. B. Saunders.
- 5. Armstrong and Tucker, Injuries and Sports, London Scamples Press.

BSM – 502 : SPORTS MARKETING

Course Contents

- 1). Basic Marketing Concept
 - i) Definition, Nature, Scope and Importance of Marketing.
 - ii) Approaches to the study of Marketing.
 - iii) Marketing Mix – its importance.
 - iv) Environmental factors affecting marketing.
 - v) Market Segmentation – Basis, evaluation and selection.
 - vi) Sports Marketing – Concept and major elements.
 - vii) Sports Marketing Mix.
 - viii) Factors influencing the sports market segmentation.
 - ix) Role of event, sponsor and fan in sports marketing.
 - x) Future of Sports Marketing.
- 2). Promotion of Sports
 - i) Promotion: need and importance.
 - ii) Promotional Methods and its determinants.
 - iii) Sales Promotion – concept, types, objectives, tools & techniques, advantages & disadvantages.
 - iv) Promotion of sports – different measures and their importance.
 - v) Different steps taken by the Indian Government to promote sports.
- 3). Advertisement
 - i) Advertising – concept & objectives.
 - ii) Advertising copy – main steps in copy development.
 - iii) Evaluation of advertising effectiveness.
 - iv) Advertisement Cost.
 - v) Advantages and limitations of major advertising media.
 - vi) Effect of media broadcasting on sports.
- 4). Sports Consumer Behaviour
 - i) Consumer Behaviour: meaning & importance.

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- ii) Consumer buying process and factors influencing this buying decision.
 - iii) Roles in a buying decision process.
 - iv) Sports consumer behaviour – concept.
 - v) Factors influencing sports consumer decision making.
- 5). Strategic Marketing planning for sports
- i) Differentiating the market offering - tools for competitive differentiation.
 - ii) Positioning the market offering - developing a positioning strategy.
 - iii) Cost – effective marketing strategy.
 - iv) Strategic marketing planning process for sports.

Suggested Readings

- i) Marketing Management – Rajan Saxena, TMH.
- ii) Marketing Management – Sisir Kr. Bhattacharyya, National Publishing House.
- iii) Marketing Management – Debraj Datta & Mahua Datta, Vrinda Publication.
- iv) Sports Marketing – A strategic perspective by Matthew D. Shank, Prentice Hall.

BSM – 503 : MANAGING & PROMOTING SPORTING EVENTS.

Course Contents

1. INTRODUCTION- Definition, Scope of Event management, Risk & Safety measures.
2. MANAGING SPORTING EVENTS- Planning, Organizing, Coordinating and Controlling Pre events, During the Events & Post Events issues.
3. WORLD OF SPORTS EVENT MANAGEMENT- Sponsors, Sports Management Companies, Spectators ,Sports personalities, Media etc.
4. SPORTS MANAGEMENT COMPANIES- Introduction, Role, Scope of Work, Service rendered to the clients, Ways of Functioning- Team work, Departments etc.
5. CAREER OPPORTUNITY IN SPORTS MANAGEMENT COMPANIES-
6. CASE STUDY AND PRESENTATION – Promoting national & International Sporting events. Importance of IMC in promoting Sports Events Successfully., Role of Advertising, PR etc.
7. CASE STUDY AND PRESENTATION- Managing Sporting Bodies , Associations-AIFF, IFA, BCCI,CAB, LEANING INDIAN FOOTBALL CLUBS etc.

BSM – 504 : SPECTATOR MANAGEMENT

Course Contents

1. Spectators and crowd defined.
2. How spectators become a crowd - Types and nature of crowd and spectator.
3. Importance of Spectators for Sports & Games.
4. Expectation of Spectators from Sports Organizing Authorities.
5. Facilities to be provided to the spectators.
6. Misconduct by spectators during a sports event: Analysis of different reasons & effect of such misconduct.
7. Some important press releases from the various publications.
8. Prerequisites of a spectator management policy.

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9. Factors to be taken into consideration for developing a spectator control mechanism.
10. Spectator management tactics- in general.
11. Spectator management tactics – with special service force.
12. Dispersal of spectators- By Organizer & Law and Order Agencies.

BSM – 505 : FUNDING IN SPORTS

Course Contents

1. Why sports need to be funded: Role of Fund in Sports Management

2. Sources of funds available for sports:

BROADCASTING-

- What is broadcasting
- The basics of sports broadcasting rights,
- Where does the money go,
- Sports Leagues and their broadcasting rights
- Benefits to the broadcaster

MEDIA PROVIDERS-

- Who are the media providers
- How do they fund sports
- Media provider owner of sports teams
- Why do media providers own teams
- Benefits to a media provider owning a team

SPONSORSHIP

- Meaning of sponsorship
- Sports and sponsorship
- Sports events likely to be sponsored
- Major sponsors in sports
- Team sponsors and individual sponsors
- Sponsorship opportunities in sports
- Benefits of sponsorship
- Effects of sponsorship
- How to get sponsors for- table tennis, football, badminton ets
- Sponsor Proposal- guidelines

ENDORSEMENTS

- What is an endorsement
- Sports and celebrity endorsement
- Sportspersons and their recent endorsements
- Endorsement strategy
- Marketing and endorsement
- Benefits of endorsements

ADVERTISEMENTS Sports and advertisements

- Advertisement preferences
- Advertisement and brand choice
- Aiming the right target
- Top sports ad companies
- Firms and their advertisement choices
- Effects of advertisement
- Game theory in advertisement

OTHERS SUPPLIERS, GATE MONEY

3. Budgeting of Sports Funds:- Budgetary Control

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6TH SEMESTER

BSM – 601 : SPORTS LAW AND RISK MANAGEMENT

Course Contents

- 1). CONSTITUTION (Relevant articles)
 - i) Art 14.
 - ii) Art 15.
 - iii) Art 19 (1) (g).
- 2). LAW OF CONTRACT
 - i) Essentials of a Contract.
 - ii) Offer and acceptance.
 - iii) Capacity of Parties.
 - iv) Minor's Contract
 - v) Void Agreements and Voidable Contracts.
 - vi) Consequences of breach of Contract.
- 3). LAW OF TORTS
 - i) Principle of volenti nonfit injuria.
 - ii) Negligence.
 - iii) Death in relation to Tort.
 - iv) Fatal Accidents Act, 1855.
- 4). ADMINISTRATIVE LAW
 - i) Tribunals for resolution of disputes.
- 5). LAW OF EVIDENCE
 - i) Opinion of experts.
 - ii) Oral Evidence.
 - iii) Documentary Evidence.
 - iv) Burden of proof.
- 6). RISK MANAGEMENT
 - i) Identification.
 - ii) Assessment.
 - iii) Containment.
- 7). RISK MANAGEMENT IN SPORTS
 - i) Analysis of Risk situations in Sports :
Preventive Actions to avoid such situations.
 - ii) Programme / Project Risk Analysis –
Methods to reduce / avoid risks in Projects.

BSM – 602 : PSYCHOLOGY OF SPORTS

Course Contents

1. INTRODUCTION – Definition, Scope, Branches of Psychology , Concept of Sports Psychology, Major View Points – Psychoanalytic school.
2. PERSONALITY – Meaning, Types , Personality Traits of Sports Person.
3. LEARNING - Definition, Theories on Learning- Classical and Operant conditioning.
4. MOTIVATION- Definition, Importance of Motivation in Sports performance, Reaching and Sustaining Ideal motivation. How Sports persons can be motivated.

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5. CONFIDENCE – Defining Confidence and Role of Sports Manager in Developing Confidence among Sports Personalities.
6. EMOTIONS- Definition, Relation between emotions and Sports performance, why sportsmen respond emotionally.
7. GOAL SETTING- Meaning, Goal Setting Principles, Relation between Goal Setting and Performance in Sports.
8. IMPLEMENTING SPORTS PSYCHOLOGY- Understanding the psychology of the Players and the Coach and implementation. Developing and facilitating Coach – Player relationship.

BSM – 603 : MANAGING SPORTS ORGANIZATION

Course Contents

1. SPORTS ORGANIZATION- Definition of Sports Organization, Organization Goals, Importance of understanding Organization Goals & effectiveness.
2. SPORTS ORGANIZATION'S OPERATING ENVIRONMENT Meaning, Nature of Organizational Environment, Macro Environment & Micro Environment, Relationship between an Organization's Structure and it's Environment.
3. SPORTS ORGANIZATION CULTURE- Meaning of Organization Culture, Strong VS. Weak organizational culture, Learning Organizational Culture, THICK & THIN Organizational Culture, Managing a Sports Organizational Culture.
4. SPORTS ORGANIZATION STRATEGY- Meaning, Deliberate & Emergent Strategies, Strategy Formulation & Implementation, SWOT analysis.
5. DEALING WITH ORGANIZATIONAL CHANGE-Meaning of Organizational change, Planned Change, Resistance to change – Overcoming Resistance to change & mplementation, Managing Resistance to change, Lewin's and Kotter's Model. Managing STRESS in work Place.
6. ASSIGNMENTS ON SPORTS ORGANIZATION- CAB, IFA, Bengal Lawn Tennis Association, SAI etc.

Suggested Books-

- Managing Sports Organizations- Ruben Acosta Hernandez
- Contemporary Sports management- Janet.B. Parks & Jerome Quarterman (Publishers Human Kinetics)

BSM – 604 : SPORTS MEDIA & EVENT MANAGEMENT

Course Contents

1. SPORTS MEDIA- Introduction to different Sports Media (Television channels, Sports Magazines etc.)
2. SPORTS CHANNELS- Popular Sports Channels Operating in India- ESPN STAR SPORTS, ZEE SPORTS, TEN SPORTS, DD SPORTS, and NEO SPORTS etc.
3. COMPREHENSIVE STUDY ON DIFFERENT SPORTS CHANNELS- Profile, Top Management, Functional Departments, Work Culture, Career Opportunities, Telecast rights for major Sporting Events, Program Mix, Advertising Opportunities.
4. SPORTS JOURNALISM- Introduction, Scope of Work, News Value of Sports, Essential Qualification of Sports Writer & Presenter.

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5. EVENT MANAGEMENT- Meaning of Events, Event Management, Designing an Event- 5C's (Conceptualisation, Costing, Canvassing, Customisation, Carrying out). Key Elements of Events- (Event Infrastructure, Organisers, Clients, Target Audience, Media, and Venue), Role of Mass Media in Event Promotion.

Suggested Books-

- Managing Sporting Events – Jerry Solomon (Human kinetics)
- Sports Journalism – Philip Andrews (Sage Publication)

BSM – 605 : ADMINISTRATION OF GAMES & LEISURE PLEX

Course Contents

1. POPULAR GAMES IN INDIA-Introduction about popular Team Games- Cricket, Football, Hockey. Individual Sports- Table Tennis, Lawn Tennis.
2. SPORTS ADMINISTRATORS- Profile of Administrators managing different games in India, Managerial expertise, Professional Out look, Knowledge about the specific game etc.
3. POLITICAL INFLUENCE IN INDIAN SPORTS ADMINISTRATION- BCCI, CAB, AIFF, IOA.
4. GAME SPECIFIC COMPARATIVE STUDY INDIAN CONTEXT & INTERNATIONAL CONTEXT. CRICKET- Administration in CAB, BCCI & ICC. Test Playing Venues in India Vs Australia, England etc. FOOTBALL- Administration in IFA, AIFF, AFC, FIFA. I-League Playing Clubs in India & Top English Premier League Clubs. Facilities offered to their Members, promoting the clubs etc.
5. ADMINISTRATION OF CORPORATE CLUBS& LEISURE PLEX- SPACE CIRCLE CLUB, OCIO, CCFC etc.

Suggested Books-

- Introduction to Recreation & leisure - Robert F. Ashcraft (Human Kinetics)
- Understanding Sports Organization-Trevor Slack (Human kinetics)