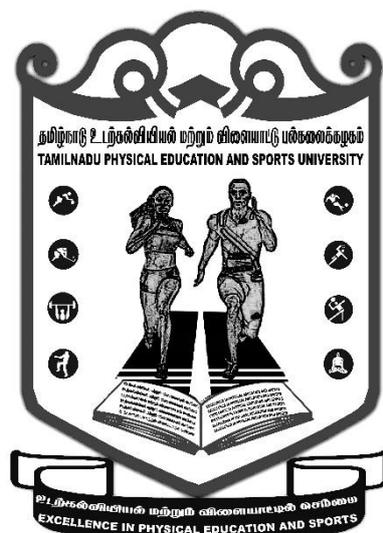


TAMIL NADU PHYSICAL EDUCATION AND SPORTS UNIVERSITY

CHENNAI – 600 127



REGULATIONS FOR BACHELOR OF BUSINESS ADMINISTRATION (SPECIALISATION IN SPORTS MANAGEMENT) UNDER CHOICE BASED CREDIT SYSTEM (CBCS) 2023-2024 ONWARDS

DEPARTMENT OF SPORTS MANAGEMENT AND
SPORTS PSYCHOLOGY & SOCIOLOGY

Regulations for Bachelor of Business Administration (B.B.A) With Specialisation in Sports Management (Regular Mode) under Choice Based Credit System (CBCS) from the Academic Year 2023-2024 Onwards:

The Choice Based Credit System (CBCS) and Learning Outcomes Based Curriculum Framework (LOCF) for the three years B.B.A Degree Programme with a specialisation in Sports Management (Regular Mode) is implemented from the Academic Year 2023-2024.

1. ELIGIBILITY FOR ADMISSION:

A pass in the Higher Secondary Examination (Academic or Vocational Stream)/Intermediate Examinations/Pre-degree Examinations/Pre-University Examinations or any other Board under 10+2/10+3/11+1/11+2 pattern conducted by Government of Tamil Nadu (or) Other States (or) Union Territories (or) an examination accepted as equivalent thereof by the Syndicate of this University shall be eligible for admission to the B.B.A Degree Programme with Specialisation in Sports Management.

2. ADMISSION CRITERIA:

The admission will be purely based on the marks obtained by the candidates in the +2 / H.Sc examination. State Government Reservation Policy is implemented for admission.

3. DURATION OF THE PROGRAMME:

The normal duration of the B.B.A (Specialisation in Sports Management) Degree Programme shall be three years consisting of six semesters. A student who is unable to complete the program for whatever reasons within the minimum duration (three years) prescribed for the programme, may be allowed two years period of time beyond the normal period to clear the backlog for qualifying for the Degree. In exceptional cases like major accidents or child birth, an extension of one more year shall be considered beyond maximum span of time. During the extended period, the student shall be considered as a Private Candidate and is not eligible for Ranking and Distinction.

4. SEMESTERS:

An academic year is apportioned into two semesters:

Odd Semester – July to November

Even Semester - December to April

In each semester, the classes are conducted for 18 weeks (90 days) with 5 working days per week.

5. PROGRAM OUTCOMES:

PO1: Problem Solving Skill: Problem analysis: Identify, review, formulate and analyse the problem or reformation to provide conclusions applying analytic thought to body of knowledge.

PO2: Decision Making Skill: Ability to inquire, identifying problems, logical flaws, analyse data from various sources, interpret and draw valid conclusions.

PO3: Ethical Value: Demonstrate moral/ethical values in carrying out his duties in his profession.

PO4: Communication Skill: Effectively communicate thoughts, ideas or any complex information orally or written using appropriate media clearly and concisely

PO5: Individual and Team Leadership Skill: Demonstrate ability to work effectively individually and within the group.

PO6: Employability Skill: Become empowered individuals to be employed in various positions in industry, academia and research.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.

6. PROGRAM SPECIFIC OUTCOMES:

PSO1 – Acquire academic excellence in management education with an aptitude for entrepreneurship/ higher studies.

PSO 2 – Students to build proficiency in key business functional areas.

PSO3 – Learn how to effectively manage people and build strong interpersonal & leadership skills.

PSO 4 – Enhance critical thinking and analytical skills in terms of decision making.

PSO 5 – Integrate technological advancements in business for sustainable business and contribution to economic growth.

PO – PSO MAPPING

| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|--------------|------|-----|-----|-----|-----|-----|-----|-----|
| PSO 1 | Y | Y | Y | Y | Y | Y | Y | Y |
| PSO 2 | Y | Y | Y | Y | Y | Y | Y | Y |
| PSO3 | Y | Y | | Y | Y | Y | Y | |
| PSO 4 | Y | Y | Y | Y | Y | Y | Y | Y |
| PSO 5 | Y | Y | Y | Y | Y | Y | Y | Y |

7. CHOICE BASED CREDIT SYSTEM (CBCS):

The Tamil Nadu Physical Education and Sports University follows the **Choice Based Credit System (CBCS)** and Learning Outcomes Based Curriculum Framework (LOCF). One credit is equal to one teaching hour per week during the semester. The CBCS in B.B.A (Specialisation in Sports Management) Degree Programme would have five components and the total credit requirements for all components in three years is 140 credits. The following are the components:

| Course Components | Types of Courses | No. of Courses | Credits | Total Credits |
|-------------------|---|----------------|---------|---------------|
| Part – I | Language / Special English/Hindi | 4 | 3 | 12 |
| Part – II | English | 4 | 3 | 12 |
| Part – III | Core Courses | 14 | 4 | 56 |
| | Core Elective Courses | 8 | 3 | 24 |
| | Summer Internship | 1 | 2 | 2 |
| | Project work | 1 | 4 | 4 |
| Part – IV | Skill Enhancement Courses (Non-Major Electives) | 7 | 2 | 14 |
| | Skill Enhancement Courses (Entrepreneurial Skill) | 1 | 1 | 1 |
| | Ability Enhancement Courses | 4 | 2 | 8 |
| Part – V | Value Education | 1 | 2 | 2 |
| | Environmental Studies | 1 | 2 | 2 |
| | Extension Activity | 1 | 1 | 1 |

| | | | | |
|----------------------|-------------------------------|---|---|------------|
| | Professional Competency Skill | 1 | 2 | 2 |
| Total Credits | | | | 140 |

CREDIT ABSTRACT

| Type of Courses | Semester | | | | | | Total Credits |
|---|----------|----------|----------|----------|----------|----------|---------------|
| | I | II | III | IV | V | VI | |
| | Credits | | | | | | |
| Language / Special English/Hindi | 1 | 1 | 1 | 1 | - | - | 12 |
| English | 1 | 1 | 1 | 1 | - | - | 12 |
| Core Courses | 2 | 2 | 2 | 2 | 4 | 2 | 56 |
| Core Elective Courses | 1 | 1 | 1 | 1 | 2 | 2 | 24 |
| Summer Internship | - | - | - | - | 1 | - | 2 |
| Project work | - | - | - | - | - | 1 | 4 |
| Skill Enhancement Courses (Non-Major Electives) | 2 | 2 | 1 | 2 | - | - | 14 |
| Skill Enhancement Courses (Entrepreneurial Skill) | - | - | 1 | - | - | - | 1 |
| Ability Enhancement Courses | 1 | 1 | 1 | 1 | - | - | 8 |
| Value Education | - | - | - | - | 1 | - | 2 |
| Environmental Studies | - | - | - | 1 | - | - | 2 |
| Extension Activity | - | - | - | - | - | 1 | 1 |
| Professional Competency Skill | - | - | - | - | - | 1 | 2 |
| Grant Total | 8 | 8 | 8 | 9 | 8 | 7 | 140 |

8. COURSE WEIGHTAGE:

Courses are designed with weightage of One / Two / Three / Four credits depending upon the content, duration and specialization.

9. CREDIT DISTRIBUTION:

The Credit distribution for the six semesters are given below:

| SEMESTER | CREDITS | TOTAL MARKS |
|------------|---------|-------------|
| I | 23 | 800 |
| II | 23 | 800 |
| III | 22 | 800 |
| IV | 25 | 900 |

| | | |
|--------------------|------------|-------------|
| V | 26 | 800 |
| VI | 21 | 600 |
| GRAND TOTAL | 140 | 4700 |

5. DETAILS OF STUDY AND CREDIT DISTRIBUTION:

First Year – First Semester

| Part | Course Components | Course Code | Name of the Course | LH | Int | Ext | Total Marks | Credits |
|--------------|-------------------------------|---------------------------------|---------------------------------------|----|-----|-----|-------------|-----------|
| I | Language | 23UE1LT101 | Tamil / Special English | 3 | 25 | 75 | 100 | 3 |
| II | English | 23UE1LE101 | English | 3 | 25 | 75 | 100 | 3 |
| III | Core Course -I | 23UE1CT101 | Management Concepts | 4 | 25 | 75 | 100 | 4 |
| | Core Course -II | 23UE1CT102 | Financial and Management Accounting | 4 | 25 | 75 | 100 | 4 |
| | Core Elective -1 | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| III | Skill Enhancement Course -1 | 23UE1SE101 | Business Economics | 2 | 25 | 75 | 100 | 2 |
| | Skill Enhancement Course -2 | 23UE1SE102 | Business Mathematics and Statistics | 2 | 25 | 75 | 100 | 2 |
| | Ability Enhancement Course -1 | 23UE1AE101 | Soft Skills – I (Presentation Skills) | 2 | 50 | 50 | 100 | 2 |
| Total | | | | | | | 800 | 23 |

First Year – Second Semester

| Part | Course Components | Course Code | Name of the Course | LH | Int | Ext | Total Marks | Credits |
|------|-------------------|-------------|--------------------------|----|-----|-----|-------------|---------|
| I | Language | 23UE1LT201 | Tamil / Special English | 3 | 25 | 75 | 100 | 3 |
| II | English | 23UE1LE201 | English | 3 | 25 | 75 | 100 | 3 |
| III | Core Course -III | 23UE1CT201 | Organisational Behaviour | 4 | 25 | 75 | 100 | 4 |

| | | | | | | | | |
|--------------|--------------------------------|---------------------------------|--------------------------------------|---|----|----|------------|-----------|
| | Core Course -IV | 23UE1CT202 | Production and Operations Management | 4 | 25 | 75 | 100 | 4 |
| | Core Elective -II | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| III | Skill Enhancement Course -III | 23UE1SE201 | Business Communication | 2 | 25 | 75 | 100 | 2 |
| | Skill Enhancement Course -IV | 23UE1SE202 | Sports First Aid (Practical) | 2 | 25 | 75 | 100 | 2 |
| | Ability Enhancement Course -II | 23UE1AE201 | Naan Mudhalvan Scheme - I | 2 | 25 | 75 | 100 | 2 |
| Total | | | | | | | 800 | 23 |

Second Year – Third Semester

| Part | Course Components | Course Code | Name of the Course | LH | Int | Ext | Total Marks | Credits |
|--------------|---------------------------------|---------------------------------|-----------------------------------|----|-----|-----|-------------|-----------|
| I | Language | 23UE1LT301 | Tamil / Special English | 3 | 25 | 75 | 100 | 3 |
| II | English | 23UE1LE301 | English | 3 | 25 | 75 | 100 | 3 |
| III | Core Course -V | 23UE1CT301 | Legal Systems in Business | 4 | 25 | 75 | 100 | 4 |
| | Core Course -VI | 23UE1CT302 | Marketing Management | 4 | 25 | 75 | 100 | 4 |
| | Core Elective - III | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| III | Skill Enhancement Course -V | 23UE1SE301 | E-Commerce | 2 | 25 | 75 | 100 | 2 |
| | Skill Enhancement Course -VI | 23UE1SE302 | Entrepreneurial Development | 1 | 25 | 75 | 100 | 1 |
| | Ability Enhancement Course -III | 23UE1AE301 | Soft Skills – II (Written Skills) | 2 | 50 | 50 | 100 | 2 |
| Total | | | | | | | 800 | 22 |

Second Year – Fourth Semester

| Part | Course Components | Course Code | Name of the Course | LH | Int | Ext | Total Marks | Credits |
|--------------|--------------------------------|---------------------------------|----------------------------------|----|-----|-----|-------------|-----------|
| I | Language | 23UE1LT401 | Tamil / Special English | 3 | 25 | 75 | 100 | 3 |
| II | English | 23UE1LE401 | English | 3 | 25 | 75 | 100 | 3 |
| III | Core Course - VII | 23UE1CT401 | Operations Research | 4 | 25 | 75 | 100 | 4 |
| | Core Course - VIII | 23UE1CT402 | Human Resource Management | 4 | 25 | 75 | 100 | 4 |
| | Core Elective - IV | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| III | Skill Enhancement Course -VII | 23UE1SE401 | Total Quality Management | 2 | 25 | 75 | 100 | 2 |
| | Skill Enhancement Course -VIII | 23UE1SE402 | Customer Relationship Management | 2 | 25 | 75 | 100 | 2 |
| | Ability Enhancement Course -IV | 23UE1AE401 | Naan Mudhalvan Scheme - II | 2 | 25 | 75 | 100 | 2 |
| IV | Environmental Studies | 23UE1ES401 | Environmental Studies | 2 | 25 | 75 | 100 | 2 |
| Total | | | | | | | 900 | 25 |

Note: A minimum of four weeks Internship will be carried out during the summer vacation after the second year. Viva Voce will be conducted by the internal examiners of the Department and marks shall be sent to the University for its inclusion in the Fifth Semester Marks Statement.

Third Year – Fifth Semester

| Part | Course Components | Course Code | Name of the Course | LH | Int | Ext | Total Marks | Credits |
|------|-------------------|-------------|-------------------------------|----|-----|-----|-------------|---------|
| III | Core Course -IX | 23UE1CT501 | Research Methods in Business | 4 | 25 | 75 | 100 | 4 |
| | Core Course -X | 23UE1CT502 | Financial Management | 4 | 25 | 75 | 100 | 4 |
| | Core Course -XI | 23UE1CT503 | Business Environment | 4 | 25 | 75 | 100 | 4 |
| | Core Course - XII | 23UE1CT504 | Management Information System | 4 | 25 | 75 | 100 | 4 |

| | | | | | | | | |
|--------------|--------------------|---------------------------------|-------------------|---|-----|----|------------|-----------|
| | Core Elective -V | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| | Core Elective - VI | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| | Internship | 23UE1CI501 | Internship Report | 2 | 100 | - | 100 | 2 |
| IV | Value Education | 23UE1VE501 | Value Education | 2 | 25 | 75 | 100 | 2 |
| Total | | | | | | | 800 | 26 |

Third Year – Sixth Semester

| Part | Course Components | Course Code | Name of the Course | LH | Int | Ext | Total Marks | Credits |
|--------------|--------------------------------|---------------------------------|---|----|-----|-----|-------------|-----------|
| III | Core Course - XIII | 23UE1CT601 | Retail Management | 4 | 25 | 75 | 100 | 4 |
| | Core Course - XIV | 23UE1CT602 | Services Marketing | 4 | 25 | 75 | 100 | 4 |
| | Core Elective - VII | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| | Core Elective - VIII | To be chosen from Elective List | | 3 | 25 | 75 | 100 | 3 |
| | Project | 23UE1CP601 | Project Report | 4 | 25 | 75 | 100 | 4 |
| IV | Professional Competency skills | 23UE1PC601 | Employability Skills | 2 | 50 | 50 | 100 | 2 |
| | Extension Activity | 23UE1EA601 | Extension Activity (NCC/NSS/Red Cross, etc) | 1 | - | - | - | 1 |
| Total | | | | | | | 600 | 21 |

6. LIST OF CORE ELECTIVE COURSES:

The following are the core elective courses offered for the students:

| Code | Name of the Subject | LH | Int | Ext | Total Marks | Credits |
|------------|--|----|-----|-----|-------------|---------|
| 23UE1CE001 | Sports Organisation and Administration | 3 | 25 | 75 | 100 | 3 |

| | | | | | | |
|------------|----------------------------------|---|----|----|-----|---|
| 23UE1CE002 | Principles Sports Management | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE003 | Sports Facility Management | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE004 | Sports Marketing | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE005 | Sports Psychology | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE006 | Sports Event Management | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE007 | Schemes For Sports Development | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE008 | Sports Media Management | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE009 | Sports Tourism | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE010 | Sports Finance | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE011 | Sports Human Resource Management | 3 | 25 | 75 | 100 | 3 |
| 23UE1CE012 | Advertising in Sports | 3 | 25 | 75 | 100 | 3 |

7. ASSESSMENT:

Assessment of a student's attainment will consist of Continuous Internal Assessment (CIA) and End Semester Examinations (ESE). The ratio between CIA and ESE will normally be 25:75.

a) Continuous Internal Assessment (CIA)

| | | |
|---|----------------------|-----------|
| Internal Marks 25 marks (Minimum Passing marks :10) | Exam/Test | Marks |
| | First Internal Exam | 5 |
| | Second Internal Exam | 5 |
| | Model Exam | 10 |
| | Assignment | 3 |
| | Seminar | 2 |
| | Total Marks | 25 |

b) End Semester Examinations (ESE)

Except in the case of project-work/ internship and exclusively practical/field placement courses/Soft skills Based/ Sports based, the ESE will consist of a written examination of three hours duration for a maximum score of 75. The minimum passing marks for End Semester Examinations is 40% (30 marks out of 75).

7. PATTERN OF QUESTION PAPER AND EVALUATION:

The following procedure will be followed for evaluation:

- a) The Question paper pattern under CBCS will include four sections carrying 1 mark, 2 marks, 5 marks and 10 marks questions respectively.
- b) Single valuation will be done by the Examiners duly appointed by the University. The answer scripts are valued either by internal or external examiners.
- c) A student is required to secure a minimum of 40% marks in each course in the End Semester Examinations, i.e. 30 marks out of 75 and a total of 40 marks out of 100 including Internal Assessment.

8. ATTENDANCE REQUIREMENT FOR APPEARING SEMESTER EXAMINATIONS:

- I. Students must have 75% of attendance in each semester to appear for the examination.
- II. Students who have attendance between 70% and 74% shall apply for condonation in the prescribed form with the prescribed fee.
- III. Students who have attendance between 65% and 69% shall apply for condonation in prescribed form with the prescribed fee along with the Medical Certificate.
- IV. Students who have attendance between 60% and 64% shall carry over the examinations in the ensuing Semester.
- V. Students who have attendance below 60% are not eligible to appear for the examination. They shall re-do the semester(s) and therefore, they shall not move to the ensuing semester.
- VI. A student can avail condonation only once during the course of study.
- VII. Hall tickets will be issued to the eligible candidates only if they produce 'No Dues Certificate' from the Department, the Registrar's Office, the Library and the Hostel Warden at the time of issue of "Hall Ticket" for the Semester Examinations.

9. SYLLABUS:

A detailed syllabus for the Courses of B.B.A Programme with specialisation in Sports Management is given below:

SEMESTER- I - PAPER CODE – 23UE1CT101
Part III – Core Course I - MANAGEMENT CONCEPTS

OBJECTIVES:

The course aims to familiarize the students with the nature, scope and dimensions of Business Policy and Management Process.

LEARNING OUTCOMES:

Students will get familiar with the basic concepts applied in contemporary management practice and many of the concepts learnt will form the foundation for subsequent courses.

Unit-I: Evolution of Management Thought

Definition; Nature; and Purpose of Management; Managerial Functions at Different Organizational Levels; Evolution of Management Thoughts –Traditional, Medieval and Modern Levels of Management.

Unit-II: Planning and Organizing

Planning; Types of Plan; the Purpose of Planning for Sport Events, Steps in Planning. Formal and Informal Organizations in the Sports Industry; The Process of Organizing; Organizational Structure.

Unit-III: Directing

Direction - Nature and Purpose - Importance of Direction - Written vs. Oral Directives - Techniques of Direction.

Unit-IV: Leading for Sport

Defining Leadership; Different Types of Leadership - Controlling; Control Process, Modern Control Techniques.

Unit-V: Management in the Sports context

Management and Society; The Concept of Social Responsibility; - Sports Academies; Obligation of the State to the Community - Inculcating a Sporting Lifestyle.

Reference

1. Principles and Practice of Management – Heinz Wehrich & Harold Koontz.
2. Principles of Management by Marshal
3. Principles of Management: Tripathi & Reddy
4. Management Principles and Practices: Chunawala and Shreenivasan
5. Principles & Practice of Management: M.D. Kakade.
6. Paradigm Shift in Sports Management in India: Shail Kapri
7. Various Case Studies.

SEMESTER- I - PAPER CODE – 23UE1CT102
Part III – Core Course II – FINANCIAL AND MANAGEMENT ACCOUNTING

OBJECTIVES:

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

LEARNING OUTCOMES:

Students will gain proficiency in basic accounting concepts, conventions and understanding of the accounting process. Able to prepare financial statements for Sole Proprietorship and any Business Organizations. Students will acquire the basic knowledge required for the application of financial tools for decision making.

Unit–I: Management Accounting: Nature and Scope

Meaning Functions and Scope of Management Accounting; The Management Accountant; Limitations of Management Accounting; Tools of Management Accounting.

Unit–II: Preparation of Trial Balance : Trading and Profit & Loss Account; Manufacturing Account; Balance Sheet; Adjustment Entries.

Unit–III: Ratio Analysis

Analysis of Financial Statements - Comparative Statement, Common Size Statement, Trend Analysis, Ratio Analysis– Liquidity, Profitability, Turnover Ratios – Interpretation of Ratios – Application to Decision Making.

Unit–IV: Marginal Costing

Marginal Costing; Absorption Costing; Difference between Absorption Costing and Marginal Costing; Segregation of Semi-Variable Costs; Profit Planning.

Unit–V: Budgets and Budgetary Control

Definition and Objectives; Meaning of Budget; Types of Budgets; Budgetary Control.

References

1. Management Accounting - R.P. Rustogi.
2. Cost and Management Accounting by M.E. Thukaram Rao, New age International Publication
3. Cost and Management Accounting - Saxena & Vashist.
4. Accounting Management - Bhattacharya S.K.and Dearden I.
5. Accounting for Management-Test and Cases -Bhattacharya S.K. and Reardon J

SEMESTER- I - PAPER CODE – 23UE1SE101
Part III – Skill Enhancement Course – I - BUSINESS ECONOMICS

OBJECTIVES:

The objective of this subject is to familiarize the basic concepts and issues in business economics and their application in business decisions.

LEARNING OUTCOMES:

To understand the concepts of cost, nature of production and its relationship to Business operations. To understand the pricing and output decisions under various market structure.

Unit–I: Introduction to Business Economics

Meaning, Nature, Functions and Scope of Business Economics; Factors Influencing Business Decisions; Micro and Macro Economic Concepts.

Unit–II: Demand Analysis and Estimation

The Law of Demand: Price-Demand Relationship, The Demand Function, Elasticity of Demand in Sports Context, Demand Forecasting.

Unit–III: Cost Concepts

Cost- Definition, Types- Fixed, Variable, Total, Average, Marginal and other costs. Break Even Analysis –Pricing Methods.

Unit–IV: Market structure and objectives of business firms

Objectives of Business Firms, Profit Maximization; The Market Structure; Features of Perfect Competition, Monopoly, Oligopoly and Duopoly and Its Features.

Unit–V: Production Functions and Profit Theories:

Production Function – Factor Productivity and Returns to Scale – National Income, Computation and Limitations.

References

1. Economics by Samuelson.
2. Business Economics by Adhikari.
3. Managerial Economics by P. Maheshwari.

SEMESTER- I - PAPER CODE – 23UE1SE102
Part III – Skill Enhancement Course – II - BUSINESS MATHEMATICS AND STATISTICS

OBJECTIVES:

This course aims at equipping student in the field of mathematics and statistics with emphasis on business applications.

LEARNING OUTCOMES:

This course aims at giving the mathematical and statistical knowledge to the students so as to enable them to make statistical analysis in business which thereby help them in further studies in management. To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, marketing, human resources, manufacturing and so on.

Unit–I: Probability

Introduction – Basic Concepts in Probability. Baye’s Theorem; - Theory of Distributions – Binomial, Poisson and Normal. Decision Theory.

Unit–II: Differentiation and Integration

Basic Concepts of differentiation and integration – Concepts of Marginal, average and total cost – Economic Order Quantity.

Unit–III: Statistics: Nature and Scope

Statistics in Business and Management – Data, Variable, Random Variable, Population, Sample, Random Sample; Descriptive Statistics; Inferential Statistics.

Unit–IV: Graphical Representation and Histogram.

Classification of Data; Frequency Distribution; Mean, Median and Mode; Time Series Analysis; Trend Analysis

Unit–V: Regression and Correlation Analysis

Correlation Analysis, Spearman’s Rank Correlation; The Scatter Diagram; The Linear Regression Equation.

References

1. Business Statistics-by Hooda
2. Fundamental of Statistics-by S.C. Gupta
3. Statistical Methods - by Sancheti – Kapoor

SEMESTER- I - PAPER CODE – 23UE1AE101**Part – III – Ability Enhancement Course – I - SOFT SKILLS – I (Présentation Skills)****OBJECTIVES:**

To enrich the Presentation skill of the students.

LEARNING OUTCOMES:

Students will be able to communicate their ideas through different modes and medium. They will be able to make memorable presentations professionally. Students will understand different strategies to adopt while communicating with different personalities with different goals.

BRIEF CONTENTS

Self Introduction – News Reading – Story Telling - Group Discussions - Talk Shows and Role Plays - Personal Interview - Movie Reviews, Article Reviews, Book Review and Speech in General Occasions.

Evaluation:

The performance of the students for this course will be evaluated for a total of 100 marks, of which 50 marks for internal (Evaluation of the student by the Faculty In-charge of the program) and 50 marks for external (Viva Voce Examination duly conducted by an external Examiner). Students have to appear for the Viva voce Examination in the presence of Panel of Examiner and secure a minimum of 40% of marks in the two components to clear the course. A student who fails in the Viva voce examination will have to redo the same during the subsequent year.

SEMESTER- II - PAPER CODE – 23UE1CT201
Part III – Core Course III - ORGANISATIONAL BEHAVIOR

OBJECTIVES:

To introduce the concepts of organizational behavior, individual behavior, personality and basic motivation concepts and applications.

LEARNING OUTCOMES:

Develops an understanding of the theoretical and practical concepts of Individual behavior and apply them to real life situations and practices.

UNIT I

Definition of OB – Various Disciplines contributing to OB – Hawthorne Experiment - Need And importance Of Organizational Behavior.

UNIT II

Personality – Types – Factors Affecting Personality – Perception – Learning - Types of Learning Styles – Learning Process & Theories.

UNIT III

Values and Attitudes – Characteristics – Components – Group Dynamics – Types Of Groups – Conflict Management – Nature and Types.

UNIT IV

Leadership – Meaning – Importance– Leadership Styles – Leaders Vs Managers; Motivation – Theories – Importance – Types – Motivation at Work

UNIT V

Organizational Structure and Design – Organization Climate – Job Satisfaction – Organization Development , culture, Change – Current Trend in OB

Reference Books:

1. *Stephen Robbins, Organisational Behavior, Prentice Hall of India*
2. *Udai Pareek, Understanding Organisational Behavior, Oxford University Press*
3. *L.M.Prasad, Organisational Behavior, Sultan Chand & Sons*
4. *Fred Luthans, Organisational Behavior, McGraw Hill Book Co.*

SEMESTER- II - PAPER CODE – 23UE1CT202
Part III – Core Course IV - PRODUCTION & OPERATIONS MANAGEMENT

OBJECTIVES:

To understand the relationship between production and operations with other business functions. To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.

LEARNING OUTCOMES:

On completion of this course, the students will be able to identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. Analyse and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments

Unit–I: Production and Operations Management

Objectives, Scope and Functions of Production and Operations Management.

Unit – II: **Manufacturing systems** – Need, Steps in Process Design and Process Selection; Differences between Continuous and Intermittent Production Systems.

Unit–III: Production Planning and Control of sports goods

Elements of Production Planning; Strategy of Production Planning; Production Control; Input / Output Control; Elements of Automation; Computer-Aided Design (CAD); Computer-Aided Manufacturing (CAM); Flexible Manufacturing System (FMS); Computer-Integrated, Manufacturing System (CIMS).

Unit–IV: Project Analysis and Evaluation

Definition - Characteristics of a Project; Life Cycle of a Project; The Project Planning Process; Constructing Networks; PERT and CPM

Unit-V: Event Staging

Nature of Events; Pre-production processes; Post-production processes; Understanding the Sport Event Consumer.

References

1. Production and Operations Management– K. Aahwathappa and K. Sridhara Bhat.
2. Manufacturing automation – Morris Cohen – Tata McGraw Hill.
3. Management and Technology Management – L.C. Jhamb.
4. Production and Operations Management – Dr, B.S. Gole.

SEMESTER- II - PAPER CODE – 23UE1SE201**Part – III – SKILL ENHANCEMENT COURSE – III - BUSINESS COMMUNICATION****OBJECTIVES:**

This course is designed to give students a comprehensive view of communication, its scope and importance in business, as well as an effective internal communications program.

LEARNING OUTCOMES:

Upon completion of this course, students will demonstrate an understanding of basic communication skills required in the workplace and to apply business communication theory to solve workplace communication issues.

Unit–I: Basic forms of communication

Need for Communication; Forms of Communication, Self-Development and Communication: Factors Affecting Communication; Essentials of Communication.

Unit–II: Corporate communication

Types of Corporate Communication - Barriers - Effective Communication Skills; Humour in Communication; Interpersonal and Intrapersonal Communication; Understanding Audience Psychology.

Unit–III: Writing skills: Business letters

Essentials of a Business Letter; Parts; Forms and Types of Business Letters; Writing a Good Business Letter. Internal Communication -Circulars and Memos; Office Notes; Report writing - Essentials of Good Report Writing.

Unit- IV: Public Relations

Definition of Public Relations; Benefits of PR in Sport; Tools-Media; Press Release; one on ones; Press Conferences.

Unit-V: Sports Journalism & Media

Media as a Vehicle; Media as a Dashboard; Evolving nature of Sports Media in India; Opportunities in Sports Journalism.

References

1. Effective communication- Urmila Rai and S.M. Rai (Himalaya Publishing House).
2. Business Communication-Doctor and Doctor (Sheth) Publishers Pvt. Ltd.)
3. Public Relations – A Case Based Approach – Jery Hendrix & Darrell C. Haynes.
4. The Significance of Sponsorship as a Marketing Tool in Sports Events – Oladunni Roselyn Abiodun

SEMESTER- II - PAPER CODE – 23UE1SE202
Part – III – Skill Enhancement Course – IV – SPORTS FIRST AID

OBJECTIVES:

This course is designed students to get first aid awareness for sports time.

LEARNING OUTCOMES:

Students will demonstrate an understanding of basic first aid process for sports time.

Unit-I

Sports first aid - sports first aider – aims and principles of first aid – functions of first aider - responding to an emergency - assess a situation quickly (drabc) – basic first aid inspection for consciousness (avpu) – priority of casualties - responsibilities of first aider – recovery position.

Unit – II

Sports injuries – types of injuries – definition, causes, clinical features, management and prevention of soft tissue injuries: skin injuries – strain – sprain – contusion – cramp tendon injuries – bursitis. Bone injuries: fracture – subluxation - dislocation.

Unit – III

Principles of injury management - warm up - cool down - stretching - types of stretching – principles of stretching. PRICE technique - immobilization -splinting - handling & transfer - cryotherapy: methods of application (ice packs, ice towel, ice immersion, ice cube massage, excitatory cold, vapocoolant spray.

Unit – IV

Techniques and equipment - removing clothing in lower body injuries - removing clothing in upper body injuries - removing headgear - casualty handling - first aid bag and supplies - sterile dressings – bandages – types of bandages – taping – importance of taping.

Unit - V

Emergency first aid - action in an emergency - cpr for an adult - cpr for a child - heart attack - stroke - choking adult – asthma - anaphylactic shock – snake bite – epilepsy – fracture and dislocation – sprain and strain.

Text books:

1. Christopher m. (1993). Norris sports injuries diagnosis and management for physiotherapists, east kilbride: thomson litho ltd.
2. Sports injuries: prevention, diagnosis, treatment and rehabilitation by mahmut nedim doral & jon karlsson (eds.)
3. Netter’s sports medicine by christopher madden & margot putukian & craig young

Reference books:

1. Morris, b. Mellin (1989). Sports injuries and athletic problems. New delhi: surjeet publication.
2. Steven roy. & richard irvin. (1983). Sports medicine. New jersey: prentice - hall inc.

SEMESTER- II - PAPER CODE – 23UE1AE201
Part III- Ability Enhancement Course- II – NAN MUDHALVAN SCHEME -I

A Course offered by Naan Mudhalvan Scheme for second semester BBA has to be chosen by the students while second semester. The students can refer to the website <https://naanmudhalvan.tn.gov.in/> for further details.

SEMESTER- III - PAPER CODE – 23UE1CT301
Part III – Core Course V - LEGAL SYSTEM IN BUSINESS

OBJECTIVES:

The objective of this subject is to provide a basic and elementary knowledge of the various provisions relating to business laws.

LEARNING OUTCOMES:

This subject develops an understanding of the basic laws related to business. Also, to develop an understanding about legal formalities related to business.

Unit–I: The Contract Act

Definition of Contract; Essential Elements of a Valid Contract; Types of Contracts; Offer and Acceptance; Consideration; Void Agreements; Performance and Discharge of Contract.

Unit–II: The Sale of Goods Act, 1930

Contract of Sale; Kinds of Goods; The Price; Document of Title to Goods; Conditions and Warranties, Transfer of Title; Transfer of Property; Unpaid Seller.

Unit–III: The Negotiable Instruments Act, 1881

Definition - Characteristics of Negotiable Instruments; Promissory Note - Bill of Exchange – Cheque – Definition, Distinction between a Cheque and a Bill of Exchange - Parties to Negotiable Instruments.

Unit–IV: Laws pertaining to Business Organizations:

Business Organizations - Types of Companies according to the Mode of Incorporation, Types of Registered Companies - Partnership Firms - Formation and Dissolution of a Partnership Firm.

Unit-V: Application of law in sports: Case Studies in India and Abroad:

IPL Controversies; - **Agreements & protection of Intellectual property within the sports industry:** Footage limitation rights with Indian News Television- Terrestrial Vs Broadcast Rights in Sports – Image Rights of Athletes.

References

1. N.D. Kapoor-Elements of Mercantile Law - S. Chand & Co.
2. K.R. Bulchandani - “Business Law for Management”-Himalaya Publishing House.
3. M.C. Kutchal - “Mercantile Law”-Vikas Publishing

SEMESTER- III - PAPER CODE – 23UE1CT302
Part – III – Core Course – VI - MARKETING MANAGEMENT

OBJECTIVES:

The objective of this paper is to identify the terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice.

LEARNING OUTCOMES:

On successful completion of the course, students will be able to have an in depth understanding of the marketing planning process and to develop and implement integrated marketing strategies for Sports Products. Learn to bring innovation in the marketing strategy under different market conditions and business challenges.

Unit–I: Fundamentals of Marketing

The Marketing Concept: Marketing Concept vs. Production Concept - Service Concept - Understanding Consumer Behaviour: The Buyer - The Buying Process - Customer Relationship Management.

Unit–II: Product Positioning

Positioning: Elements of Positioning; Marketing Environment: Economic, Technological, Socio-cultural, Demographic and Political-Legal Environment; Product Life Cycle and Product Lines.

Unit–III: Branding, Pricing and Distribution

Branding of Products - Promotion Mix Strategies - Pricing Mechanism - Methods – Objectives - Factors affecting Pricing Decisions - Distribution Strategy: Nature and Types of Distribution Channels – Retailing – Wholesaling - Logistics.

Unit - IV: Sales Management

Selection of the Salesperson; Methods of Training; Objectives of Salespersons' Performance Evaluation; Need, Importance and Scope of Marketing Research - Research Proposal.

Unit V: Sponsorship Marketing Strategies in sports

Significance of sponsorship in Sports – Sponsor - Categories of Sponsorship - Benefits to Sponsors - Presentation Making - Sports Sponsorship as a Marketing Tool. Meaning and Significance of ethics in sports - Ethical analysis. Issues in Event Marketing

References

1. Marketing management-Text, cases and applications- KS Chandrasekar
2. Marketing Management- S. Ramaswamy & S. Nama Kumari.
3. Principle of Marketing, 9th ed. Philip Kotler & Gary Armstrong
4. Marketing Management – S.A. Sherlekar.
5. Ethics & Sports – M.J. McNamee & S.J.Parrry

SEMESTER- III - PAPER CODE – 23UE1SE301
Part III – Skill Enhancement Course – V- E-COMMERCE

UNIT -I

Fundamental of E-Commerce: Traditional commerce and E commerce – Internet and WWW – role of WWW – value chains – strategic business and Industry value chains – role of E commerce. Driving forces – benefits and limitations of e-commerce.

UNIT -II

Business Applications in E-Commerce: Retailing in E-commerce – market research on internet customers – e-commerce for service sector – Advertising in e-commerce – B2B e-commerce.

UNIT -III

E-Commerce Infrastructure: Intranet, Internet & Extranet – Structure, Architecture, Applications & Business Models, search engines

UNIT -IV

E-Commerce Payments and Security: Computer security classification – copy right and Intellectual property – electronic commerce threats - strategies for marketing – sales and promotion E-Payments and Internet fraud. Principles of e-fund transfer, credit and debit card usage, E-check and unified payment systems.

UNIT -V

Issues in E-Commerce: Intelligent Agents - Definition and capabilities – limitation of agents – security –Legal, Ethics and Privacy issues – Protection needs and methodology - Consumer protection, Cyber laws, contracts and warranties. Taxation and Encryption Policies.

References Books

- 1.Efrain Turban et al., ‘Electronic Commerce – A managerial perspective’, Pearson Education Asia
- 2.Kalakota et al, ‘Frontiers of Electronic Commerce’, Addison Wesley.
3. Sandeep Krishnamurthy, ‘E-Commerce Management – Text and Cases’, Thomson Learning.
4. Greenstein Firsman, ‘Electronic Commerce’, Tata McGraw Hi

SEMESTER-III - PAPER CODE – 23UE1SE302
Part – III – SKILL ENHANCEMENT COURSE- VI - ENTREPRENEURIAL
DEVELOPMENT

OBJECTIVES:

To provide exposure to the students on entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own business entity.

LEARNING OUTCOMES:

The students will be able to design successful Business Plan in order to set up a new venture in future. The students will become more capable in self-employment.

UNIT-I

Introduction - Understanding the meaning of Entrepreneurship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs - Factors influencing Entrepreneurship.

UNIT-II

Entrepreneurial growth - Role played by government and Non-Government agencies - EDP's, TIIC, SIDBI, PIPDIC, IDBI, IFCI, ETC. Problems and prospects of Women Entrepreneurs.

UNIT-III

Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility - Technical - Legal - Managerial and Vocational Feasibility

UNIT-IV

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report.

UNIT-V

How to start an enterprise? - Franchising and Acquisition - Product Strategies - Pricing Strategies - Distribution Strategies - Promotional Strategies – Successful entrepreneurs.

Text and Reference Books

1. Jayshree Suresh - Entrepreneurial Development.
2. Khanka - Entrepreneurial Development.
3. Saini - Entrepreneurship : Theory & Practice.
4. Gupta CB - Entrepreneurial Development.
5. Vasant Desai - Dynamics of Entrepreneurial Development and Management.

SEMESTER- III - PAPER CODE – 23UE1AE301
Part – IV – Ability Enhancement Course – III - SOFT SKILLS – II -
(WRITTEN SKILLS)

OBJECTIVES:

To develop Written Communication skill of the students.

LEARNING OUTCOMES:

Students will develop written communication skills that reflect an understanding of the power of language to shape thought and experience. They will learn to write logically, with clarity, and with originality. To demonstrate a strategy for using communication skills over an extended period of time

BRIEF CONTENTS

Preparing the detailed Resume with a covering letter. Preparing Agenda & minutes of the meeting. Preparing tenders and quotations. Abstract / Summary writing, Articles writing in Journals and Magazines. Daily report - Weekly Report - Monthly report - Quarterly Report and Annual Report. Preparing a Business Plan/Proposals.

Evaluation:

The performance of the students for this course will be evaluated for a total of 100 marks, of which 50 marks for internal (Evaluation of the student by the Faculty In-charge of the program) and 50 marks for external (Viva Voce Examination duly conducted by an external Examiner). Students have to appear for the Viva voce Examination in the presence of Panel of Examiner and secure a minimum of 40% of marks in the two components to clear the course. A student who fails in the Viva voce examination will have to redo the same during the subsequent year.

SEMESTER- IV - PAPER CODE – 23UE1CT401
Part III – Core Course VII - OPERATIONS RESEARCH

OBJECTIVES:

The objective of the course is to develop basic understanding on Optimization techniques in every business activity.

LEARNING OUTCOMES:

The students will be able to make optimal utilization of available resources. To gain the knowledge in drafting mathematical models for quantitative analysis of managerial problems.

UNIT I

Introduction to Operations Research, basic definition, scope, objectives and limitations of Operations Research.

UNIT II

Linear Programming Problem, Formulation of LPP – Graphical Method – Simplex Method (simple problems only)

UNIT III

Transportation Model – Initial Basic Feasible Solution – NWCR method – Vogel's Approximation method – LCM - Assignment problems.

UNIT IV

Replacement Models, Single replacement and group replacement problems - Sequencing problem.

UNIT V

Network Analysis – Rules for constructing a network diagram –Merits and demerits of CPM & PERT.

Reference Book:

1. *N.D.Kapoor, Mercantile Law – Sultan & Sons*
2. *S.D. Sharma, Operations Research*
3. *Hamdy A. Taha, Operations Research – An Introduction*
4. *Gupta & Manmohan, Problems in Operations Research, Methods and Solutions.*
5. *Dharani Venkatakrishnan, Operations Research, Principles and Problems.*

SEMESTER- IV - PAPER CODE – 23UE1CT402
Part – III – Core Course – VIII - HUMAN RESOURCE MANAGEMENT

OBJECTIVES:

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

LEARNING OUTCOMES:

Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same. It will provide hands on experience to work on industry assignments and gain practical knowledge.

Unit–I: Introduction to Human Resource Management

Definitions, Objectives, Scope and Importance of HRM; Problems of HRD and Challenges for the Future.

Unit–II: Human Resource Planning

HR Planning; Guidelines for making Effective HR Planning - Job Analysis - Job Description - Job Specification - Job Evaluation: Definitions, Objectives, Principles, Advantages, Limitations and Methods of Job Evaluation; Recruitment - Sources of Recruitment.

Unit–III: Induction, Training, Development and Orientation

Induction - Steps; Content and Types of Induction Program; Training and Development; Training versus Development; Training Needs and Objectives.; Steps in the Training Program; Training Techniques; Evaluation of Training Programs

Unit–IV: Performance Appraisal

Meaning and Scope of Performance Appraisal; Purpose and Need of Performance Appraisal; Methods and Techniques of Performance Appraisal; Potential Appraisal; Career Development; Functions and Significance.

Unit-V: Labour Welfare Measures and Wage and Salary Administration

Statutory and Non-Statutory Labour Welfare Measures - Indian Factories Act 1948, Sec 42-49. Wage and Salary Administration; Methods of Wage Payment; Incentive Wage Plans; Concept of Variable Compensation; Fringe Benefits.

References

1. Performance Management by M. Armstrong.
2. Performance Management by LOWE.
3. Performance Management by T.V. Rao.
4. Principles of personnel management by Edwin. B. Flippo

SEMESTER- IV - PAPER CODE – 23UE1SE401

Part – III – Skill Enhancement Course – VII - TOTAL QUALITY MANAGEMENT

OBJECTIVES:

The main objective of this course is to introduce the importance of quality in improving competitiveness and to develop competency in the assessment of Cost of Poor Quality.

LEARNING OUTCOMES:

After successful completion of the course, students will be able to prioritize quality goals based on customer expectations & competition. To Identify improvement areas based on cost of poor quality and to Organize for quality and development of quality culture through small group activities.

UNIT I

Introduction to Total Quality Management – Evolution, TQM Framework, Barriers to TQM, Quality in 21st century.

UNIT II

Management of process quality – Continuous Process Improvement; PDCA Cycle; Customer focus and satisfaction – Bench marking.

UNIT III

Productivity and Quality – Strategic Quality Planning. FMEA; Cost of Quality.

UNIT IV

Concept of Quality process – Quality improvement tools – Understanding process variation, Managing for quality- Japanese Management, 5S – Kaizen Principle.

UNIT V

ISO 9000 Overview- Important steps in ISO Registration- ISO in Indian Companies. Criteria for Quality programs, Universal Standards of Quality.

Reference Books:

1. *Vincent K. Omachonu & Joel E. Ross, Principles of Total Quality.*
2. *Ron Collard, Total Quality.*
3. *Townsend & Gebhardt, Commit to Quality.*
4. *John Bark, Essence of TQM.*
5. *Willborn & Cheng, Global Management of Quality Assurance Systems.*

SEMESTER- IV - PAPER CODE – 23UE1SE402
Part – III – SKILL ENHANCEMENT COURSE – VIII
CUSTOMER RELATIONSHIP MANAGEMENT

OBJECTIVES:

The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers

LEARNING OUTCOMES:

Gain a conceptual understanding of the various customer relationship concepts. To understand the current trends in CRM, newer ways to sell and communicate with greater emphasis on customer relationship .

Unit I:

Evolution of Customer Relationship CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.

Unit II:

CRM Concepts Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

Unit III:

Planning for CRM Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.

Unit IV:

CRM and Marketing Strategy CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.

Unit V:

CRM Planning and Implementation Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

Reference Books:

1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH.
2. Dilip Soman & Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.
3. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
4. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, PearsonEducation.

SEMESTER- IV - PAPER CODE – 23UE1AE401
Part III- Ability Enhancement Course- IV – NAN MUDHALVAN SCHEME -II

A Course offered by Naan Mudhalvan Scheme for fourth semester BBA has to be chosen by the students. while fourth semester. The students can refer to the website <https://naanmudhalvan.tn.gov.in/> for further details.

SEMESTER- IV - PAPER CODE – 23UE1ES401
Part IV- ENVIRONMENTAL STUDIES

Objective:

The objective of the course is to acquaint the student with a basic understanding of the concept and structure of environment. The course will help the student to develop and understanding about the significance of the development of environmental science as a discipline. The global environmental issues and disasters will also be introduced to the students through the course.

Learning Outcomes:

The course will empower the undergraduate students by helping them to: i. Gain in-depth knowledge on natural processes that sustain life, and govern economy. ii. Predict the consequences of human actions on the web of life, global economy and quality of human life. iii. Develop critical thinking for shaping strategies (scientific, social, economic and legal) for environmental protection and conservation of biodiversity, social equity and sustainable development. iv. Acquire values and attitudes towards understanding complex environmental-economic social challenges, and participating actively in solving current environmental problems and preventing the future ones we adopt sustainability as a practice in life, society and industry.

Unit 1: Introduction to Environmental Studies • Multidisciplinary nature of environmental studies; Scope and importance; concept of sustainability and sustainable development. Ecosystem - Structure and function of ecosystem.

Unit 2 : Natural Resources : Renewable and Non – renewable Resources - Deforestation : Causes and impacts due to mining, dam building on environment, case studies.

Unit 3 : Biodiversity and Conservation • Levels of biological diversity: genetics, species and ecosystem diversity; Threats to biodiversity : Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity.

Unit 4: Environmental Pollution: types, causes, effects and Control measures of urban and industrial waste • Pollution case studies. Environmental Policies & Practices - Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. Kyoto protocols and Convention on Biological Diversity

Unit 5: Human Communities and the Environment - Human population growth, impacts on environment, human health and welfare. Disaster management: floods, earthquake, cyclone and landslides. Environmental ethics; Field Work - Visit to an area to document environmental assets: river / forest/ flora/ fauna etc - Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural etc.

References

1. Gadgil , M.,& Guha, R. 1993.This Fissured Land: An Ecological History of India. Univ.of California Press.

2. Glesson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
3. Groom, Martha J., Gary K.Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates,2006.
4. McCully,P.1996.Rivers no more :the environmental effects of dams(pp.29-64).Zed books.
5. Pepper,I.L.,Gerba,C.P & Brusseau,M.L.2011.Environmental and Pollution Science. Academic Press.
6. Raven,P.H.,Hassenzahl,D.M & Berg,L.R.2012 Environment.8th edition. John Willey & sons.
- 7.Singh,J.S.,Singh,S.P and Gupta,S.R.2014.Ecology,Environmental Science and Conservation. S.Chand Publishing, New Delhi.
8. Sodhi,N.S.,Gibson,L.&Raven ,P.H(eds).2013.Conservation Biology :Voices from the Tropics. John Willey & Sons.
9. Willson,E.O.2006. The Creation: An appeal to save life on earth..New York: Norton.

SEMESTER- V - PAPER CODE – 23UE1CT501
Part – III – Core Course – IX - RESEARCH METHODS IN BUSINESS

OBJECTIVES:

The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. To develop an understanding of various research designs and techniques.

LEARNING OUTCOMES:

Students will be able to convert business problems into research problem and design research accordingly. Students will be able to identify correct statistical tools to solve problem in hand. Students will gain the capability to prepare a research report.

UNIT- I

Research – Types - Research Process - Problems in Research – Significance of Research in Social Sciences – Identification of problem; Research Design – Factors affecting Research Design – Review of Literature.

UNIT- II

Hypothesis - Types, Testing – Sampling Design: Censes Method and Sampling Method – Principles of Sampling – Methods of Sampling –Probability and Non-Probability Sampling Methods – Selection of a sample – Size – Criteria of Good Sample Design. Scaling Techniques: Meaning, Types of Scale - Scale Construction Techniques.

UNIT- III

Data Collection: Types – Sources of Data –Data Collection Methods – Observation – Survey – Questionnaire – Interview Schedule - Constructing Questionnaire – Format of Good Questionnaire – Differences between Schedule and Questionnaire – Pilot Study.

UNIT- IV

Analysis and Processing of Data – Editing – Coding and Tabulation. Tests of Significance – Parametric Tests –Chi Square, and T-Test. Non-Parametric Tests - Introduction to ANOVA – One Way –Two Way –Correlation and Regression.

UNIT- V

Report Writing –Layout of report – Mechanics of writing Research Report –Norms for using tables – Charts and Diagrams – Appendix – Index and Bibliography.

Reference Books:

1. William C E mory, *Business Research Methods*, Richard D Irwin, NJ
2. Donald R Cooper, *Business Research Methods 7th Ed*, McGraw Hill, 2001
3. Krishnaswami OR, *Methodology of Research for Social Science*, Himalaya, Mumbai, 2001
4. Anderson J. et.al, *Thesis and Assignment writing*, Wiley Eastern

SEMESTER- V - PAPER CODE – 23UE1CT502
Part – III – Core Course – X - FINANCIAL MANAGEMENT

OBJECTIVES:

The objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

LEARNING OUTCOMES:

Students will understand the various sources of Finance and also gain knowledge in taking up financial decisions in a better way. Explores knowledge on different investment decisions.

Unit–I: Aims and objectives of Financial Management

Definition; Financial Functions; Role of a Financial Manager: Profit Maximization vs. Wealth Maximization; Financial analysis and Control.

Unit–II: Investment Decisions

Investment Decisions; Types of Investment Decisions; Capital Budgeting Process and techniques.

Unit–III: Capital Structure Decisions

Capital Structure; Relevance of Capital Structure: Capital Structure Theories; Determinants of Capital Structure.

Unit–IV: Instruments of Long-term Finance

Sources of Long-Term Finance; Rights Issue of Equity Shares; Preference Shares; Debentures; Fixed Deposits from Public; Lease Financing; Factors affecting Long-Term Funds.

Unit–V: Working Capital Management

Working Capital Management; Factors Influencing Working Capital; Sources of Working Capital; Financing of Current Assets; Short-Term vs. Long-Term Financing; - Inventory Management Techniques.

References

1. Financial Management – Text, problems and cases M.Y.Khan and P.K Jain,
2. Financial Management – Prasanna Chandra, Tata McGraw Hill.
3. Financial Management – I.M. Pandey
4. Financial Management – Rastogi.
5. Financial Management – P.V. Kulkarni.

SEMESTER- V - PAPER CODE – 23UE1CT503
Part III – Core Course XI - BUSINESS ENVIRONMENT

OBJECTIVES:

The main objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

LEARNING OUTCOMES:

This course gives an opportunity to learn about global trends that influence our environment and the living conditions and how different management systems and approaches are used around the world to manage the environment.

Unit-I: Nature of Business Environment: Components of Environment, Micro Environment; Macro Environment; Environmental Scanning; Industry - Industrial Policy.

Unit-II: Business Environment in India: Political Environment – Legal Environment – Economic Environment; Insurance: Overview, Types and Regulations of the Insurance Industry.

Unit-III: Socio-Cultural Environment – Role of business in society, environmental pollution, corruption, use of mass media, consumerism, changing lifestyle patterns.

Unit-IV: Technological Environment – Technological Change, Product and Process – Technological Factors Affecting business all over the world.

Unit V: Management of Multinational Corporations: The International Monetary Fund (IMF); The General Agreement on Trade and Tariffs (GATT); The World Trade Organization (WTO); The United Nations Conference on Trade and Development (UNCTAD), Managing World Trade.

Reference

1. Business Environment by Francis Cherunilam
2. Business Environment by K Aswathappa
3. Business Environment by Raj Agarwal.
4. Principles & Practice of Management – M.D. Kakade.

SEMESTER- V - PAPER CODE – 23UE1CT504
Part – III – Core Course – XII - MANAGEMENT INFORMATION SYSTEM

OBJECTIVES:

The objective of the course is to acquaint the students about the concept of information system in the business organizations.

LEARNING OUTCOMES:

Upon completion of this course, students will be able to relate the basic concepts and technologies used in the field of management information systems and to compare the processes of developing and implementing information systems.

UNIT I

Information system: Concepts of systems – Strategic uses of Information Technology. Business perspective on information systems – Dimensions of information systems - Contemporary Approaches to Information Systems.

UNIT II

Computer System Resources: Computer Hardware and Computer software – File and DBMS – Internet and Office Communications.

UNIT III

Application of Information System to functional Business Areas: Operational Information System – Tactical and Strategic Information system. Major types – ESS – DSS – MIS – TPS – Introduction to BPO & KPO

UNIT IV

Planning and development of Information system: Systems as planned organizational change – Business process reengineering & process improvement – Overview of Systems Development – System analysis – Systems design.

UNIT V

Enterprise Resource Planning – Introduction – Related Technologies – ERP Modules – Benefits of ERP ; ethical issues of Information Systems.

Reference Books:

1. *Kenneth C. Laudon & Jane P.Laudon – Management Information Systems-Managing the Digital Form-Eighth Edition, Eastern Economy Edition*
2. *Alexis Leon, Enterprise Resource Planning – Tata McGraw Hill Publishing Co. Ltd., New Delhi – 2005*
3. *Raymond Meleod, JR Information Systems – Mac Millan Publishing Co. ltd – 4th Edition.*
4. *Gerald V.Post David L. Anderson, Management Information System-Solving Business Problems with Information Technology – Tata McGraw Hill Publishing Co. ltd, New Delhi*
5. *Gordan B.Davis Margrette H.Olsan, Management Information System, Conceptual Foundations, Structure & Development – Second Edition – Tata McGraw Hill Co. Ltd, New Delhi*

SEMESTER- V- PAPER CODE – 23UE1CI501
Part – III - INTERNSHIP– INTERNSHIP REPORT

OBJECTIVES:

To offer the opportunity to the students to gain experience about the working and functioning of the sports organization throughout the program.

LEARNING OUTCOMES:

On successful completion of the course students will have a complete understanding about the sports organizations and pave way for their final Project work in the same concern.

Internship

At the end of fourth Semester, each student shall undertake Internship for a minimum of 4 weeks. It is mandatory for the students to seek written approval from the Faculty Guide and the Head of the Department about the topic and the Organization before commencing the Internship. The Internship must be carried out compulsorily in any Sports Organization or Sports Related Organizations only. It can be a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector / Sports Academies. On Successful completion of the Internship, the student shall submit a structured report based on the work done during this period in a prescribed format provided. A report of the same should be submitted to the Department on or before the last working day of the fifth semester.

Viva-Voce Examination

The performance of the students for the Internship will be evaluated for a total of 100 marks, by Internal Examiners only. The Viva-voce will be conducted by a panel consisting of the Faculty guide in the presence of the Head of the Department.

Students have to secure minimum 40% of marks to get a pass in the Internship. Students who fail in the Internship or who were absent for the Viva or who fail to submit the report before the due date will have to redo the Internship during the subsequent year and attend the Viva-Voce during the subsequent academic year.

SEMESTER- V - PAPER CODE – 23UE1VE501

Part IV- VALUE EDUCATION

OBJECTIVES:

The course is designed to the objective of this paper is to impart basic human values to students through formal education and Understand the importance of harmonious living in a diverse society.

LEARNING OUTCOMES:

After completion of the course the Students will understand the importance of value based living. Students will gain deeper understanding about the purpose of their life and start applying the essential steps to become a value based professionals.

UNIT-I

Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self esteem.

UNIT-II

Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT-III

Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

UNIT-IV

Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal Mechanisms.

UNIT-V

Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

Reference Books:

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
4. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
5. S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.
6. M.M.Mascaronhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993.

SEMESTER- VI - PAPER CODE – 23UE1CT601
Part – III – Core Course – XIII - RETAIL MANAGEMENT

OBJECTIVES:

The course aims to acquaint the students with the process of retail selling and the strategies for effective retail management.

LEARNING OUTCOMES:

Gain a conceptual understanding of the various retail concepts. To understand the current trends in retailing, newer ways to sell and communicate with greater emphasis on environment and social responsibility of retail sector.

UNIT I

INTRODUCTION TO RETAILING: Functions of a Retailer, Characteristics of Retailing, Categorizing Retailers-Types of retailers-Multichannel Retailing, The rise of Consumerism and the rise of retailer. Social and Economic Significance of retailing.

UNIT II

RETAILING STRATEGY: Retail Market Strategy, Target Market and Retail Format-Building Sustainable Competitive Advantage - Growth strategies - The strategic Retailing Planning Process-Retail locations.

UNIT III

MERCHANDISE MANAGEMENT: The Buying organization, Merchandise Category, - Merchandise Planning Systems - Merchandise procurement: Merchandise Sourcing.

UNIT IV

RETAIL PRICING: Concept and considerations in setting Retail prices, Pricing Strategies, Pricing Techniques, The Internet and Price Competition.

UNIT V

STORE MANAGEMENT: Forecasting Sales, Setting Inventory and Product Availability Levels; Supply chain Management and Logistics- Challenges to Retail development in India.

TEXT AND REFERENCES BOOKS

1. Chetan Bajaj, Rajnish Tuli, Nidi Varma Srivastava, "Retail Management", Oxford University Press, Second Edition, 2010.
2. Swapna Pradhan, "Retailing Management Text and cases", McGrawHill, 3rd edition, 2009.
3. Barry Berman, Joel R. Evans, "Retail Management A Strategic Approach", Pearson Education, Inc, Tenth edition, 2010.
4. Michael Levy, Barton A Weitz and Ajay Pandit, "Retail Management", Tata McGraw Hill, Sixth Edition, 2008.

SEMESTER- VI - PAPER CODE – 23UE1CT602
Part – III – Core Course – XIV – SERVICES MARKETING

OBJECTIVES:

The course aims to acquaint the students with the process of retail selling and the strategies for effective Services marketing.

LEARNING OUTCOMES:

Gain a conceptual understanding of the various services concepts. To understand the current trends in services, newer ways to sell and communicate with greater emphasis on environment and social responsibility of service sector.

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V

Marketing of Service With Special Reference To: 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.

TEXT AND REFERENCES BOOKS

1. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2. S.M. Jha, Services marketing, Himalaya Publishers, India.
3. Baron, Services Marketing, Second Edition. Palgrave Macmillan.
4. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5. Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

SEMESTER- VI - PAPER CODE – 23UE1CP601
Part – III – Core Project - PROJECT REPORT

OBJECTIVES:

To offer the opportunity to the students to gain expertise on a diverse range of topics, including theoretical, simulation and experimental studies learned throughout the program.

LEARNING OUTCOMES:

On successful completion of the course, students will be able to undertake problem identification, formulation and providing suitable solution with a sound technical knowledge of their selected project title.

Project Work

Project Work is an integral part of BBA curriculum. The project work is very important for all BBA students as it enables them to gain their management skills. The project work has to be carried out by the students during the sixth semester. On Successful completion of the Project, the student shall submit a well-structured Project report based on work done during this period in a prescribed format provided.

Viva-Voce Examination

The performance of the students for the project work will be evaluated for a total of 100 marks, by both internal and external Examiners. The Viva-voce will be conducted by a panel consisting of the Faculty guide, an External Examiner in the presence of the Head of the Department.

Students have to secure minimum 40% of marks in the two components to get a pass in the project work. Students who fail in the project work or who were absent for the Viva or who fail to submit the project report before the due date will have to redo the project work during the subsequent year and attend the Viva-Voce during the subsequent academic year.

SEMESTER- VI - PAPER CODE – 23UE1PC601

Part – IV – PROFESSIONAL COMPETENCY SKILL – EMPLOYABILITY SKILL

OBJECTIVES:

To offer the opportunity to the students to gain expertise on a diverse range of topics, including theoretical, simulation and experimental studies learned through employability skill

LEARNING OUTCOMES:

Students will be able to undertake in future problem identification, formulation and providing suitable solution with a sound technical knowledge of their work.

UNIT -I

Leadership Theories: Nature of leadership theories & models of leadership - attributes of effective leaders - traits of leadership - interpersonal competence & leadership

UNIT -II

Leadership Styles: Leadership qualities -styles of leadership -attitudes-role models & new leadership - cultural differences and diversity in leadership - leader behaviour leadership in different countries- leadership ethics & social responsibility.

UNIT -III

Leadership Skills: Leadership skills - Leadership & management - transactional & transformational in leadership -Strength based leadership in practice - Tasks & Relationship approach in leadership - influence tactics of leaders- motivation and coaching skills. Establishing constructive climate- listening to out group members- communication and conflict resolution skills.

UNIT -IV

Team Work: Working in group & teams - characteristics of effective team- types- team development: Tuckman's team development stages- Belbin team roles - Ginnett - team effectiveness leadership model.

UNIT -V

Exploring team roles & processes: mapping the stages of group development -Building: and developing teams-overcoming resistance coping and conflict and Ego-leading a team managing meetings.

References Books

- 1.Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.
2. Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noulia: HarperCollins

ELECTIVE- PAPER CODE – 23UE1CE001**Part – III – Core Elective – I - SPORTS ORGANISATION AND ADMINISTRATION****OBJECTIVES:**

To demonstrate the skills necessary in the management of an organization and apply the functions of planning, organizing, leading, and evaluating to a variety of sport organizations.

LEARNING OUTCOMES:

After successful completion of this course the students define and understand various Sports organization and their functions and roles in the development of sports. To identify and perform the duties of a practicing sport management professionals.

UNIT I

Social Context for Modern Sports: Need for New Structure in Sports Today. National Olympic Committees – National Federations – Governmental and Quasi – Governmental Organizations.

UNIT II

Origin and Operations of Sports Organizations – Defining the Legal Status – Social Profile of the Sports Organization – Choosing a type of Organization: Environmental Indicators – Power and Authority – Delegation of Responsibilities – Organizational Charts.

UNIT III

Sports Organizations and their Environment: The nature of the Organizational Environment – International Sports Environment: IOC and International Federations – National Sports Environment – Controlling Environmental Uncertainty.

UNIT IV

Sports Organizations and Technology: Technology – Research on technology and Organizations – Critiques of the Technology Imperatives – Micro-Electronic Technologies – Relationship Between technology and Organizational Structure.

UNIT V

Cases of Strategic Approaches by some Olympic Sports Organizations: IOC - FIFA –ICC - WADA – IOA – BCCI - Measuring the Performance of Olympic Sports Organizations.

Reference Books:

1. *Ruben Acosta Hernandez, Managing Sports Organizations, Human Kinetics.*
2. *Trevor Slack, Milena M. Parent, Understanding Sports Organizations.*
3. *Jean – Loup Chappelet and Emmanuel Bayle, Strategic and Performance Management of Olympic Sports Organization.*

ELECTIVE - PAPER CODE – 23UE1CE002
Part – III – Core Elective – II - PRINCIPLES OF SPORTS MANAGEMENT

OBJECTIVES:

To provide new perspectives in the field of Sports Management and to successfully engage as a professional in the sport industry.

LEARNING OUTCOMES:

After the completion of the course, the students get familiarized with the fundamental terms and concepts relating to the sports management. To acquaint students with knowledge of management and planning of Sports Competitions & Tournaments. The student learns to plan, organize & execute sports events.

UNIT I

Defining Sports and Sports Management – Nature and Scope of the Sports Industry – Unique Aspects of the Sports Management – Sports Management Competencies – Future Challenges and Opportunities for Sports Managers.

UNIT II

Basics of Sports Management – Managing in the Sports Environment – Managing People and Administrative Units – Management Functions in sports – Motivating Abilities: Fundamentals.

UNIT III

Planning in Sports Organizations: Planning Process – preparing the Organization for Planning – Long Term Planning – Creating a Medium-Term National Plan.

UNIT IV

Controlling in Sports Organizations: Fundamentals of Budgeting – Preparing Budget – Allocating Resources - Control as Measurement and as Accountability – Financing and Budgeting Operations.

UNIT V

Management of National Level Leagues: Indian Premier League (IPL), Pro Kabaddi, Indian Super League (ISL), Hockey India League (HIL), etc – Challenges and Opportunities in India.

Reference Books:

1. Jane B.Parks, Jerome Quarterman and Lucie Thibault, *Contemporary Sports Management*.
2. Ruben Acosta Hernandez, *Managing Sports Organizations, Human Kinetics*.
3. Trevor Slack, Milena M Parent, *Understanding Sports Organizations*.

ELECTIVE - PAPER CODE – 23UE1CE003
Part – III – Core Elective – III - SPORTS FACILITY MANAGEMENT

OBJECTIVES:

The course is designed to provide sport administrators with the knowledge necessary for operating and planning sport facilities and events.

LEARNING OUTCOMES:

After successful completion of this course the students focus will be on organization and administration, including personnel and resource management, revenue resources, risk assessment, and event management, as well as sports facility design and maintenance.

Unit-I:

Facility Management: Meaning – The Facility Manager – Constituents – Managerial Functions – Computer Aided Facility Management.

Unit-II:

Facility Planning: Fundamentals – Planning for Existing and Future Facilities – Facility Site and Design: Site Location – site Cost – Site Selection.

Unit - III

Facility Design and Construction – Construction Planning and Elements – Project cost – Completion and Analysis.

Unit-IV:

Facility Systems: Heating, Ventilation and Air-Conditioning – Energy Systems – Interior and Exterior Systems – Space Management – Facility Repair Management: Maintenance and Repair Program – Basic Maintenance.

Unit-V:

Facility Marketing - Sales – Financial Concepts – Revenue and Expenses – Budgeting – New Facility Financing – Selling of a Facility – Sports Facility Jobs – Employment Management – Training – Risk Management and Insurance.

Reference:

Gil Fried, Managing Sports Facilities, Human Kinetics

ELECTIVE - PAPER CODE – 23UE1CE004
Part – III – Core Elective – IV - SPORTS MARKETING

OBJECTIVES:

This course aims to apply fundamental marketing concepts to the sport industry and to use sports as a marketing tool.

LEARNING OUTCOMES:

After the completion of the course, the students demonstrate how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings. Students identify characteristics related to sports marketing promotion mix and recommend promotional strategies for the marketing of sports organizations

Unit-1:

Sports marketing: Definition – Marketing Myopia in Sport – Uniqueness of Sports Marketing – Model of the Sports Industry – Implementation of Sports Marketing Programme.

Unit-2:

Perspectives in Sports Consumer Behaviour: Environmental Factors – Individual Factors – Decision Making for Sports Involvement.

Unit-3:

The Sports Product: Its Core and Extensions – Key Issues in Sports Product Strategy – Managing Sports Brands: Benefits and Development of Brand Equity. Sales Approaches Used in Sports – Selling Sports to the Community.

Unit-4:

Pricing Strategies: The Basics of Pricing – Core Issues – Special Pricing Factors – Advertising Media for Sports – Promotional Concepts; Sponsorship: Definition – Growth of Sponsorship – Evaluating and Ensuring Sponsorship Effectiveness – Selling the Sponsorship.

Unit-5:

Place/Product Distribution: Placing Core Products and their Extensions – The Facility – Marketing Channels – Marketing of International Sports Events: Olympic, World Cup Football, World Cup Cricket, NBA Tournaments, Wimbledon Tennis, F1 Races, etc.

References:

1. Bernard J Mullin, Stephen Hardy, William A Sutton, *Sport Marketing, Human Kinetics.*

ELECTIVE - PAPER CODE – 23UE1CE005
Part III – Core Elective – V - SPORTS PSYCHOLOGY

OBJECTIVES:

Effectively develop and apply health, physical activity, and psychological principles as they relate to human performance in the field of sports and games. To apply methods of assessing a sport event and identify aspects that can be further improved.

LEARNING OUTCOMES:

After completion of the course the students will obtain an understanding of the psychological techniques used to improve performance in training programs, and sports teams. Students will understand how individual differences influence performance of an individual and team level.

UNIT I

Introduction to Sport Psychology: Meaning and scope, Importance, relationship with other sport sciences, development of sport psychology in India and worldwide.- sports psychology for physical educators, coaches and athletes – ethics in sports psychology.

UNIT-II

Cognition – characteristics and cognitive process in sports – sensation and perception – Attention - strategies to develop attention – Reaction Time, Movement Time, Reflex time, Response Time

UNIT III

Influence of emotions on performance - Motivation in Sport: definition, (drive, need and motives, instinct, attitude, achievement motivation,)

UNIT IV

Personality in Sport: Concept and definition, Modern perspective, (trait, humanistic, social cognitive and biological), Dynamics of personality in sport – Sports and Personality.

UNIT-V

Psychological Preparation and Competition: (arousal regulation, imagery, self-confidence, goal setting, concentration.), short term psychological preparation (upcoming competition).

REFERENCES:

1. Robert C. Eklund, Gershon Tenenbaum (2014) Encyclopedia of Sports & Exercise Psychology, Sage Publications, Los Angles.
2. Weinberg RS and Gould D (2003). Foundations of Sport and Exercise Psychology. Human Kinetics.

ELECTIVE - PAPER CODE – 23UE1CE006
Part III – Core Elective – VI - SPORTS EVENT MANAGEMENT

OBJECTIVES:

The main objective of the Course in Sports Event Management is to apply the operational management tools to design and develop effective processes for the different stages of event management as a sport event manager.

LEARNING OUTCOMES:

After completion of the course the students apply models and concepts to evaluate the challenges and opportunities in hosting and managing major sporting events. To apply methods of assessing a sport event and identify aspects that can be further improved.

UNIT I EVENT CONTEXT

History & Evolution – Types of events – Meetings, Incentives Conferences, Events (MICE) – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry.

UNIT II EVENT PLANNING & LEGAL ISSUES

Conceptualizing the event – Host, sponsor, Media, Guest, Participants, Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

UNIT III EVENT MARKETING

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.

UNIT IV EVENT OPERATION

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics .

UNIT V SAFETY & EVENT EVALUATION

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

TEXTBOOKS :

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos , Successful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management , Elseiver Butterworth

ELECTIVE- PAPER CODE – 23UE1CE007**Part – III – Core Elective – VII – SCHEMES FOR SPORTS DEVELOPMENT****OBJECTIVES:**

The main objective of the Course in schemes for Sports development is to apply the sports management tools to design and develop effective processes for the different types of schemes to improve sports.

LEARNING OUTCOMES:

After completion of the course the students apply models and concepts to evaluate the challenges and opportunities in hosting and managing major sports media. To apply methods of assessing a sport media and identify aspects that can be further improved.

UNIT -I

Introduction to Sports Development: Definition, scope and importance of sports development- Historical overview and evolution of sports development: Objectives and benefits of sports development- Importance of sports development in society- Key principles of sports development. Outcomes of sports schemes.

UNIT -II

Government Initiatives for Sports Development Schemes: Schemes for Development- National-level sports schemes and policies- State-level sports development programs: Objective, and Significance of sports development schemes - Implementation and Evaluation of sports development schemes. Overview of different types of sports development schemes in India.

UNIT -III

Funding Strategies and Resource for Sports Development: Government grants and funding schemes for sports development- Corporate sponsorships and private investments in sports. Fundraising strategies for sports initiatives- Practical aspects of implementing sports development schemes. Fundraising and crowdfunding for sports initiatives- Community-based sports initiatives. School sports and educational institutions in grassroots development.

UNIT -IV**Infrastructure Development Schemes in Sports**

Introduction to Infrastructure Development in Sports- Importance and significance of sports infrastructure- Overview of infrastructure development schemes. Sports Infrastructure Planning and Needs Assessment- Conducting needs assessments for sports facilities. Identifying facility requirements for different sports- Maintenance and management of sports infrastructure.

UNIT -V

Talent Identification and Development Schemes: Introduction to Talent Identification and Development- Definition and significance of talent identification and development. Role of talent identification and development in athlete progression. Key principles and models of talent identification- Talent Identification Frameworks and Models- Long-term athlete development models. Talent identification in specific sports disciplines. Gender-specific considerations in talent identification and development Schemes.

References Books

Sports Development: Policy, Process and Practice" by Kevin Hylton

ELECTIVE - PAPER CODE – 23UE1CE008**Part – III– SPORTS MEDIA MANAGEMENT****OBJECTIVES:**

The main objective of the Course in Sports Media Management is to apply the operational management tools to design and develop effective processes for the different stages of media management as a sport event manager.

LEARNING OUTCOMES:

After completion of the course the students apply models and concepts to evaluate the challenges and opportunities in hosting and managing major sports media. To apply methods of assessing a sport media and identify aspects that can be further improved.

Unit-I

Sports Media- Definition of Media - Introduction to different Sports Media – Impact of Sports Media – future of media.

Unit-II

SPORTS CHANNELS: Introduction to Sport Communication - Careers in Sport Related Fields - Sport Publishing- Electronic-New Media. -Popular Sports Channels Operating in India.

Unit-III

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.

Unit-IV

SPORTS JOURNALISM: Introduction- Scope- News - Value of Sports- Essential Qualification of Sports Writer -Presenter.

Unit-V

SPORTS MEDIA CAREER: Careers in sports communication- Sports multimedia reporter - Sports broadcast producer/director - Sports team communication manager.

Reference Books:

1. Hall, Nichols, Moynahan, and Taylor (2007). Media Relations in Sport – 2 nd Ed. Morgantown, WV: Fitness Information Technology.
2. Managing Sporting Media – Jerry Solomon (Human kinetics).
3. Sports Journalism – Philip Andrews (Sage Publication).

ELECTIVE - PAPER CODE – 23UE1CE009

Part – III– SPORTS TOURISM

OBJECTIVES:

The main objective of the Course in Sports tourism Management is to apply the operational management tools to design and develop effective processes for the different stages of tourism management.

LEARNING OUTCOMES:

After completion of the course the students apply models and concepts to evaluate the challenges and opportunities in hosting and managing major sports tourism. To apply methods of assessing a sport tourism and identify aspects that can be further improved

Unit-I

Sports and Tourism:

The Nature of Sport, Tourism and Sports Tourism - Classification Scheme for Sports Tourism- The Infrastructure of Sports, Tourism and Sports Tourism - The Characteristics of Participants.

Unit-II

Sports in the Development of Tourism: The influence of increased Sports Participation and Sports Tourism - Active and Passive Sports in the Holiday - active and Passive Sports during Non-holiday time Major Events used to stimulate Sports Development

Unit-III

The Economic Impact of Sport Tourism: Sports and Tourism as Economic Activities - Sports Activity Holidays - Major Sports Facilities and Events as an attraction for visitors - The Socio-cultural impact of Sport Tourism: Conceptual Background to Socio-cultural Impacts - Positive Impacts and Negative Impacts.

Unit-IV

The Environmental Impact of Sport Tourism: Concern for the Natural Environment - Increasing Participation in Outdoor Sports - Damage to the Natural Environment caused by Tourism - Impact of Holiday Resorts and Sports Tourism Activities on the Natural Environment - Impact of Sports Tourism on Urban Environments

Unit-V

Present Status and Future Prospects: Administrative and Policy Issues- Sports Tourism Administrative Infrastructures in various Countries and its Implications on Sports Tourism Policy - Sport Tourism in the Twenty-First Century - Future Trends.

Reference Books:

1. Joy Standeven and Paul de Knop, *Sport Tourism*, Human Kinetics
2. Mike Weed and Chris Bull, *Sports Tourism: Participants, Policy and Providers*, ELSEVIER.
3. Mike Weed, *Sport and Tourism: A Reader*, Routledge

ELECTIVE - PAPER CODE – 23UE1CE010**Part – III– SPORTS FINANCE****OBJECTIVES:**

The main objective of the Course in Sports finance is to apply the managing tools to design and develop effectively organising sports events using finance.

LEARNING OUTCOMES:

After completion of the course the students apply models and concepts to evaluate the challenges and opportunities in hosting and managing major sports finance. To apply methods of assessing a finance in sports and identify aspects that can be further improved

Unit-I

The Basics of Sport Finance- Financial Issues in Sport; Basic Financial Concepts; Identifying the role of accounting and financial data in sport decision making; Determining financial objectives of a sport organization; Evaluating internal and external sports finance constraints;

Unit-II

Principles of Financial Analysis- Financial Statements, Forecasts, components of the balance sheet, income sheet and cash flow statements; Assessing an organizations liquidity, activity, leverage, profitability and inventory through ratio analysis;

Unit-III

Capital Structuring- Identifying sources and strategies to obtain capital (personal funds, private financing and leverage) for different types of sport businesses; Capital Stocks; Bonds

Unit-IV

Financial Management- Managing production and inventory of seasonal sport venues; Establishing income generating strategies for a losing team; Calculating the value of a sport business; Capital Budgeting; Short-term Financial Management; Inventory and Production Management.

Unit-V

Professional Sports- Evaluating escalating salaries and salary caps; Understanding revenue sharing and league financial implications; Managing government interaction in professional sport; Valuing franchises/teams;

Reference Books:

- 1.Sports Finance by Fried G.H
- 2.Managing Sports Finance by Robert Wilson
- 3.Sports Funding and Finance by Bob Stewart

ELECTIVE - PAPER CODE – 23UE1CE011

Part – III– SPORTS HUMAN RESOURCE MANAGEMENT

OBJECTIVES:

The main objective of the Course in Sports human resources Management is to apply the operational management tools to design and develop effective processes for the different stages human resource management.

LEARNING OUTCOMES:

After completion of the course the students apply models and concepts to evaluate the challenges and opportunities in hosting and managing major sports human resources management.

Unit-I

Human Resources Management in Sport and Recreation- Significance of Human Resources in sports; Sport and Recreation Services; A Model of Human Resource Management; volunteers and Volunteerism; Role of the Sport or Recreation Manager.

Unit-II

Individual Differences in Human Resources- Abilities- Issues in the Study of Ability; Cognitive Abilities; Emotional Intelligence. Personality- Determinants of Personality; Type Theories; Trait Theories; Personality and Organizational Behavior. Values- Values, Beliefs, Attitudes, and Norms; Sources of Values; Motivation- A Model of Motivation; Other Theories of Motivation.

Unit-III

Human Resource Practices in Sports Organisation- Organizational Justice, Distributive Justice, Procedural Justice, Interactional Justice. Job Design- Job Design Strategies, Task Attributes, Motivational Properties of Tasks, Implementing Task Attributes.

Unit-IV

Staffing and Career Considerations in Sports- Purposes of Staffing, Focus of Staffing, Mentoring. Multidimensional Model of Leadership, Transformational, Transactional, Servant, and Authentic Leadership. Performance Appraisal- Purposes of Performance Appraisal.

Unit-V

Attitudinal Outcomes- Satisfaction- Theories of Job Satisfaction, Satisfaction with Volunteer Work, Participant Satisfaction, Measurement of Satisfaction. Commitment- Multidimensionality of Organizational Commitment, Occupational Commitment

Reference Books:

1. Human Resource Management in Sports and Recreation by Packianathan Chelladurai.
2. Managing People in Sports Organizations- A Strategic Human Resource Management Perspective by Tracy Taylor, Alison Doherty, Peter McGraw.
3. Human Resource Management in Sports and Recreation by Packianathan Chelladurai.

ELECTIVE - PAPER CODE – 23UE1CE012

Part – III– ADVERTISING IN SPORTS

OBJECTIVES:

The main objective of the Course in Advertising in sports to apply the operational management tools to design and develop advertising in sports.

LEARNING OUTCOMES:

After completion of the course the students apply models and concepts to evaluate the challenges and opportunities in hosting and managing advertising sports.

INTRODUCTION TO ADVERTISING

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – Objectives of Advertising in Sports.

Unit-II

IMC IN SPORT: Concepts of Integrated Marketing Communication in Sports, Elements of Integrated Marketing Communication- Media plan – Type and choice criteria – Reach and frequency of advertisements.

Unit-III

BUSINESS OF ADVERTISING: Advertiser- Advertising Agency and World of Media -Brand Manager- Duties and responsibilities of a Brand manager - Message development – Different types of advertisements.

Unit-IV

SPORTS PERSONALITIES AS BRAND ENDORSER:

Celebrities - Reputed sports persons -brand endorsed – Impact of Celebrities - Role of Public Relations in promoting sporting events.

Unit-V

SPONSORSHIP IN SPORTS: Meaning and Objectives of Sponsorship, Advertising and Sponsorship - Details of Sponsorship Agreement in National and International sports bodies.

Reference Books:

- 1.S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.
- 2.George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.
- 3.Julian Cummings, Sales Promotion, Kogan Page, London 1998.
- 4.E.Betch and Michael, Advertising and Promotion, McGraw Hill, 2003.