

**ST. JOSEPH'S COLLEGE (AUTONOMOUS),
DEVAGIRI, CALICUT**



**DEGREE OF
BACHELOR OF SPORTS MANAGEMENT
(BSM)**

**SYLLABUS FOR THE UNDERGRADUATE PROGRAMME UNDER
CHOICE BASED CREDIT SEMESTER SYSTEM, 2019 REGULATION**

**Syllabus of Newly Proposed
BSM
Effective from 2022 Admission Onwards**

Course Outcomes

SEMESTER I
Complimentary Paper
GBSM1C01T: SPORTS GOVERNANCE AND POLICIES

COs	COURSE OUTCOMES
CO1	Understand, identify and contextualise the principles of governance and how an organisation develops strategic goals as part of a robust system of governance that fits the particular circumstances of the applicable sport.
CO2	Identify the broad conceptual principles of governance and policy development and how those principles might be applied on an operational level.
CO3	Critically evaluate the mechanisms and benchmarks an organisation and its board can utilise as part of its organisational structure to ensure best practice.
CO4	Demonstrate a critical understanding of policy development, implementation and methods for monitoring and assessing policy effectiveness.
CO5	Identify the steps involved in policy development for sporting organisations including how the board of an organisation complies with its legal and regulatory obligations and ultimately ensures that it is acting in the best interests of the organisation members.

SEMESTER I
Core Paper
GBSM1B01T: PRINCIPLES AND PRACTICES OF SPORTS
MANAGEMENT

COs	COURSE OUTCOMES
CO1	Define sport management and discuss its international significance.
CO2	Understand concepts associated with sport, management and Sport Management.
CO3	Describe the nature and scope of professional opportunities within the field and explain the functions performed by sports managers.
CO4	Explain the importance of developing a professional perspective.
CO5	Demonstrate an understanding of various theories as they apply to management, leadership and organizational behaviour.
CO6	Identify and evaluate major challenges confronting the sport industry.

SEMESTER I
Core Course
GBSM1B02T: BUSINESS COMMUNICATION IN SPORTS

COs	COURSE OUTCOMES
CO1	To participate in an online learning environment successfully by developing the implication- based understanding of Paraphrasing, deciphering instructions,

	interpreting guidelines, discussion boards & Referencing Styles.
CO2	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
CO3	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
CO4	To draft effective business correspondence with brevity and clarity.
CO5	To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
CO6	To demonstrate his verbal and non-verbal communication ability through presentations.

SEMESTER II

Core Course

GBSM2B03T: FUNDAMENTALS OF SPORTS MARKETING

COs	COURSE OUTCOMES
CO1	Understand the sports marketing environment and trends influencing marketers.
CO2	Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings.
CO3	Able identify and use or implement the marketing research resources necessary to successfully evaluate the viability of a target market segment or any other aspect of the marketing mix.
CO4	Able to understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting.
CO5	Able to understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting

SEMESTER II

Core Course

GBSM2B04T: SPORTS LAW

COs	COURSE OUTCOMES
CO1	Evaluate identified personal core values and differentiate between ethics and law whilst considering cultural differences and universal ethics.
CO2	Restate and employ basic contractual principles in the sport context.
CO3	Explain ownership structures and concepts of intellectual property.
CO4	Assess risks and mitigation strategies to reduce threats to sports integrity.

CO5	Report identified risks that impacts sport organisations and participants.
CO6	Examine human rights, diversity, and inclusion issues in sport from a legal, sport, and business perspective.
CO7	Recognise and explain the key legal and ethical principles and ideas which underpin and influence the regulation of sport and how they manifest in practice.
CO8	Evaluate the role that the law plays in protecting the rights of athletes and holding sporting bodies to account.

SEMESTER II
Complementary Course
GBSM2C02T: ECONOMICS OF SPORTS

COs	COURSE OUTCOMES
CO1	Analyze the demand for sports, the market power of teams, the use of price discrimination and the establishment of anti-trust laws in sports.
CO2	Understand the role of sports leagues and league structure in professional sports.
CO3	Describe and compare the tools that are used to promote competitive balance.
CO4	Evaluate whether professional sports teams create economic benefits to justify government subsidies.
CO5	Identify the costs and benefits of intercollegiate sports to a university, and explain why colleges might want to support athletics even if they are not profitable

SEMESTER III
General Course
GBSM3A01T: ORGANISATIONAL BEHAVIOUR IN SPORTS

COs	COURSE OUTCOMES
CO1	Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
CO2	Demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization.
CO3	Analyse the complexities associated with management of the group behaviour in the organization.
CO4	Demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organization.

SEMESTER III
General Course
GBSM3A02T: FUNDAMENTALS OF SPORTS SCIENCES

COs	COURSE OUTCOMES
CO1	Define, distinguish, and assess physiological aspects relevant to the effect of exercise on human functioning and performance.
CO2	Have a brief understanding of theoretical foundation of the physiological, biomechanical and other sciences that influence human performance in athletic settings.
CO3	Have an understanding of various sciences related to the sports coaching and performance.
CO4	Demonstrate the basics of science related to injuries management in game situation.

SEMESTER III
Core Course
GBSM3B05T: BUSINESS STATISTICS

COs	COURSE OUTCOMES
CO1	To use statistical techniques in decision making.
CO2	To develop skills in structuring and analyzing business problems statistically.
CO3	To understand manufacturing, marketing, financial and other functions of an organization with statistical techniques.

SEMESTER III
Complementary Course
GBSM3C03T: FINANCE & ACCOUNTING FOR SPORTS

COs	COURSE OUTCOMES
CO1	Learn fundamental aspects of sports finance and its application.
CO2	Students also learn the preparation of financial statement.
CO3	Understand the latest updates on financial knowledge and practice.
CO4	Able to demonstrate the financial management skills.
CO5	Acquire accounting, budgeting skills.

SEMESTER III
Core Course
GBSM3B06T: RESEARCH METHODOLOGY

COs	COURSE OUTCOMES
CO1	Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
CO2	Have basic knowledge on qualitative research techniques.
CO3	Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.
CO4	Know to summarize the various research literature.
CO5	Understand and apply the basics of statistics in research.
CO5	Organize the samples and sampling techniques which is relevant to the study.
CO6	Apply the systematic methods in writing research thesis.

SEMESTER III
Core Course
GBSM3B07T: SPORTS MARKETING STRATEGY

COs	COURSE OUTCOMES
CO1	Explain how marketing concepts related to the marketing mix (product, price, place and promotion) apply to sports-related settings.
CO2	Identify characteristics related to sports marketing promotion mix and recommend promotional strategies for the marketing of sports organizations.
CO3	Develop and present a proposal for the sponsorship of a sports-related sponsorship property (e.g., league, team, or athlete).

SEMESTER IV
General Course
GBSM4A03T: HUMAN RESOURCE MANAGEMENT IN SPORTS

COs	COURSE OUTCOMES
CO1	Understand the concept of human resource management and to understand its relevance in organizations.
CO2	Acquire necessary skill set for application of various HR issues.
CO3	Analyze the strategic issues and strategies required to select and develop manpower resources.
CO4	Able to integrate the knowledge of HR concepts to take correct business decisions.

SEMESTER IV
General Course
GBSM4A04T: SPORTS EVENT MANAGEMENT

COs	COURSE OUTCOMES
CO1	Demonstrate an understanding of the process of organising major sports events.
CO2	Develop the skills for effective bidding for events.
CO3	Demonstrate a thorough understanding of the logistical details relevant to organising major sports events.
CO4	Understand the various possibilities of generating sponsorship for the event.
CO5	Develop and implement a risk management plan.
CO6	Effectively evaluate a major sports event.
CO7	Understand every details of event day checklist implementation.

SEMESTER IV
Complementary Course
GBSM4C04T: TECHNOLOGY IN SPORTS AND EMERGING TRENDS

COs	COURSE OUTCOMES
CO1	Show the ability to use relevant prerequisites to solve the task.
CO2	Interpret data sheets and technical manuals.
CO3	Use resource persons to acquire searched information.
CO4	Orally present a technical product and discuss the work.
CO5	Critically analysis of various business venture.

SEMESTER IV
Core Course
GBSM4B08T: OPERATIONS MANAGEMENT IN SPORTS- I

COs	COURSE OUTCOMES
CO1	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
CO2	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
CO3	Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments.

CO4	Develop aggregate capacity plans and MPS in operation environments.
CO5	Plan and implement suitable materials handling principles and practices in the operations.
CO6	Plan and implement suitable quality control measures in Quality Circles to TQM.

SEMESTER IV
Core Course
GBSM4B09T: DATA ANALYTICS IN SPORTS

COs	COURSE OUTCOMES
CO1	Improve their overall problem solving and critical thinking ability.
CO2	Gain an understanding of basic statistical concepts and their applications in the sports world.
CO3	Obtain a broad survey of the methods used in sports data acquisition, processing, analysis, visualization and implementation.

SEMESTER IV
Core Course
GBSM4B10P: SUMMER TRAINING REPORT- OJT

COs	COURSE OUTCOMES
CO1	
CO2	
CO3	
CO4	
CO5	

SEMESTER V
Core Course
GBSM5B11T: OPERATION MANAGEMENT IN SPORTS- II

COs	COURSE OUTCOMES
CO1	Define the basic concepts related to store management and its operation.
CO2	Develop the idea of keeping checklist, housekeeping, cash management and store security.

CO3	Able to develop entrepreneurship in sports products.
CO4	Able to Plan and implement suitable quality control measures in Quality Circles to TQM.
CO5	Understand the basic of store auditing.
CO6	Understand the idea of project planning and project management.

SEMESTER V

Core Course

GBSM5B12T: STRATEGIC MANAGEMENT OF SPORTS FACILITIES

COs	COURSE OUTCOMES
CO1	Define the basic concepts related to sport facility management.
CO2	Evaluate establishment of sport facilities.
CO3	Analyse marketing and sales processes.
CO4	Evaluate event management in sport facilities.
CO5	Evaluate risk management concept in sport facilities.
CO6	Define the basic concepts of field and material information in sport facilities.
CO7	Describe the operation of venues and events including staffing, box office management, security, concessions, and maintenance.
CO8	Explain the legal issues facing event and facility management including the risk management process.

SEMESTER V

Core Course

GBSM5B13T: SPORTS PUBLIC RELATION

COs	COURSE OUTCOMES
CO1	Establish introductory knowledge of the business of sport, media and public relation.
CO2	Be able to understand distinguish differences in various sport events with respect to media coverage be able to understand the importance and effective crisis communication strategies.
CO3	Identify, analyze, and discuss ethical issues faced in sport media.
CO4	Develop a clear understanding of the day-to-day responsibilities of sports public relations professionals.
CO5	Gain exposure to professionals in the field.
CO6	Illustrate the structure of PR and event agencies.

SEMESTER V
Core Course
GBSM5B14T: SCOUTING & ATHLETE MANAGEMENT

COs	COURSE OUTCOMES
CO1	Aware of the opportunities for first time involvement in sports.
CO2	Understand the process of active start to play.
CO3	Evaluate the appropriate abilities of the athlete.
CO4	Understand the process of scouting and talent management.
CO5	Aware of the various aspects of contract negotiation and formulation.
CO6	Understanding of the challenges faced by athletes throughout their careers
CO7	Evaluate the ideal support and solutions offered to elite athletes by the sports organisations and stakeholders.

SEMESTER VI
Core Course- Project
GBSM6B15D: SUMMER INTERNSHIP PROJECT

COs	COURSE OUTCOMES
CO1	
CO2	
CO3	
CO4	
CO5	

SEMESTER VI
Core Course- Practical
GBSM6B16P: ENRICHMENT COURSES

COs	COURSE OUTCOMES
CO1	
CO2	
CO3	
CO4	
CO5	

SEMESTER VI
Core Course- Practical
GBSM6B17P: BRAND MANAGEMENT

COs	COURSE OUTCOMES
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CO1	
CO2	
CO3	
CO4	
CO5	

SEMESTER VI
Core Course (Practical)

GBSM6B18P: SCOUTING REPORT PREPARATION

COs	COURSE OUTCOMES
CO1	
CO2	
CO3	
CO4	
CO5	

SEMESTER VI
Core Course- Practical

GBSM6B19P: SPORTS ENTREPRENEURSHIP

COs	COURSE OUTCOMES
CO1	
CO2	
CO3	
CO4	
CO5	

SEMESTER VI
Core Course

(Choice Based- the students will have the choice to select either of the course offered)

GBSM6B20P: CONTRACT DRAFTING TECHNIQUE
(CHOICE BASED)

COs	COURSE OUTCOMES
CO1	
CO2	
CO3	
CO4	
CO5	

SEMESTER VI

GBSM6B21P: CONTRACT NEGOTIATION SKILLS

(CHOICE BASED)

COs	COURSE OUTCOMES
CO1	
CO2	
CO3	
CO4	
CO5	
