

**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**

Programme Outcomes

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POs	PROGRAMME OUTCOMES
PO1	Ability to conceive ideas for commercially placing and promoting a sport as an event and creating a business out of it.
PO2	Ability to evaluate the viability of different business ideas in Sports.
PO3	Ability to apply the principles of Sports Management in the Sports Industry to create efficient and effective models of commercial sports.
PO4	Ability to understand the working principles of sports management and to apply them in a practical sport related executive position.
