

# University of Mumbai

वेबसाईट - mu.ac.in

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विद्याविषयक प्राधिकरणे  
सभा आणि सेवा विभाग (ए.ए.एम.एस)  
रूम नं. १२८ एम.जी.रोड, फोर्ट,  
मुंबई - ४०० ०३२  
टेलिफोन नं - ०२२ - ६८३२००३३

(नॅक पुनर्मूल्यांकनाद्वारे ३.६५ (सी.जी.पी.ए.) सह अ++ श्रेणी  
विद्यापीठ अनुदान आयोगाद्वारे श्रेणी १ विद्यापीठ दर्जा)

क्र.वि.प्रा.स.से./आयसीडी/२०२५-२६/३७

दिनांक : २७ मे, २०२५

परिपत्रक:-

सर्व प्राचार्य/संचालक, संलग्नित महाविद्यालये/संस्था, विद्यापीठ शैक्षणिक विभागांचे संचालक/ विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमलबजावणीच्या अनुषंगाने शैक्षणिक वर्ष २०२५-२६ पासून पदवी व पदव्युत्तर अभ्यासक्रम विद्यापरिषदेच्या दिनांक २८ मार्च २०२५ व २० मे, २०२५ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासक्रम मुंबई विद्यापीठाच्या www.mu.ac.in या संकेत स्थळावर NEP २०२० या टॅब वर उपलब्ध करण्यात आलेले आहेत.

मुंबई - ४०० ०३२  
२७ मे, २०२५

  
(डॉ. प्रसाद कारंडे)  
कुलसचिव

| <b>Copy forwarded for information and necessary action to :-</b> |                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                                                                | The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM),<br><a href="mailto:dr@eligi.mu.ac.in">dr@eligi.mu.ac.in</a>                                                                                                                                |
| 2                                                                | The Deputy Registrar, Result unit, Vidyanagari<br><a href="mailto:drresults@exam.mu.ac.in">drresults@exam.mu.ac.in</a>                                                                                                                                                         |
| 3                                                                | The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari<br><a href="mailto:dr.verification@mu.ac.in">dr.verification@mu.ac.in</a>                                                                                                                                       |
| 4                                                                | The Deputy Registrar, Appointment Unit, Vidyanagari<br><a href="mailto:dr.appointment@exam.mu.ac.in">dr.appointment@exam.mu.ac.in</a>                                                                                                                                          |
| 5                                                                | The Deputy Registrar, CAP Unit, Vidyanagari<br><a href="mailto:cap.exam@mu.ac.in">cap.exam@mu.ac.in</a>                                                                                                                                                                        |
| 6                                                                | The Deputy Registrar, College Affiliations & Development Department (CAD),<br><a href="mailto:deputyregistrar.uni@gmail.com">deputyregistrar.uni@gmail.com</a>                                                                                                                 |
| 7                                                                | The Deputy Registrar, PRO, Fort, (Publication Section),<br><a href="mailto:Pro@mu.ac.in">Pro@mu.ac.in</a>                                                                                                                                                                      |
| 8                                                                | The Deputy Registrar, Executive Authorities Section (EA)<br><a href="mailto:eau120@fort.mu.ac.in">eau120@fort.mu.ac.in</a><br>He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular. |
| 9                                                                | The Deputy Registrar, Research Administration & Promotion Cell (RAPC),<br><a href="mailto:rapc@mu.ac.in">rapc@mu.ac.in</a>                                                                                                                                                     |
| 10                                                               | The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)<br>dy.registrar.tau.fort.mu.ac.in<br><a href="mailto:ar.tau@fort.mu.ac.in">ar.tau@fort.mu.ac.in</a>                                                                                                     |
| 11                                                               | The Deputy Registrar, College Teachers Approval Unit (CTA),<br><a href="mailto:concolsection@gmail.com">concolsection@gmail.com</a>                                                                                                                                            |
| 12                                                               | The Deputy Registrars, Finance & Accounts Section, fort<br><a href="mailto:draccounts@fort.mu.ac.in">draccounts@fort.mu.ac.in</a>                                                                                                                                              |
| 13                                                               | The Deputy Registrar, Election Section, Fort<br><a href="mailto:drelection@election.mu.ac.in">drelection@election.mu.ac.in</a>                                                                                                                                                 |
| 14                                                               | The Assistant Registrar, Administrative Sub-Campus Thane,<br><a href="mailto:thanesubcampus@mu.ac.in">thanesubcampus@mu.ac.in</a>                                                                                                                                              |
| 15                                                               | The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,<br><a href="mailto:ar.seask@mu.ac.in">ar.seask@mu.ac.in</a>                                                                                                                                               |
| 16                                                               | The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri,<br><a href="mailto:ratnagirisubcentar@gmail.com">ratnagirisubcentar@gmail.com</a>                                                                                                                                    |
| 17                                                               | The Director, Centre for Distance and Online Education (CDOE),<br>Vidyanagari,<br><a href="mailto:director@idol.mu.ac.in">director@idol.mu.ac.in</a>                                                                                                                           |
| 18                                                               | Director, Innovation, Incubation and Linkages,<br>Dr. Sachin Laddha<br><a href="mailto:pinkumanno@gmail.com">pinkumanno@gmail.com</a>                                                                                                                                          |
| 19                                                               | Director, Department of Lifelong Learning and Extension (DLLE),<br><a href="mailto:dlleuniversityofmumbai@gmail.com">dlleuniversityofmumbai@gmail.com</a>                                                                                                                      |

| Copy for information :- |                                                                                                                     |
|-------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1                       | P.A to Hon'ble Vice-Chancellor,<br><a href="mailto:vice-chancellor@mu.ac.in">vice-chancellor@mu.ac.in</a>           |
| 2                       | P.A to Pro-Vice-Chancellor<br><a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>                              |
| 3                       | P.A to Registrar,<br><a href="mailto:registrar@fort.mu.ac.in">registrar@fort.mu.ac.in</a>                           |
| 4                       | P.A to all Deans of all Faculties                                                                                   |
| 5                       | P.A to Finance & Account Officers, (F & A.O),<br><a href="mailto:camu@accounts.mu.ac.in">camu@accounts.mu.ac.in</a> |

To,

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | The Chairman, Board of Deans<br><a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2 | <b>Faculty of Humanities,</b><br><b>Offg. Dean</b><br>1. Prof.Anil Singh<br><a href="mailto:Dranilsingh129@gmail.com">Dranilsingh129@gmail.com</a><br><b>Offg. Associate Dean</b><br>2. Prof.Manisha Karne<br><a href="mailto:mkarne@economics.mu.ac.in">mkarne@economics.mu.ac.in</a><br>3. Dr.Suchitra Naik<br><a href="mailto:Naiksuchitra27@gmail.com">Naiksuchitra27@gmail.com</a>                                                                                                                                                                    |
|   | <b>Faculty of Commerce &amp; Management,</b><br><b>Offg. Dean,</b><br>1 Prin.Ravindra Bambardekar<br><a href="mailto:principal@model-college.edu.in">principal@model-college.edu.in</a><br><b>Offg. Associate Dean</b><br>2. Dr.Kavita Laghate<br><a href="mailto:kavitalaghate@jbims.mu.ac.in">kavitalaghate@jbims.mu.ac.in</a><br>3. Dr.Ravikant Balkrishna Sangurde<br><a href="mailto:Ravikant.s.@somaiya.edu">Ravikant.s.@somaiya.edu</a><br>4. Prin.Kishori Bhagat<br><a href="mailto:kishoribhagat@rediffmail.com">kishoribhagat@rediffmail.com</a> |

|   |                                                                                                                                                                                                                                                                                                                                                                                                      |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | <b>Faculty of Science &amp; Technology</b><br><b>Offg. Dean</b><br>1. Prof. Shivram Garje<br><a href="mailto:ssgarje@chem.mu.ac.in">ssgarje@chem.mu.ac.in</a><br><b>Offg. Associate Dean</b><br>2. Dr. Madhav R. Rajwade<br><a href="mailto:Madhavr64@gmail.com">Madhavr64@gmail.com</a><br>3. Prin. Deven Shah<br><a href="mailto:sir.deven@gmail.com">sir.deven@gmail.com</a>                      |
|   | <b>Faculty of Inter-Disciplinary Studies,</b><br><b>Offg. Dean</b><br>1. Dr. Anil K. Singh<br><a href="mailto:aksingh@trcl.org.in">aksingh@trcl.org.in</a><br><b>Offg. Associate Dean</b><br>2. Prin. Chadrashekhhar Ashok Chakradeo<br><a href="mailto:cachakradeo@gmail.com">cachakradeo@gmail.com</a><br>3. Dr. Kunal Ingle<br><a href="mailto:drkunalingle@gmail.com">drkunalingle@gmail.com</a> |
| 3 | Chairman, Board of Studies,                                                                                                                                                                                                                                                                                                                                                                          |
| 4 | The Director, Board of Examinations and Evaluation,<br><a href="mailto:dboee@exam.mu.ac.in">dboee@exam.mu.ac.in</a>                                                                                                                                                                                                                                                                                  |
| 5 | The Director, Board of Students Development,<br><a href="mailto:dsd@mu.ac.in">dsd@mu.ac.in</a> <b>DSW</b> <a href="mailto:directr@dsd.mu.ac.in">directr@dsd.mu.ac.in</a>                                                                                                                                                                                                                             |
| 6 | The Director, Department of Information & Communication Technology,<br><a href="mailto:director.dict@mu.ac.in">director.dict@mu.ac.in</a>                                                                                                                                                                                                                                                            |

**As Per NEP 2020**

# University of Mumbai



## **Syllabus for Major Vertical – 1 & 4**

**Name of the Programme – B.Sc. Sports Management**

**Faulty of Interdisciplinary Studies**

**Ad-hoc Board of Studies in Sports Management**

| <b>U.G. Second Year Programme</b> | <b>Exit<br/>Degree</b> | <b>U.G. Diploma in Sports<br/>Management</b> |
|-----------------------------------|------------------------|----------------------------------------------|
|-----------------------------------|------------------------|----------------------------------------------|

|                 |                     |
|-----------------|---------------------|
| <b>Semester</b> | <b>III &amp; IV</b> |
|-----------------|---------------------|

|                               |                |
|-------------------------------|----------------|
| <b>From the Academic Year</b> | <b>2025-26</b> |
|-------------------------------|----------------|

## University of Mumbai



(As per NEP 2020)

| Sr. No. | Heading                                        | Particulars                                                                                                              |
|---------|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| 1       | Title of program<br>O: _____                   | B.SC. Sports Management                                                                                                  |
| 2       | Exit Degree                                    | U.G. Diploma in Sports Management                                                                                        |
| 3       | Scheme of Examination<br>R: _____              | NEP<br>40% Internal<br>60% External, Semester End Examination<br>Individual Passing in Internal and External Examination |
| 4       | Standards of Passing<br>R: _____               | 40%                                                                                                                      |
| 5       | Credit Structure<br>R. IMU-525C<br>R. IMU-525D | Attached herewith                                                                                                        |
| 6       | Semesters                                      | Sem. III & IV                                                                                                            |
| 7       | Program Academic Level                         | 5.00                                                                                                                     |
| 8       | Pattern                                        | Semester                                                                                                                 |
| 9       | Status                                         | New                                                                                                                      |
| 10      | To be implemented from Academic Year           | 2025-26                                                                                                                  |

Sd/-

Sign of the BOS  
Chairman  
Dr. Manoj N. Reddy  
Ad-hoc Board of  
Studies in  
Sports Science and  
Management

Sd/-

Sign of the  
Offg. Associate  
Dean  
Dr. C.A.Chakradeo  
Faculty of  
Interdisciplinary  
Studies

Sd/-

Sign of the  
Offg. Associate Dean  
Dr. Kunal Ingle  
Faculty of  
Interdisciplinary  
Studies

Sd/-

Sign of the  
Offg. Dean  
Prof. A. K. Singh  
Faculty of  
Interdisciplinary  
Studies

**Under Graduate Diploma in Sports Management**  
**Credit Structure (Sem. III & IV)**

|                                                                                                                                                                 | R. IMU-525C |                                                                                                                          |           |       |    |                                                         |                     |                              |                       |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------|-----------|-------|----|---------------------------------------------------------|---------------------|------------------------------|-----------------------|---------------------|
| Level                                                                                                                                                           | Semester    | Major                                                                                                                    |           | Minor | OE | VSC, SEC<br>(VSEC)                                      | AEC,<br>VEC,<br>IKS | OJT,<br>FP,<br>CEP,<br>CC,RP | Cum.<br>Cr. /<br>Sem. | Degree/<br>Cum. Cr. |
|                                                                                                                                                                 |             | Mandatory                                                                                                                | Electives |       |    |                                                         |                     |                              |                       |                     |
| 5.0                                                                                                                                                             | III         | Sports<br>Sociology<br>and<br>Spectator<br>Manageme<br>nt<br>4<br>Indian<br>Physics<br>Sports<br>Merchan<br>dishing<br>4 |           | 2+2   | 2  | Artificial<br>Intelligen<br>ce in<br>Sports<br>(VSC:2), | AEC:2               | FP: 2<br>CC:2                | 22                    | UG<br>Diploma 88    |
|                                                                                                                                                                 | R. IMU-525D |                                                                                                                          |           |       |    |                                                         |                     |                              |                       |                     |
|                                                                                                                                                                 | IV          | Sports<br>Leagues<br>and<br>Revenue<br>Sharing<br>4<br><br>Sports<br>Equipment<br>and<br>Technology<br>4                 |           | 2+2   | 2  | Global<br>Perspect<br>ive in<br>Sports<br>(SEC:2)       | AEC:2               | CEP:<br>2CC:2                | 22                    |                     |
|                                                                                                                                                                 | Cum Cr.     | 28                                                                                                                       |           | 10    | 12 | 6+6                                                     | 8+4+2               | 8+4                          | 88                    |                     |
| Exit option; Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continuewith Major and Minor |             |                                                                                                                          |           |       |    |                                                         |                     |                              |                       |                     |

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Community Engagement Project, CC – Co-Curricular, RP – Research Project ]

**Sem. - III**

# **Vertical – 1 Major**

# Syllabus

## B.Sc. (Sports Management)

### (Sem.- III)

**Title of Paper:- Sports Sociology and Spectator Management**

| Sr. No. | Heading                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Particulars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | <b>Description the course:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>This course explores the dynamic relationship between sport, society, and the behaviour of spectators. It combines sociological theories with practical aspects of managing spectators in various sporting environments. Students will critically examine how social, cultural, political, and economic factors shape participation in sport, fan behaviour, and the broader role of sport in society.</p> <p>Through a mix of theoretical study and real-world case analysis, students will gain a comprehensive understanding of how to manage spectator experiences, ensure safety, and foster inclusive and engaging environments at sporting events.</p> |
| 2       | <b>Vertical :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Major                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 3       | <b>Type :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 4       | <b>Credit:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 4 credits (1 credit = 15 Hours of Theory work in a Semester)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 5       | <b>Hours Allotted :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 60 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 6       | <b>Marks Allotted:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 100 Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 7       | <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand the social and cultural impact of sports on society.</li> <li>2. Analyze sociological theories and their application to sports.</li> <li>3. Examine ethical, political, and economic factors affecting sports participation and spectatorship.</li> <li>4. Develop strategies for effective spectator and event management.</li> <li>5. Understand crowd psychology and safety measures in sports venues.</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

|                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                               |                                                                                                                 |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| 8                                             | <b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Understand the social and cultural dimensions of sports in diverse societies.</li> <li>2. Analyze the impact of sports on identity, community, and social change.</li> <li>3. Evaluate spectator behavior and its influence on sports events and management.</li> <li>4. Develop effective strategies for managing spectators and ensuring event safety.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                               |                                                                                                                 |
| 9                                             | <b>Modules:-</b><br><br><b>Module 1: Introduction to Sports Sociology and Sociological Theories in Sport</b> <ol style="list-style-type: none"> <li>1. Definition and scope of sports sociology</li> <li>2. Historical evolution of sports in society</li> <li>3. The role of sports in cultural identity and globalization</li> <li>4. Functionalism and Conflict Theory in sports</li> <li>5. Interactionism and symbolic meaning in sports</li> <li>6. Feminism and gender issues in sports</li> </ol><br><b>Module 2: Social Issues in Sport and Spectator Behavior and Crowd Dynamics</b> <ol style="list-style-type: none"> <li>1. Race, ethnicity, and discrimination in sports</li> <li>2. Gender and inclusion in sports participation</li> <li>3. Doping, corruption, and ethical concerns</li> <li>4. Psychology of spectatorship</li> <li>5. Hooliganism and fan violence</li> <li>6. Fan identity and loyalty in sports</li> </ol><br><b>Module 3: Sports Event Management &amp; Security</b> <ol style="list-style-type: none"> <li>1. Venue planning and crowd control</li> <li>2. Risk assessment and emergency response planning</li> <li>3. Legal and ethical considerations in spectator management</li> </ol><br><b>Module 4: Commercial Aspects of Sports Spectatorship</b> <ol style="list-style-type: none"> <li>1. Media influence and digital engagement of fans</li> <li>2. Sponsorship, advertising, and branding in sports events</li> <li>3. The economic impact of spectatorship on the sports industry</li> </ol> |                                               |                                                                                                                 |
| 10                                            | <b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. <b>Sports in Society: Issues and Controversies</b>" – Jay Coakley</li> <li>2. <b>Social Issues in Sport</b>" – Ron Woods</li> <li>3. <b>Sport Sociology</b>" – Peter Craig &amp; Joseph Maguire</li> <li>4. <b>Managing Sport Events</b>" – T. Christopher Greenwell et al.</li> <li>5. <b>Crowd Management for the Public Safety Professional</b>" – John J. Glindemann</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                               |                                                                                                                 |
| 11                                            | <table border="1"> <tr> <td data-bbox="193 1776 767 1897"> <b>Internal Continuous Assessment:</b><br/>40% </td> <td data-bbox="767 1776 1449 1897"> <b>External, Semester End Examination 60%</b><br/> <b>Individual Passing in Internal and External Examination</b> </td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Internal Continuous Assessment:</b><br>40% | <b>External, Semester End Examination 60%</b><br><b>Individual Passing in Internal and External Examination</b> |
| <b>Internal Continuous Assessment:</b><br>40% | <b>External, Semester End Examination 60%</b><br><b>Individual Passing in Internal and External Examination</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                               |                                                                                                                 |

**Syllabus**  
**B.Sc. (Sports Management)**  
**(Sem.- III)**

**Title of Paper:- Indian Physics Sports Merchandising**

| <b>Sr. No.</b> | <b>Heading</b>                                                              | <b>Particulars</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b>       | <b>Description the course:</b><br><br><b>Including but Not limited to :</b> | <p>This course provides an in-depth exploration of sports merchandising within the Indian market. Students will learn about the business of sports merchandise, including the design, marketing, and sales of products associated with sports teams, events, and athletes. Special focus will be given to understanding the cultural and socio-economic dynamics that influence sports merchandise in India, as well as the growing role of e-commerce and digital platforms in sports retail.</p> <p>Through case studies, industry insights, and practical exercises, students will develop a comprehensive understanding of how sports merchandising operates in the Indian context, including branding, licensing, sponsorships, and fan engagement. The course will also emphasize the challenges and opportunities unique to the Indian sports market, including the growing popularity of both traditional and emerging sports.</p> |
| <b>2</b>       | <b>Vertical :</b>                                                           | Major                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>3</b>       | <b>Type :</b>                                                               | Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>4</b>       | <b>Credit:</b>                                                              | 4 credits (1 credit = 15 Hours of Theory work in a Semester)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>5</b>       | <b>Hours Allotted :</b>                                                     | 60 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>6</b>       | <b>Marks Allotted:</b>                                                      | 100 Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7 | <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the role of physics in enhancing sports performance.</li> <li>2. To explore the application of biomechanics in Indian sports (e.g., cricket, kabaddi, athletics).</li> <li>3. To connect scientific insights with sports product development and merchandising strategies.</li> <li>4. To analyze trends and business opportunities in Indian sports merchandise</li> </ol>                                                                                                                           |
| 8 | <b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Understand key concepts in sports merchandising and its significance in the Indian market.</li> <li>2. Analyze consumer behavior and trends in India's sports merchandise industry.</li> <li>3. Develop effective marketing strategies for promoting sports merchandise through various channels.</li> <li>4. Design and manage sports merchandising campaigns, including branding and fan engagement.</li> <li>5. Evaluate opportunities and challenges unique to the Indian sports merchandising market.</li> </ol> |

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| 9 | <b>Modules:- Sports Sociology and Spectator Management</b>                                                                                                                                                                                                                                                                                                                                                                                             |
|   | <b>Module 1: Basics of Sports Physics</b>                                                                                                                                                                                                                                                                                                                                                                                                              |
|   | <ol style="list-style-type: none"> <li>1. Motion, force, momentum in sports</li> <li>2. Center of gravity, balance, and stability</li> <li>3. Energy transfer and projectile motion</li> <li>4. Real-life examples from Indian sports</li> </ol>                                                                                                                                                                                                       |
|   | <b>Module 2: Biomechanics in Indian Sports &amp; Sports Equipment and Technology</b>                                                                                                                                                                                                                                                                                                                                                                   |
|   | <ol style="list-style-type: none"> <li>1. Kinetics and kinematics in movements</li> <li>2. Throwing, hitting, running, and jumping mechanics</li> <li>3. Case studies: Biomechanics in cricket, kabaddi, wrestling, badminton</li> <li>4. Physics behind sports gear (e.g., bat design, shoe grip, turf materials)</li> <li>5. Materials used in Indian sports equipment</li> <li>6. Sensor-based and wearable tech in performance tracking</li> </ol> |
|   | <b>Module 3: Fundamentals of Sports Merchandising</b>                                                                                                                                                                                                                                                                                                                                                                                                  |
|   | <ol style="list-style-type: none"> <li>1. What is sports merchandising?</li> <li>2. Licensing, branding, and athlete endorsement</li> <li>3. Product lifecycle in sports merchandise</li> </ol>                                                                                                                                                                                                                                                        |
|   | <b>Module 4: Indian Market Trends and Business Models</b>                                                                                                                                                                                                                                                                                                                                                                                              |

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|    | <ol style="list-style-type: none"> <li>1. Growth of the Indian sports merchandise industry</li> <li>2. Fan-based merchandise (e.g., IPL, ISL, PKL)</li> <li>3. E-commerce and retail strategies in India</li> <li>4. Integrating science and technology into product design</li> <li>5. Marketing performance-enhancing gear and wearables</li> <li>6. Brand positioning using sports science as USP</li> </ol>                                                                                                                                                                                                                                                                                                                                                        |                                                                                                       |
| 10 | <b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Understand the basic physics concepts and their application in Indian sports performance.</li> <li>2. Analyze biomechanics to improve performance and influence product design in Indian sporting contexts.</li> <li>3. Evaluate the role of material science and physics in developing sports equipment and wearables.</li> <li>4. Apply merchandising principles to the Indian sports industry, identifying licensing, branding, and market needs.</li> <li>5. Design and market sports products using insights from physics and athlete performance data.</li> <li>6. Explore innovations in Indian sports merchandising through case studies, trends, and real-world business models.</li> </ol> |                                                                                                       |
| 11 | <b>Internal Continuous Assessment: 40%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>External, Semester End Examination 60% Individual Passing in Internal and External Examination</b> |

# Vertical - 4

**VSC**

# Syllabus

## B.Sc. (Sports Management)

### (Sem.- III)

Title of Paper :- Artificial Intelligence in Sports

| Sr. No. | Heading                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Particulars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | <b>Description the course:</b><br><br><b>Including but Not limited to :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | The <b>Artificial Intelligence in Sports</b> course introduces students to the transformative impact of AI technologies within the sports industry. The course explores how AI is revolutionizing areas such as player performance analysis, injury prevention, fan engagement, and team strategy optimization. Students will study the application of machine learning, data analytics, and predictive modeling in analyzing athlete performance, improving training techniques, and making data-driven decisions. Additionally, the course examines AI-powered technologies like smart equipment, virtual coaches, and automated game analysis, as well as the ethical considerations and challenges surrounding the use of AI in sports. By the end of the course, students will understand how to leverage AI tools to enhance decision-making and innovation in sports management. |
| 2       | <b>Vertical :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | VSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 3       | <b>Type :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4       | <b>Credit:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 5       | <b>Hours Allotted :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 30 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 6       | <b>Marks Allotted:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 50 Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 7       | <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand the fundamentals of Artificial Intelligence (AI) and its applications in sports.</li> <li>2. Analyze the role of AI in player performance analysis, coaching, and scouting.</li> <li>3. Explore AI-driven strategies for sports marketing, fan engagement, and business operations.</li> <li>4. Learn about AI applications in injury prevention and athlete health management.</li> <li>5. Assess the ethical and regulatory challenges of AI in sports.</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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| 8  | <b>Course Outcomes:</b><br><br><ol style="list-style-type: none"><li>1. Understand the fundamentals of AI and its applications in the sports industry.</li><li>2. Analyze data-driven decision-making processes in coaching, training, and performance.</li><li>3. Evaluate AI tools used in player scouting, injury prediction, and game strategy.</li><li>4. Explore the ethical considerations and limitations of AI in sports management.</li><li>5. Apply AI concepts to enhance fan engagement, event management, and sports marketing.</li></ol>                                                                     |
| 9  | <b>Modules:- Artificial Intelligence in Sports</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|    | <b>Module 1: Introduction to AI in Sports</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|    | <ol style="list-style-type: none"><li>1. Basics of Artificial Intelligence and Machine Learning</li><li>2. History and evolution of AI in the sports industry</li><li>3. Key areas where AI is transforming sports</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                |
|    | <b>Module 2: AI in Performance Analysis &amp; Player Development and AI in Coaching &amp; Talent Scouting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|    | <ol style="list-style-type: none"><li>1. Motion tracking and AI-driven biomechanics</li><li>2. AI in game strategy optimization and opponent analysis</li><li>3. Wearable technology and real-time performance monitoring</li><li>4. AI-assisted decision-making for coaches</li><li>5. Virtual training and simulation using AI</li><li>6. AI-based scouting and recruitment tools</li></ol>                                                                                                                                                                                                                               |
|    | <b>Module 3: AI in Sports Marketing &amp; Fan Engagement and AI in Sports Business &amp; Operations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|    | <ol style="list-style-type: none"><li>1. AI applications in ticketing, pricing, and stadium management</li><li>2. Smart stadiums and automated event logistics</li><li>3. AI-driven sports betting and predictive analytics</li><li>4. AI for injury risk assessment and prevention</li><li>5. AI-driven rehabilitation programs</li><li>6. Mental health monitoring and AI-based psychological support</li></ol>                                                                                                                                                                                                           |
|    | <b>Module 4: Ethical &amp; Future Considerations of AI in Sports</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|    | <ol style="list-style-type: none"><li>1. Ethical concerns and data privacy in AI sports applications</li><li>2. AI regulations and policies in professional sports</li><li>3. Future trends in AI-driven sports innovation</li></ol>                                                                                                                                                                                                                                                                                                                                                                                        |
| 10 | <b>Reference Books:</b><br><br><ol style="list-style-type: none"><li>1. <b>AI for Sports</b> – Chris Brady, Karl Tuyls, Shayegan Omidshafiei</li><li>2. <b>Artificial Intelligence in Sport Performance Analysis</b> – Duarte Araújo, Micael Couceiro, Ludovic Seifert, Hugo Sarmiento, Keith Davids</li><li>3. <b>Artificial Intelligence in Sports, Movement, and Health</b> – Edited by Carlo Dindorf et al.</li><li>4. <b>Artificial Intelligence and Machine Learning in Sports Science</b> – Edited by D. Raab, J. Johnson et al.</li><li>5. <b>Data Science and Analytics in Sports</b> – Gerardus Blokdyk</li></ol> |

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| 11 | Internal Continuous Assessment: 40% | External, Semester End Examination 60%<br>Individual Passing in Internal and External Examination |
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**Sem. - IV**

# **Vertical – 1 Major**

**Syllabus**  
**B.Sc. (Sports Management)**  
**(Sem.- IV)**

**Title of Paper :- Sports Leagues and Revenue Sharing**

| <b>Sr. No.</b> | <b>Heading</b>                 | <b>Particulars</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b>       | <b>Description the course:</b> | The <b>Sports Leagues and Revenue Sharing</b> course introduces students to the financial dynamics that govern professional sports leagues and the role of revenue sharing in their operations. The course explores how sports leagues, clubs, and organizations generate and distribute revenue through various channels such as ticket sales, broadcasting rights, sponsorships, and merchandising. Students will learn about the economic structures of different sports leagues, the principles behind collective bargaining, and the importance of financial fairness through revenue-sharing models. The course also covers the impact of revenue sharing on competitive balance, team performance, and league sustainability, preparing students to analyze and manage the financial strategies that support the long-term success of sports organizations. |
| <b>2</b>       | <b>Vertical :</b>              | Major                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>3</b>       | <b>Type :</b>                  | Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>4</b>       | <b>Credit:</b>                 | 4 credits (1 credit = 15 Hours for work in a semester)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>5</b>       | <b>Hours Allotted :</b>        | 60 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>6</b>       | <b>Marks Allotted:</b>         | 100 Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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| 7 | <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand the economic models behind professional sports leagues.</li> <li>2. Analyze different revenue sources for sports leagues and franchises.</li> <li>3. Evaluate revenue-sharing models and their impact on competitive balance.</li> <li>4. Assess financial challenges and sustainability in sports leagues.</li> <li>5. Explore case studies of successful and struggling sports leagues.</li> </ol>                                                                                                         |
| 8 | <b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Explain key economic models that govern the functioning of professional sports leagues.</li> <li>2. Identify and analyze various revenue sources for sports leagues and franchises.</li> <li>3. Evaluate the effectiveness of revenue-sharing systems in promoting competitive balance.</li> <li>4. Assess the financial challenges and factors affecting long-term sustainability of sports leagues.</li> <li>5. Critically analyze real-world case studies of both successful and struggling sports leagues.</li> </ol> |

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| 9 | <b>Modules:- Sports Sociology and Spectator Management</b>                                                                                                                                                                                                                                                                                                                                                                                    |
|   | <b>Module 1: Introduction to Sports Leagues and Business Models</b>                                                                                                                                                                                                                                                                                                                                                                           |
|   | <ol style="list-style-type: none"> <li>1. Structure of Professional Sports Leagues (Franchise vs. Open System)</li> <li>2. Governance and Decision-Making in Leagues</li> <li>3. Case Studies: FIFA, UEFA, NBA, NFL, EPL, IPL</li> </ol>                                                                                                                                                                                                      |
|   | <b>Module 2: Revenue Generation in Sports Leagues &amp; Revenue Sharing Mechanisms</b>                                                                                                                                                                                                                                                                                                                                                        |
|   | <ol style="list-style-type: none"> <li>1. Media Rights and Broadcasting Deals</li> <li>2. Ticket Sales and Matchday Revenue</li> <li>3. Sponsorships, Advertising, and Naming Rights</li> <li>4. Merchandising and Licensing</li> <li>5. Equal vs. Performance-Based Revenue Distribution</li> <li>6. Salary Caps, Luxury Taxes, and Financial Fair Play, Impact on Competitive Balance and League Sustainability</li> </ol>                  |
|   | <b>Module 3: Media Rights and Digital Transformation</b>                                                                                                                                                                                                                                                                                                                                                                                      |
|   | <ol style="list-style-type: none"> <li>1. Evolution of Broadcasting Rights and Streaming Services</li> <li>2. Impact of Social Media and Digital Platforms on Revenue</li> <li>3. Globalization and Expansion of Sports Leagues</li> <li>4. Economic Impact of COVID-19 on Sports Revenue</li> <li>5. Financial Mismanagement and Club Bankruptcies</li> <li>6. Legal and Ethical Issues in Revenue Distribution</li> </ol>                   |
|   | <b>Module 4: Case Studies and Best Practices &amp; Future Trends in Sports Revenue and League Growth</b>                                                                                                                                                                                                                                                                                                                                      |
|   | <ol style="list-style-type: none"> <li>1. Analysis of Successful Revenue Sharing Models (NFL vs. EPL)</li> <li>2. European Super League and Its Financial Implications</li> <li>3. Innovative Revenue Strategies in Emerging Leagues</li> <li>4. Emerging Markets and New Revenue Opportunities</li> <li>5. The Role of NFTs and Blockchain in Sports Revenue</li> <li>6. Sustainable Financial Models for Small and Large Leagues</li> </ol> |

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| <b>12</b> | <b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. "Sports Economics" by Rodney Fort</li> <li>2. "The Economics of Sports" by Michael A. Leeds &amp; Peter von Allmen</li> <li>3. "Sport Finance" by Gil Fried, Jeffrey M. Pollard, and Timothy D. DeSchriver</li> <li>4. "Managing Sport Organizations: A Strategic Perspective" by Daniel Covell &amp; Stacey A. Hall</li> <li>5. "The Business of Sports" by Scott R. Rosner &amp; Kenneth L. Shropshire</li> </ol> |                                                                                                           |
| <b>13</b> | <b>Internal Continuous Assessment: 40%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>External, Semester End Examination 60%<br/>Individual Passing in Internal and External Examination</b> |

## Syllabus B.Sc. (Sports Management) (Sem.- IV)

**Title of Paper:- Sports Equipment and Technology**

| <b>Sr. No.</b> | <b>Heading</b>                 | <b>Particulars</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b>       | <b>Description the course:</b> | The <b>Sports Equipment and Technology</b> course provides students with a comprehensive understanding of the role of technology in sports equipment design, development, and application. The course covers the principles behind the creation of sports gear, from material selection to technological advancements that enhance performance, safety, and comfort. Students will explore the interaction between athletes and equipment, with a focus on optimizing performance and reducing the risk of injury. The course also delves into the impact of innovations such as wearable technology, smart equipment, and performance-monitoring devices. Additionally, students will gain insights into the sustainability and environmental considerations of sports equipment production, preparing them to evaluate and contribute to the ever-evolving sports equipment industry. |
| <b>2</b>       | <b>Vertical :</b>              | Major                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>3</b>       | <b>Type :</b>                  | <b>Theory</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>4</b>       | <b>Credit:</b>                 | 4 credits (1 credit = 15 Hours for Theory work in a semester)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>5</b>       | <b>Hours Allotted :</b>        | <b>60 Hours</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>6</b>       | <b>Marks Allotted:</b>         | <b>100 Marks</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| 7 | <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand the evolution and advancement of sports equipment and technology.</li> <li>2. Analyze the impact of technology on performance, safety, and sports integrity.</li> <li>3. Evaluate different types of wearable technology and their applications in sports.</li> <li>4. Examine sports analytics and data-driven decision-making in sports management.</li> <li>5. Understand facility management and technological advancements in stadiums.</li> </ol>                 |
| 8 | <b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Understand the principles of sports equipment design, materials, and safety features.</li> <li>2. Analyze how technology enhances sports performance and athlete safety.</li> <li>3. Evaluate the interaction between athletes and equipment for optimal performance.</li> <li>4. Apply technology in the development, testing, and improvement of sports gear.</li> <li>5. Assess the impact of innovations like wearables and injury-prevention technologies in sports.</li> </ol> |

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| 9 | <b>Modules: - Sports Equipment and Technology</b>                                                                                                                                                                                                                                                                                                                |
|   | <b>Module 1: Introduction to Sports Equipment and Technology &amp; Technological Advancements in Sports Equipment</b>                                                                                                                                                                                                                                            |
|   | <ol style="list-style-type: none"> <li>1. History and evolution of sports equipment</li> <li>2. Role of science and technology in sports</li> <li>3. Materials and innovations in sports gear</li> <li>4. High-performance sports apparel</li> <li>5. Footwear technology and biomechanics</li> <li>6. Advances in racket, bat, and ball technologies</li> </ol> |
|   | <b>Module 2: Wearable Technology and Performance Tracking &amp; Sports Analytics and Data-Driven Decision Making</b>                                                                                                                                                                                                                                             |
|   | <ol style="list-style-type: none"> <li>1. Smartwatches and fitness trackers</li> <li>2. GPS and motion-tracking systems</li> <li>3. Heart rate monitors and recovery tools</li> <li>4. Role of big data in sports</li> <li>5. Video analysis and AI applications</li> <li>6. Performance analysis software</li> </ol>                                            |
|   | <b>Module 3: Technology in Sports Safety and Injury Prevention</b>                                                                                                                                                                                                                                                                                               |
|   | <ol style="list-style-type: none"> <li>1. Protective gear and impact absorption</li> <li>2. Concussion management systems</li> <li>3. Rehabilitation and recovery technologies</li> <li>4. Smart stadiums and fan engagement</li> <li>5. Digital ticketing and crowd management</li> <li>6. Field and court surface innovations</li> </ol>                       |
|   | <b>Module 4: Ethical and Regulatory Considerations &amp;</b>                                                                                                                                                                                                                                                                                                     |
|   | <ol style="list-style-type: none"> <li>1. Fair play and the role of technology in officiating</li> <li>2. Doping detection and anti-cheating technologies</li> <li>3. Sustainability and environmental impact of sports equipment</li> </ol>                                                                                                                     |

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| <b>10</b> | <b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. "Fundamentals of Sports Equipment Design" by Robert L. Theodorson</li> <li>2. "Biomechanics of Sport and Exercise" by Peter McGinnis</li> <li>3. "Sports Engineering" by David James</li> <li>4. "Materials in Sports Equipment" by J. Ziegler</li> <li>5. Journal of Sports Engineering and Technology</li> <li>6. Sports Technology Journal</li> </ol> |                                                                                                                 |
| <b>11</b> | <b>Internal Continuous Assessment:</b><br><b>40%</b>                                                                                                                                                                                                                                                                                                                                                                       | <b>External, Semester End Examination 60%</b><br><b>Individual Passing in Internal and External Examination</b> |

# SEC

# Syllabus

## B.Sc. (Sports Management)

### (Sem.- IV)

**Title of Paper:- Global Perspective in Sports**

| Sr. No. | Heading                        | Particulars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | <b>Description the course:</b> | <p>This course provides students with a comprehensive understanding of the global dynamics shaping the world of sports. It explores how cultural, political, economic, and social factors influence sports across different regions and nations. Students will examine international sports organizations, global sporting events, and cross-border issues such as athlete migration, international marketing, governance, and ethical considerations.</p> <p>Through case studies, discussions, and collaborative projects, the course encourages critical thinking about the globalization of sports and its impact on identity, diplomacy, and business. Students will also gain insight into how global trends—such as digital transformation, environmental sustainability, and social activism—are reshaping the sports industry.</p> <p>By the end of the course, students will be equipped with the knowledge and analytical tools to navigate and contribute to the international sports landscape, both as future professionals and informed global citizens.</p> |
| 2       | <b>Vertical :</b>              | SEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 3       | <b>Type :</b>                  | Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 4       | <b>Credit:</b>                 | 2 credits (1 credit = 15 Hours for Theory work in a semester)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 5       | <b>Hours Allotted :</b>        | 30 Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 6       | <b>Marks Allotted:</b>         | 50 Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| 7 | <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand the role of sports in a globalized world.</li> <li>2. Analyze the impact of international sports organizations and governing bodies.</li> <li>3. Explore the influence of globalization on sports culture, economy, and media.</li> <li>4. Examine major international sports events and their socio-economic effects.</li> <li>5. Discuss ethical, political, and social issues in global sports.</li> </ol>                                                                 |
| 8 | <b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Understand the fundamental concepts of Artificial Intelligence and its role in sports.</li> <li>2. Analyze how AI enhances athlete performance, training, and injury prevention.</li> <li>3. Apply AI tools for data analysis, scouting, and strategy development in sports.</li> <li>4. Explore AI-driven technologies for improving fan engagement and sports marketing.</li> <li>5. Evaluate ethical, legal, and practical challenges in implementing AI in sports contexts.</li> </ol> |

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| 9 | <b>Modules: - Global Perspective in Sports</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|   | <b>Module 1: Introduction to Global Sports</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|   | <ol style="list-style-type: none"> <li>1. Definition and scope of global sports.</li> <li>2. Historical evolution of international sports competitions.</li> <li>3. Cultural diversity and sports.</li> </ol>                                                                                                                                                                                                                                                                                            |
|   | <b>Module 2: Global Sports Organizations &amp; Governance and Economic Impact of Global Sports</b>                                                                                                                                                                                                                                                                                                                                                                                                       |
|   | <ol style="list-style-type: none"> <li>1. FIFA, IOC, ICC, NBA, and other key sports governing bodies</li> <li>2. Role of international federations in rule-making and standardization</li> <li>3. Policies and regulations in global sports management</li> <li>4. Sports as a global business and economic driver</li> <li>5. Revenue models in international sports (broadcasting rights, sponsorships, merchandise)</li> <li>6. Financial impact of global sporting events on host nations</li> </ol> |
|   | <b>Module 3: Globalization &amp; Media in Sports and Major International Sporting Events</b>                                                                                                                                                                                                                                                                                                                                                                                                             |
|   | <ol style="list-style-type: none"> <li>1. Role of digital media and globalization in shaping sports fandom</li> <li>2. Social media influence on international sports marketing</li> <li>3. Case studies on media rights, broadcasting, and streaming services</li> <li>4. FIFA World Cup, Olympics, Super Bowl, ICC Cricket World Cup, UEFA Champions League</li> <li>5. Economic, social, and cultural impact of mega-events</li> <li>6. Challenges of hosting international sports events</li> </ol>  |
|   | <b>Module 4: Political &amp; Ethical Issues in Global Sports</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                           |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
|    | <ol style="list-style-type: none"> <li>1. Sports diplomacy and international relations</li> <li>2. Human rights, discrimination, and gender equality in sports</li> <li>3. Ethical concerns: doping, match-fixing, corruption in global sports</li> <li>4. Sustainability and environmental concerns in sports events</li> <li>5. Emerging markets in global sports (eSports, Middle Eastern investment, Asian leagues)</li> <li>6. Technology and innovation in shaping the future of international sports</li> </ol>                                          |                                                                                                           |
| 10 | <b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. <b>AI for Sports</b> – Chris Brady, Karl Tuyls, Shayegan Omidshafiei</li> <li>2. <b>Artificial Intelligence in Sport Performance Analysis</b> – Duarte Araújo et al.</li> <li>3. <b>Artificial Intelligence in Sports, Movement, and Health</b> – Edited by Carlo Dindorf et al.</li> <li>4. <b>Artificial Intelligence and Machine Learning in Sports Science</b> – Edited by D. Raab, J. Johnson et al.</li> <li>5. <b>Sports Analytics: A Complete Guide</b> – Gerardus Blokdyk</li> </ol> |                                                                                                           |
| 11 | <b>Internal Continuous Assessment: 40%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>External, Semester End Examination 60%<br/>Individual Passing in Internal and External Examination</b> |

## QUESTION PAPER PATTERN (External and Internal)

Theory courses evaluation scheme for Second Year (UG) under NEP  
For theory courses with 4 credit points total marks allotted would be 100

1. Internal Assessment: 40 Marks
2. External Assessment: 60 Marks

| Nature of Examination                               |             | Bifurcation of Marks                                                          |                                                                                                 |                                   |         |             |             |
|-----------------------------------------------------|-------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------|---------|-------------|-------------|
| 1. Internal Assessment for Theory Courses           |             |                                                                               |                                                                                                 |                                   |         |             |             |
| Continuous Internal (CAS) Assignment                |             | Sr.                                                                           | Examination                                                                                     | Module                            | Marks   | Time        | Total Marks |
|                                                     |             | 1                                                                             | Class Test                                                                                      | Module 1 or on completed syllabus | 20      | 1 Hours     | 40          |
|                                                     |             | 2                                                                             | Assignments / Case Study / Presentations / Projects / Group Discussion / Ind. Visit / Tutorials |                                   | 20      |             |             |
| Note: Class Test                                    |             |                                                                               |                                                                                                 |                                   |         |             |             |
| 1. MCQ's - 5 Marks                                  |             |                                                                               |                                                                                                 |                                   |         |             |             |
| 2. Answer in one line - 5 Marks                     |             |                                                                               |                                                                                                 |                                   |         |             |             |
| 3. Long answer -10 Marks                            |             |                                                                               |                                                                                                 |                                   |         |             |             |
| Or                                                  |             |                                                                               |                                                                                                 |                                   |         |             |             |
| 3. Answer in Brief (2 out of 3 questions) - 10Marks |             |                                                                               |                                                                                                 |                                   |         |             |             |
| 2. External Assessment for Theory Courses           |             |                                                                               |                                                                                                 |                                   |         |             |             |
| Semester End Examination                            | Question No | Paper Pattern (Theory question paper pattern: All questions are compulsory)   | Unit                                                                                            | Marks                             | Time    | Total Marks |             |
|                                                     | Q.1         | Match the Column/Fill in the Blanks/Multiple Choice Questions (1/2 Mark each) | From all modules                                                                                | 10                                | 2 Hours | 60          |             |
|                                                     | Q.2         | Answer in one sentence (1 mark each)                                          | From all modules                                                                                | 10                                |         |             |             |
|                                                     | Q.3         | Case Study                                                                    | Modules 1 &2                                                                                    | 10                                |         |             |             |
|                                                     | Q.4         | Long Answer                                                                   | Modules 3 &4                                                                                    | 10                                |         |             |             |
|                                                     | Q.4         | Short Notes (Attempt any 4 out of 6)                                          |                                                                                                 | 20                                |         |             |             |

## QUESTION PAPER PATTERN (External and Internal)

Theory courses evaluation scheme for Second Year (UG) under NEP  
For theory courses with 2 credit points total marks allotted would be 50

1. Internal Assessment: 20 Marks
2. External Assessment: 30 Marks

| Nature of Examination                                                                                           |             | Bifurcation of Marks                                                                            |                                   |       |         |             |
|-----------------------------------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------|-----------------------------------|-------|---------|-------------|
| 1. Internal Assessment for Theory Courses                                                                       |             |                                                                                                 |                                   |       |         |             |
| Continuous Internal Assignment                                                                                  | Sr.         | Examination                                                                                     | Module                            | Marks | Time    | Total Marks |
|                                                                                                                 | 1           | Class Test                                                                                      | Module 1 or on completed syllabus | 10    | 30 Min  | 20          |
|                                                                                                                 | 2           | Assignments / Case Study / Presentations / Projects / Group Discussion / Ind. Visit / Tutorials |                                   | 10    |         |             |
| Note: Class Test                                                                                                |             |                                                                                                 |                                   |       |         |             |
| 1.MCQ's - 5 Marks<br>Or<br>2. Answer in one line -5 Marks<br>3. Answer in Brief (3 out of 6 questions) -5 Marks |             |                                                                                                 |                                   |       |         |             |
| 2. External Assessment for Theory Courses                                                                       |             |                                                                                                 |                                   |       |         |             |
| Semester End Examination                                                                                        | Question No | Paper Pattern (Theory question paper pattern: All questions are compulsory)                     | Unit                              | Marks | Time    | Total Marks |
|                                                                                                                 | Q.1         | Match the Column/Fill in the Blanks/Multiple Choice Questions (1/2 Mark each)                   | From all modules                  | 5     | 1 Hours | 30          |
|                                                                                                                 | Q.2         | Answer in one sentence (1 mark each)                                                            | From all modules                  | 10    |         |             |
|                                                                                                                 | Q.3         | Short Notes (Attempt any 3 out of 6)                                                            |                                   | 15    |         |             |

**Letter Grades and Grade Points:**

| <b>Semester GPA/ Programme<br/>CGPA Semester/ Programme</b> | <b>% of Marks</b> | <b>Alpha-Sign/<br/>Letter Grade Result</b> | <b>Grading<br/>Point</b> |
|-------------------------------------------------------------|-------------------|--------------------------------------------|--------------------------|
| 9.00 - 10.00                                                | 90.0 - 100        | O (Outstanding)                            | 10                       |
| 8.00 - < 9.00                                               | 80.0 - < 90.0     | A+ (Excellent)                             | 9                        |
| 7.00 - < 8.00                                               | 70.0 - < 80.0     | A (Very Good)                              | 8                        |
| 6.00 - < 7.00                                               | 60.0 - < 70.0     | B+ (Good)                                  | 7                        |
| 5.50 - < 6.00                                               | 55.0 - < 60.0     | B (Above<br>Average)                       | 6                        |
| 5.00 - < 5.50                                               | 50.0 - < 55.0     | C (Average)                                | 5                        |
| 4.00 - < 5.00                                               | 40.0 - < 50.0     | P (Pass)                                   | 4                        |
| Below 4.00                                                  | Below 40.0        | F (Fail)                                   | 0                        |
| Ab (Absent)                                                 | -                 | Ab (Absent)                                | 0                        |

**Sd/-**

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