#### University of Mumbai

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

क.वि.प्रा.स.से./आयसीडी/२०२५-२६/३७

दिनांक : २७ मे, २०२५

परिपत्रक:-

सर्व प्राचार्य/संचालक, संलिग्नित महाविद्यालये/संस्था, विद्यापीठ शैक्षणिक विभागांचे संचालक/ विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमंलबजावणीच्या अनुषंगाने शैक्षणिक वर्ष २०२५-२६ पासून पदवी व पदव्युत्तर अभ्यासकम विद्यापिरिषदेच्या दिनांक २८ मार्च २०२५ व २० मे, २०२५ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासकम 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

क वि प्रा.स.से वि/आयसीडी/२०२५-२६/३७ दिनांक : २७ मे, २०२५ Desktop/ Pritam Loke/Marathi Circular/NEP Tab Circular

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1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), <a href="mailto:dr@eligi.mu.ac.in">dr@eligi.mu.ac.in</a>
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8	The Deputy Registrar, Executive Authorities Section (EA) <a href="mailto:eau120@fort.mu.ac.in">eau120@fort.mu.ac.in</a>
	He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
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#### As Per NEP 2020

### University of Mumbai



## Revised 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 Science and Management

U.G. Second Year Programme	Exit Degree	U.G. Diploma in Sports Management
Semester		1 & 11
From the Academic Year		2025-26

#### **University of Mumbai**



#### (As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program	B.SC. Sports Management
	0:	
2	Exit Degree	U.G. Diploma in Sports Management
3	Scheme of Examination R:	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination
4	Standards of Passing R:	40%
5	Credit Structure R. IMU-525A R. IMU-525B	Attached herewith
6	Semesters	Sem. I & II
7	Program Academic Level	5.00
8	Pattern	Semester
9	Status	New
10	To be implemented from Academic Year	2025-26

Sd/-	Sd/-	Sd/-	Sd/-
Sign of the BOS	Sign of the	Sign of the	Sign of the
Chairman	Offg. Associate	Offg. Associate Dean	Offg. Dean
Dr. Manoj N. Reddy	Dean	Dr. Kunal Ingle	Prof. A. K. Singh
Ad-hoc Board of	Dr. C.A.Chakradeo	Faculty of	Faculty of
Studies in	Faculty of	Interdisciplinary	Interdisciplinary
Sports Science and	Interdisciplinary	Studies	Studies
Management	Studies		

### Under Graduate Diploma in Sports Management Credit Structure (Sem. I & II)

Level	Semester	Majo	or	Minor	OE	VSC, SEC	AEC,	OJT,	Cum.	Degree/
		Mandatory	Electives			(VSEC)	VEC, IKS	FP, CEP, CC,RP	Cr./ Sem.	Cum. Cr
5.0	I	Principles of Sports Management  - I 4 Basic Fitness, Track and Field, Major Games 2		-	2+2	Understa nding India (VSC):2 Soft Skill Training (SEC):2	AEC:2 VEC:2 IKS:2	CC:2	22	UG Diploma 8
	R. IMU-5	Principles of Sports Management - II 4 Health and wellness 2		2	2+2	Indian Sports Industry (VSC):2 Web Technolo gies (SEC):2	AEC:2 VEC:2	CC: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. - I

# Vertical – 1 Major

# Syllabus B.Sc. (Sports Management) (Sem.- I) Title of Paper :- Principles of Sports Management – I

Sr. No.	Heading	Particulars
1	Description the course :	The <b>Principles of Sports Management</b> – <b>I</b> course serves as an introductory foundation for understanding the core concepts, functions, and scope of sports management. It focuses on the nature and importance of management in sports organizations, covering fundamental areas such as planning, organizing, leadership, decision-making, and control within the context of sports.
		Students will explore the historical development of sports management, the unique characteristics of sports organizations, and the evolving roles of sports managers. Emphasis will be placed on the application of general management theories to sports settings, including amateur and professional sports, recreational programs, and sports federations.
		By linking theoretical principles with practical examples from the sports industry, this course enables students to develop essential managerial skills and prepare for more advanced topics in subsequent semesters.
2	Vertical :	Major
3	Type:	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks

#### 7 Course Objectives:

- 1. To introduce students to the fundamental principles and functions of management as applied to the sports industry.
- 2. To develop an understanding of the structure, scope, and evolution of sports management in both national and international contexts.
- 3. To explore the roles and responsibilities of sports managers across various sectors such as professional sports, recreational programs, and sports federations.
- 4. To examine key management functions including planning, organizing, staffing, leading, and controlling in the context of sports organizations.
- 5. To prepare students for advanced studies in sports management by cultivating critical thinking and decision-making skills relevant to the sports industry.

#### 8 Course Outcomes:

- 1. Explain the fundamental concepts and functions of management and how they apply to sports organizations.
- 2. Identify the structure and scope of the sports industry, including various stakeholders and organizational models.
- 3. Describe the roles and responsibilities of sports managers in different types of sports and recreation organizations.
- 4. Apply basic management functions—planning, organizing, leading, and controlling—to real-world sports scenarios.
- 5. Analyze the evolution of sports management and its relevance to the contemporary global and Indian sports environment.

#### 9 Modules: - Principles of Sports Management – I

#### **Module 1: Introduction to Sports Management**

- 1. Definition, nature, and scope of sports management
- 2. Importance and objectives of sports management
- 3. Historical evolution and development of sports management
- 4. Career opportunities in sports management

#### **Module 2: Principles and Functions of Management**

- 1. Basic principles of management (Fayol, Taylor, etc.)
- 2. Core management functions: Planning, organizing, staffing, leading, and controlling
- 3. Application of management functions in sports settings
- 4. Differences between general management and sports management

#### Module 3: Organizational Structure and Leadership in Sports

- 1. Types of sports organizations: amateur, professional, public, and private
- 2. Structure and hierarchy in sports organizations
- 3. Leadership styles and their application in sports teams and organizations
- 4. Role of motivation and team building in sports

#### Module 4: Decision-Making and Communication in Sports

- 1. Importance and process of decision-making in sports organizations
- 2. Strategic vs. operational decisions
- 3. Types and channels of communication
- 4. Barriers to effective communication and how to overcome them

#### **Module 5: Trends and Challenges in Sports Management**

- 1. Globalization and commercialization of sports
- 2. Ethics and governance in sports
- 3. Role of technology and innovation in sports management
- 4. Contemporary issues: athlete management, sponsorship, event risk management

#### 11 Reference Books:

#### 1. Pedersen, P. M., & Thibault, L. (2019).

Contemporary Sport Management

Publisher: Human Kinetics

— A comprehensive textbook covering foundational and modern aspects of sports management, including principles, structures, and industry insights.

#### 2. Krotee, M. L., & Bucher, C. A. (2007).

Management of Physical Education and Sport

Publisher: McGraw-Hill

— Offers solid grounding in management principles applied to sports and physical education environments.

#### 3. Chelladurai, P. (2005).

Managing Organizations for Sport and Physical Activity

Publisher: Holcomb Hathaway

— A focused book on organizational behavior and management in sport-specific contexts.

#### 4. Lussier, R. N., & Kimball, D. C. (2013).

Applied Sport Management Skills

Publisher: Human Kinetics

— Combines theoretical principles with practical applications through case studies and exercises.

#### 5. Singh, A. (2016).

Sports Management in India

Publisher: Sports Publication

— Contextual insights into Indian sports organizations and administrative practices.

#### 6. Sodhi, J. S. (2010).

Sports Management

Publisher: Khel Sahitya Kendra

— Tailored to Indian readers, this book discusses basic principles, governance, and management functions in sports.

#### 7. Parkhouse, B. L. (2005).

The Management of Sport: Its Foundation and Application

Publisher: McGraw-Hill

— A useful reference for foundational theories and their application in sports environments.

### 12 Internal Continuous Assessment: 40% External, Semester End Examination 60% Individual Passing in Internal and External Examination

### **Syllabus** B.Sc. (Sports Management) (Sem.- I) Title of Paper :- Basic Fitness, Track and Field, Major Games

Sr. No.	Heading	Particulars
1	Description the course:	This course is designed to provide students with foundational knowledge and practical exposure to the principles of physical fitness, athletics (track and field events), and major team sports. It aims to promote physical well-being, enhance sports-specific skills, and develop an understanding of the rules, techniques, and strategies of commonly played sports in India and globally. Through a blend of theoretical insights and hands-on sessions, students will engage in structured physical fitness routines, learn about biomechanics and conditioning, and participate in competitive formats of athletics and major games such as football, cricket, basketball, volleyball, and hockey. The course also emphasizes the importance of sportsmanship, teamwork, injury prevention, and performance analysis. This training is essential not only for aspiring sports managers to understand athlete development and coaching practices but also for cultivating leadership and discipline through sport.
2	Vertical :	Major
3	Type:	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

# Course Objectives: To develop an understanding of the principles and components of physical fitness and their application in sports and daily life. To introduce the fundamental rules, techniques, and performance standards of track and field events. To provide practical exposure to major team games such as football, cricket, basketball, volleyball, and hockey. To enhance students' physical conditioning, motor skills, coordination, and sportsspecific abilities through structured training.

#### 9 Modules:- Basic Fitness, Track and Field, Major Games

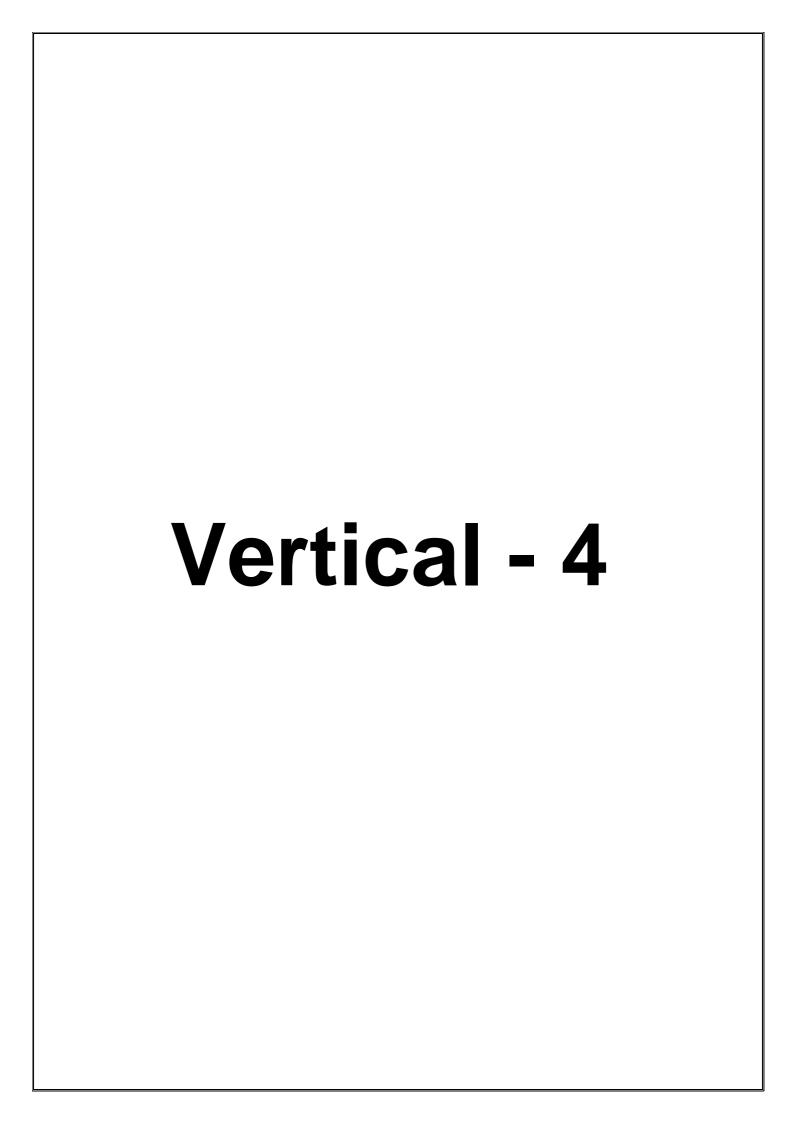
#### **Module 1: Physical Fitness and Conditioning**

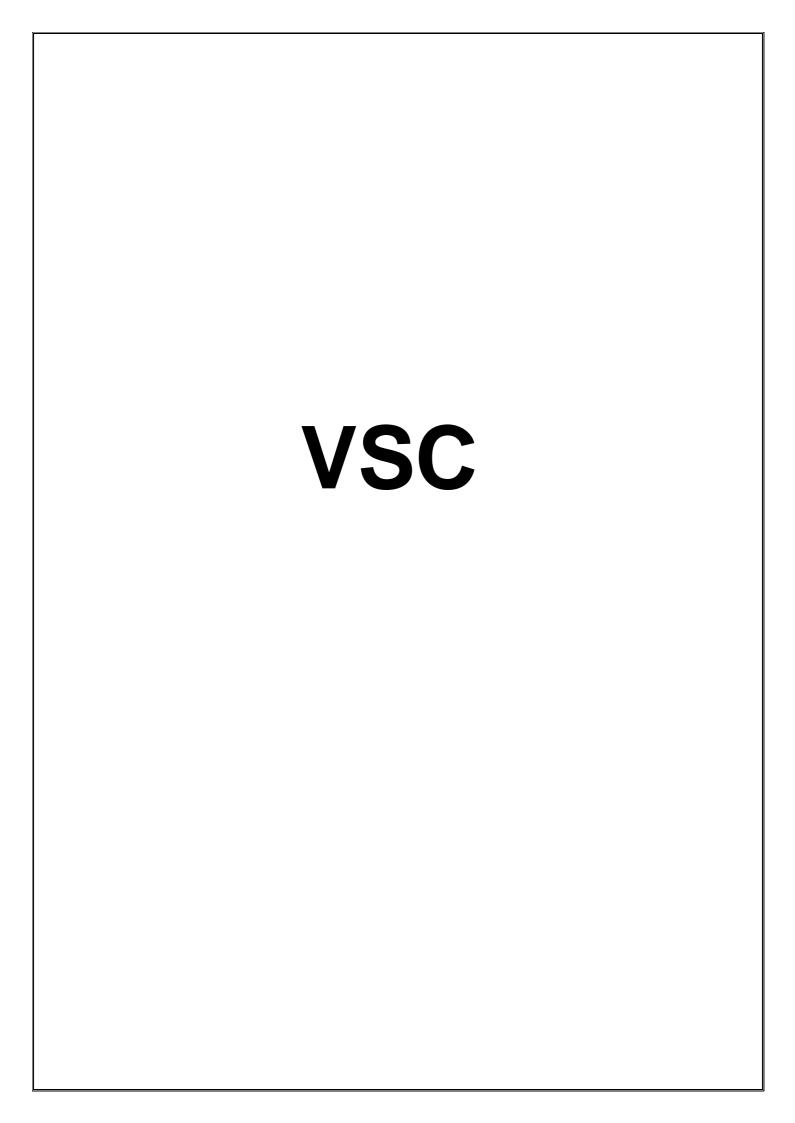
- 1. Introduction to fitness: Definition, types, and components
- 2. Principles of exercise and training (FITT, overload, specificity, etc.)
- 3. Fitness assessment: endurance, strength, flexibility, agility
- 4. Warm-up, cool-down, and injury prevention techniques
- 5. Basic nutrition and hydration for athletes

#### **Module 2: Track and Field Events**

- 1. Introduction to athletics: History and significance
- 2. Track events: Sprinting (100m, 200m, 400m), relays (4x100m, 4x400m)
- 3. Field events: Long jump, high jump, shot put, javelin
- 4. Techniques, rules, officiating, and equipment used
- 5. Performance analysis and basic coaching principles

	Module 3: Major Games – Team Sports I			
	5. To promote sportsmanship, teamwork, discipline, and leadership through active			
	1. Football A Rings for and GAMER THE (dribbling, passing, shooting), gameplay 2. Cricket: Batting to what strategies and specific pattings and strategies 3. Basket Batting and strategies 4. Understanding roles of referees and match officials in each sport			
	Module 4: Major Games – Team Sports II			
8	Course Outcomes: 1. Volleyball: Serving, setting, spiking, blocking, court positions			
	Volleyball: Scrving, setting, spiking, blocking, court positions     Hockey: Stick handling, passing, shooting, formations     Demonstrate improved physical fiftness levels and apply the components of Team tactics, communication, and leadership in gameplay     itness in personal and professional contexts.			
	4. Organizinglerigidayına perusulu dengaşılarında sanexus.			
	events such as sprints, jumps, and throws.			
	3. Display fundamental playing skills, tactics, and team coordination in major			
10	Reference Books: like football, cricket, volleyball, basketball, and hockey. 4. Evaluate and implement warm-up routines, basic training methods, and injury			
	• Thomas Kurz – Science of Sports Training: How to Plan and Control Training for Peak Exhibit teamwork, discipline, leadership, and sportsmanship through regular portionation in individual and toom activities.			
	Performance participation in individual and team activities. Publisher: Stadion Publishing 6. Apply foundational knowledge of coaching, officiating, and event organization A foundational text for understanding training principles and physical conditioning.			
	Hardayal Singh – Science of Sports Training			
	Publisher: DVS Publications  - Focuses on training principles with relevance to Indian contexts and athletes.			
	• G.L. Khanna – Health and Physical Education Publisher: Surject Publications			
	– Covers fitness, anatomy, and health education for physical training.			
	• B.C. Rai – Health & Physical Education			
	Publisher: Prakashan Kendra  – Includes insights on games, fitness, and movement education.			
	• Jenson & Fisher – Scientific Basis of Athletic Conditioning Publisher: Lea & Febiger			
	Focuses on conditioning methods used in athletic preparation.			
	D.K. Sharma – Play Field Manual Publisher: Friends Publications  Provides rules and levouts for organizing and officiating major games.			
	<ul> <li>Provides rules and layouts for organizing and officiating major games.</li> </ul>			
	<ul> <li>Rules Books by Respective Federations (AIFF, BCCI, FIBA, FIVB, FIH)</li> <li>Official handbooks and rulebooks for football, cricket, basketball, volleyball, and hockey.</li> </ul>			
	• NCERT Textbook – Health and Physical Education (for Secondary & Senior Secondary levels)			
	- Offers structured foundational content for physical fitness and sports activities.			
12	Internal Continuous Assessment: 40% External, Semester End Examination 60% Individual Passing in Internal and External Examination			





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

Title of Paper :- Understanding India

Sr. No.	Heading	Particulars
1	Description the course :	The Understanding India course is designed to provide students with a multidimensional perspective of India's rich cultural, historical, socio-economic, and political heritage. It enables learners to critically engage with India's diversity, challenges, and contributions in a global context. Through this course, students will explore India's civilizational values, pluralism, constitutional framework, development journey, and global standing.  Special focus will be given to how these broader national dynamics influence and shape Indian society, including areas such as education, economy, media, technology, and sports. The course encourages students to develop a well-rounded awareness of India's evolving identity and its implications for professionals working in diverse industries, including the sports sector.
2	Vertical :	VSC
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

#### 7 Course Objectives:

- 1. To introduce students to the cultural, historical, and philosophical foundations of Indian civilization and society.
- 2. To develop an understanding of India's political and constitutional framework, democratic values, and governance structures.
- 3. To examine the social, economic, and technological transformations shaping contemporary India.
- 4. To explore India's diversity in terms of language, religion, region, and traditions, and its impact on national unity and identity.
- 5. To encourage critical thinking about India's role in the global landscape and its influence on sectors such as education, sports, economy, and culture.

#### 8 Course Outcomes:

- 1. Explain the key historical and cultural developments that have shaped Indian civilization.
- 2. Understand the fundamental principles of the Indian Constitution, governance, and the democratic framework.
- 3. Analyze the social, economic, and technological changes influencing modern India.
- 4. Appreciate the diversity of India in terms of language, region, religion, and culture, and how it contributes to national identity.
- 5. Critically evaluate India's position and contribution in the global context, particularly in sectors like sports, education, and economy.

#### 9 Modules:- Understanding India

#### Module 1: Historical and Cultural Foundations of India

- 1. Ancient and medieval Indian civilizations
- 2. Major cultural and religious traditions (Hinduism, Buddhism, Islam, Sikhism, etc.)
- 3. Art, literature, and philosophy through ages
- 4. Influence of colonialism and freedom struggle

#### **Module 2: Indian Constitution and Governance**

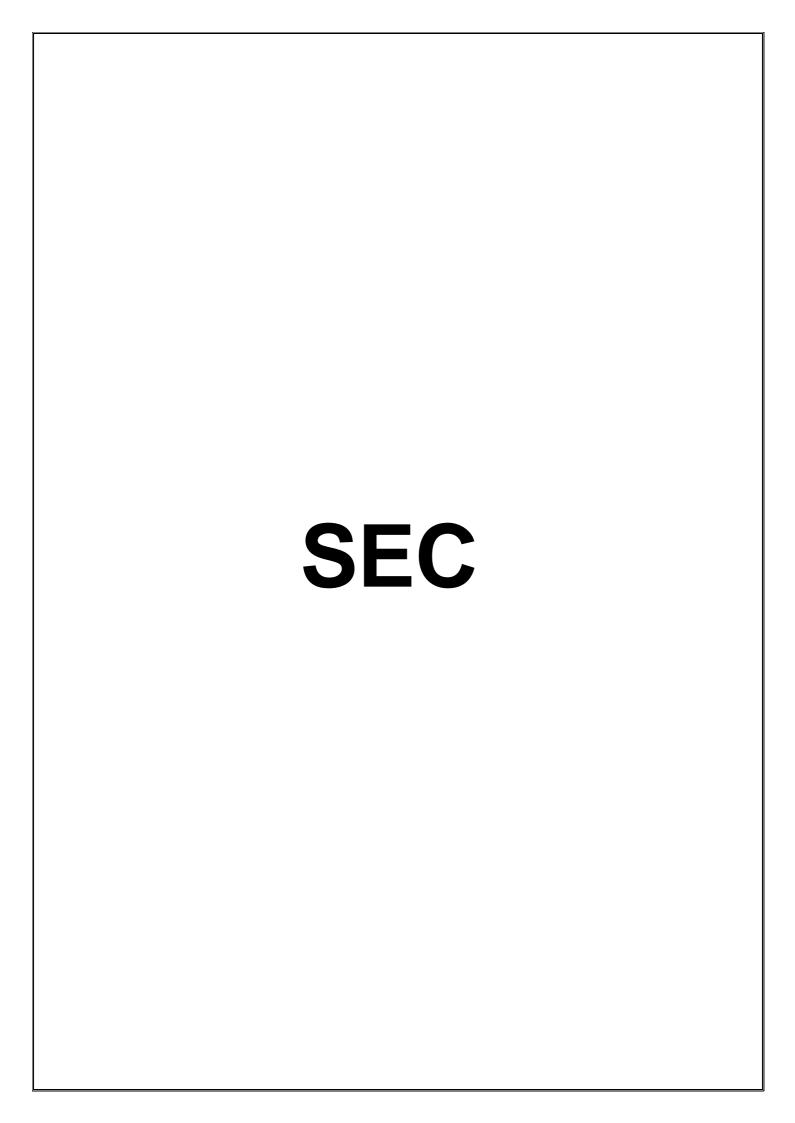
- 1. Salient features of the Indian Constitution
- 2. Fundamental Rights and Duties
- 3. Structure of government: Executive, Legislature, Judiciary
- 4. Democracy, elections, and decentralization (Panchayati Raj)

#### **Module 3: Module 3: Socio-Economic Development**

- 1. Demographic profile and population trends
- 2. Education system and literacy in India
- 3. Economic reforms and growth trajectories
- 4. Poverty, inequality, and social welfare schemes

#### Module 4: Diversity and Unity in India

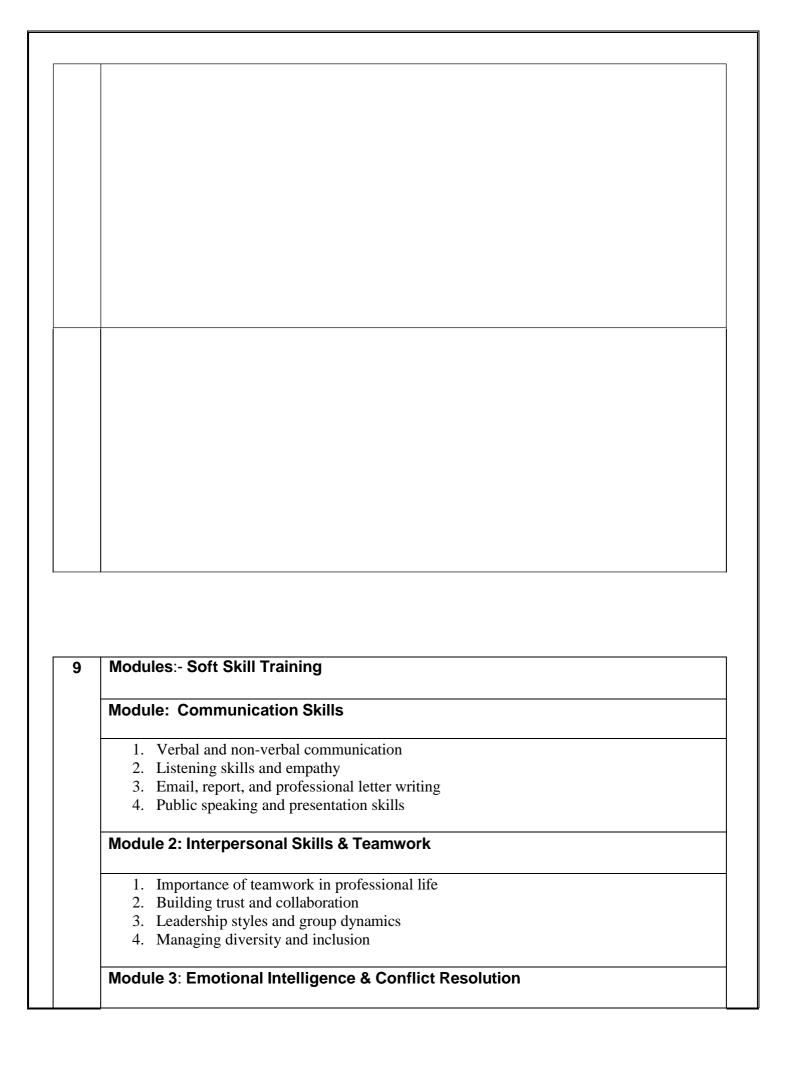
1. Linguistic, religious, and ethnic diversity 2. Regional variations and cultural pluralism 3. Festivals, customs, and traditional practices 4. Challenges and efforts towards national integration Module 5: India in the Global Context 1. India's role in international organizations (UN, WTO, BRICS) 2. India's foreign policy and global partnerships 3. Impact of globalization on India 4. India's contributions to sports, science, technology, and culture globally 11 **Reference Books:** 1. **Bipan Chandra et al.** – *India's Struggle for Independence* **Publisher:** Penguin Books - A detailed account of India's freedom movement and colonial past. 2. Ramachandra Guha – India After Gandhi: The History of the World's Largest Democracy **Publisher:** Picador India - Covers post-independence India with insights into its political and social evolution. 3. **Shashi Tharoor** – *The Argumentative Indian* **Publisher:** Penguin Books - A collection of essays on Indian culture, history, and politics by a noted public intellectual. 4. **Rajiv Sikri** – Challenge and Strategy: Rethinking India's Foreign Policy **Publisher:** SAGE Publications - Offers a practical view of India's international relations and strategic thinking. 5. **Partha Chatterjee** – The Nation and Its Fragments: Colonial and Postcolonial Histories **Publisher:** Princeton University Press - An academic take on Indian nationalism and identity. 6. **A.L. Basham** – The Wonder That Was India **Publisher:** Picador - An accessible introduction to ancient Indian civilization and cultural heritage. 7. **Nandan Nilekani** – *Imagining India: The Idea of a Renewed Nation* **Publisher:** Penguin Books - A modern perspective on India's potential and future across key sectors like technology, education, and economy. 12 **Internal Continuous Assessment: 40% External, Semester End Examination** 60% Individual Passing in Internal and **External Examination** 



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

Title of Paper:- Soft Skill Training

Sr. No.	Heading	Particulars
1	Description the course :	The <b>Soft Skills Training</b> course is designed to equip students with essential interpersonal and professional skills that complement technical and academic knowledge. In today's competitive and collaborative work environment— especially in dynamic fields like sports management— employers seek individuals who are not only qualified but also effective communicators, critical thinkers, and confident team players.  This course focuses on enhancing students' communication abilities, emotional intelligence, leadership, teamwork, adaptability, time management, and conflict resolution skills. Emphasis is placed on experiential learning through role plays, group discussions, presentations, case studies, and real-life workplace scenarios.  By the end of the course, students will be better prepared to handle interviews, workplace challenges, and interpersonal relationships with professionalism and poise, making them industry-ready in both corporate and sports sectors.
2	Vertical :	SEC
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks



	1. Understanding emotional intelligence (EQ)						
	2. Managing stress and emotions effectively						
7	Course Objectives gement techniques						
	4. Negotiation and assertiveness						
	1. To develop effective verbal and non-verbal communication skills for academic,						
	Moduler 4: Trime Management at Professional Etiquette 2. To enhance interpersonal skills, emotional intelligence, and the ability to work						
	1. Prioritizing tasks afrid goal setting 2. Every strength of the setting and problem-solving abilities in real-life and 3. Workplace sequence and grooming 4. To strength of professional etiquette, time management, adaptability, and conflict resolution capabilities.						
	5. To prepare students for successful participation in interviews, group discussions,						
	Module 5: Career Development Skills						
	Wiodule 3. Career Development Skins						
	Resume and cover letter writing						
8	Course Quicames ion techniques						
	<ul> <li>3. Interview preparation and mock interviews</li> <li>4. Perfective communication skills in both oral and written formats appropriate for professional settings.</li> </ul>						
10	Reference Books: Work, leadership, and interpersonal skills in collaborative environments.  3. Apply time management, emotional intelligence, and adaptability in academic and						
	1. Wheela, K., & V. Ayothi. A Handbook on Soft Skills – P.R. Publishers 4. Handle conflict resolution, decision-making and problem-solving with confidence and 2. Handle conflict resolution, decision-making and problem-solving with confidence and 3. Barun K. Mitra. Personality Development and Soft Skills – Oxford University Press 5. Present the poselyes professionally during interviews, meetings, and presentations using 6. Cornegie, D. How to and presentations of the property of the propert						
	6. <b>Stephen R. Covey.</b> The 7 Habits of Highly Effective People – Free Press						
	7. <b>Pease, A. &amp; Pease, B.</b> The Definitive Book of Body Language – Orion						
11	Internal Continuous Assessment: 40% External, Semester End Examination						
'	60% Individual Passing in Internal						
	and External Examination						

Sem. - II

# Vertical – 1 Major

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

Title of Paper:- Principles of Sports Management – II

Sr. No.	Heading	Particulars
1	Description the course:	Principles of Sports Management – II is a core course that builds on foundational concepts introduced in the first part of the series. It focuses on the advanced principles and practices essential for managing sports organizations, events, facilities, and personnel. The course explores key topics such as strategic planning, organizational behavior in sports, leadership, governance, financial and legal considerations, sponsorship, and operational management.  Through a blend of theoretical frameworks, real-world
		case studies, and experiential learning, students will gain practical insights into the professional sports environment. The course also emphasizes ethical and legal aspects, communication strategies, and the integration of modern technologies in sports management.
		By the end of the course, students will be well- equipped with the skills and knowledge required to work in diverse sectors of the sports industry, including team management, event coordination, facility administration, and athlete representation.
2	Vertical :	Major
3	Type:	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks

#### 7 Course Objectives:

- 1. To develop a comprehensive understanding of advanced sports management principles including leadership, strategic planning, and organizational behavior in the sports context.
- 2. To analyze legal, ethical, and governance frameworks relevant to sports organizations, athletes, and governing bodies.
- 3. To apply financial, operational, and sponsorship strategies for effective management of sports teams, events, and facilities.
- 4. To enhance communication, negotiation, and stakeholder management skills for use in sports marketing, media relations, and team operations.
- 5. To prepare students for industry roles through practical case studies, simulations, and exposure to current trends in the national and global sports industry.

#### 8 Course Outcomes:

- 1. Demonstrate an advanced understanding of sports management principles and apply strategic, leadership, and organizational concepts in real-world sports settings.
- 2. Critically evaluate legal, ethical, and governance issues affecting athletes, teams, and sports organizations, and recommend appropriate management responses.
- 3. Design and implement financial plans, operational models, and sponsorship strategies for effective management of sports events, teams, or facilities.
- 4. Communicate effectively with various stakeholders in the sports industry by applying professional negotiation, presentation, and relationship-building techniques.
- 5. Analyze contemporary trends in the sports industry and apply theoretical knowledge through case studies and simulations to solve practical management challenges.

#### 9 Modules: - Principles of Sports Management – II

#### **Module 1: Strategic Management in Sports**

- 1. Strategic planning and decision-making in sports organizations
- 2. Vision, mission, and goal setting
- 3. SWOT and PESTLE analysis in sports
- 4. Strategy formulation and implementation
- 5. Case studies: IPL, ISL, Olympics strategy models

#### Module 2: Leadership and Organizational Behavior in Sports

- 1. Leadership theories and styles in sports context
- 2. Role of leadership in team performance and morale
- 3. Organizational structure and culture in sports bodies
- 4. Motivation, team dynamics, and conflict resolution
- 5. Role of sports managers and administrators

#### Module 3: Legal and Ethical Aspects of Sports Management

12	Internal Continuous Assessment: 40% External, Semester End E	
	Sports Management in India	
	7. Sharma, R. A. (2018).	
	Management of Physical Education and Sport (14th Edition)	
	6. Krotee, M. L., & Bucher, C. A. (2007).	
	Fundamentals of Sports Management	
	5. Sawhney, G. S. (2016).	
	Contemporary Sport Management (6th Edition)	
	4. Pedersen, P. M., & Thibault, L. (2019).	
	Principles and Practice of Sport Management (6th Edition)	
	Edition) 3. Masteralexis, L. P., Barr, C. A., & Hums, M. A. (2018).	
	Managing Organizations for Sport and Physical Activity: A Systems Perspec	ctive (4th
	2. Chelladurai, P. (2014).	
	Contemporary Sport Management (5th Edition)	
-	1. Parks, J. B., Zanger, R. K., & Quarterman, J. (2011).	
11	Reference Books:	
	5. Global and Indian trends shaping the sports industry	
	<ul><li>3. Fan engagement and digital transformation in sports</li><li>4. Technology in sports: data analytics, wearable tech, AR/VR</li></ul>	
	2. Media relations, crisis communication, and public speaking	
	1. Communication strategies in sports: internal and external	
	module 5. Communication and Emerging Trends in Sports Managem	GIIL
	Module 5: Communication and Emerging Trends in Sports Manageme	ent .
	5. Case studies: Sponsorship deals in Indian and global sports	
	4. Financial planning for sports events and teams	
	<ul><li>2. Revenue generation: ticketing, merchandising, media rights</li><li>3. Sponsorship acquisition and activation strategies</li></ul>	
	1. Basics of sports finance: budgeting, forecasting, and funding	
	Module 4: Financial and Sponsorship Management	
	5. Case studies of legal and ethical issues in sports	
	4. Risk management and compliance  5. Case studies of legal and othical issues in sports	
	3. Governance of sports bodies: National and international standards	
	2. Ethics in sports: doping, match-fixing, discrimination, and inclusion	

60% Individual Passing in Internal and External Examination

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

Title of Paper:- Health and Wellness

Sr. No.	Heading	Particulars				
1	Description the course:	This course provides an in-depth understanding of health and wellness principles within the context of sports management. It covers the multidimensional aspects of health, including physical fitness, nutrition, mental wellbeing, and lifestyle management, essential for optimizing athlete performance and promoting overall wellness.  Students will explore strategies for injury prevention, rehabilitation, and mental health support, alongside the development and management of wellness programs aimed at diverse populations. Emphasis is placed on applying theoretical knowledge to real-world sports settings, enabling future sports managers to foster healthy environments that enhance both individual and community well-being through sports and physical activity.				
2	Vertical :	Major				
3	Type:	Theory				
4	Credit:	4 credits (1 credit = 15 Hours for Theory work in a semester)				
5	Hours Allotted :	30 Hours				
6	Marks Allotted:	50 Marks				

#### 7 Course Objectives:

- 1. **Understand** the fundamental concepts of health, wellness, and fitness as they relate to sports and athletic performance.
- 2. **Analyze** the physiological and psychological factors that influence athlete health and well-being.
- 3. **Apply** knowledge of nutrition, exercise science, and injury prevention to promote optimal performance and recovery.
- 4. **Evaluate** mental health challenges in sports and implement strategies to support psychological wellness.
- 5. **Design** and **manage** effective health and wellness programs for athletes, sports teams, and communities.
- 6. **Promote** healthy lifestyle behaviors through education and community engagement in sports settings.
- 7. **Demonstrate** an understanding of ethical and cultural considerations in sports health and wellness initiatives.

#### 8 Course Outcomes:

- 1. **Explain** the key components of physical, mental, and social health and their impact on sports performance.
- 2. **Assess** the nutritional and fitness needs of athletes and recommend appropriate interventions.
- 3. **Identify** common sports injuries and describe effective prevention and rehabilitation techniques.
- 4. **Apply** psychological principles to support mental health and motivation in athletes.
- 5. **Develop** comprehensive wellness programs tailored to different populations within the sports industry.
- 6. **Communicate** the importance of health and wellness through community outreach and educational initiatives.
- 7. **Demonstrate** the ability to critically evaluate wellness programs and suggest improvements based on evidence and best practices.

#### 9 Modules: - Health and Wellness

#### **Module 1: Foundations of Health and Wellness in Sports**

- 1. Concepts and dimensions of health and wellness
- 2. Role of health in sports performance and management

#### Module 2: Physical Fitness, Nutrition, and Injury Prevention

- 1. Components of fitness and exercise physiology basics
- 2. Sports nutrition essentials
- 3. Common sports injuries and prevention strategies

#### Module 3: Mental Health and Psychological Well-being

- 1. Psychological aspects of athlete wellness
- 2. Stress management, motivation, and mental health support
- 3. Introduction to sports psychology

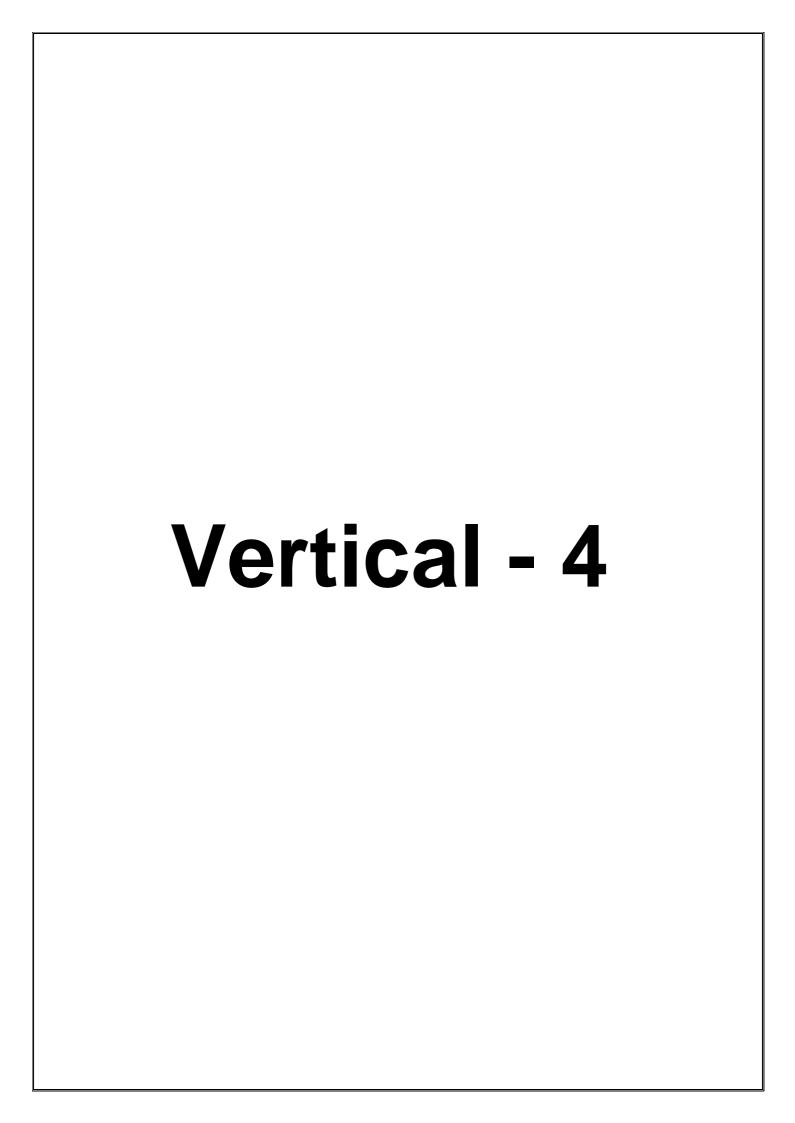
#### **Module 4: Wellness Program Planning and Community Health**

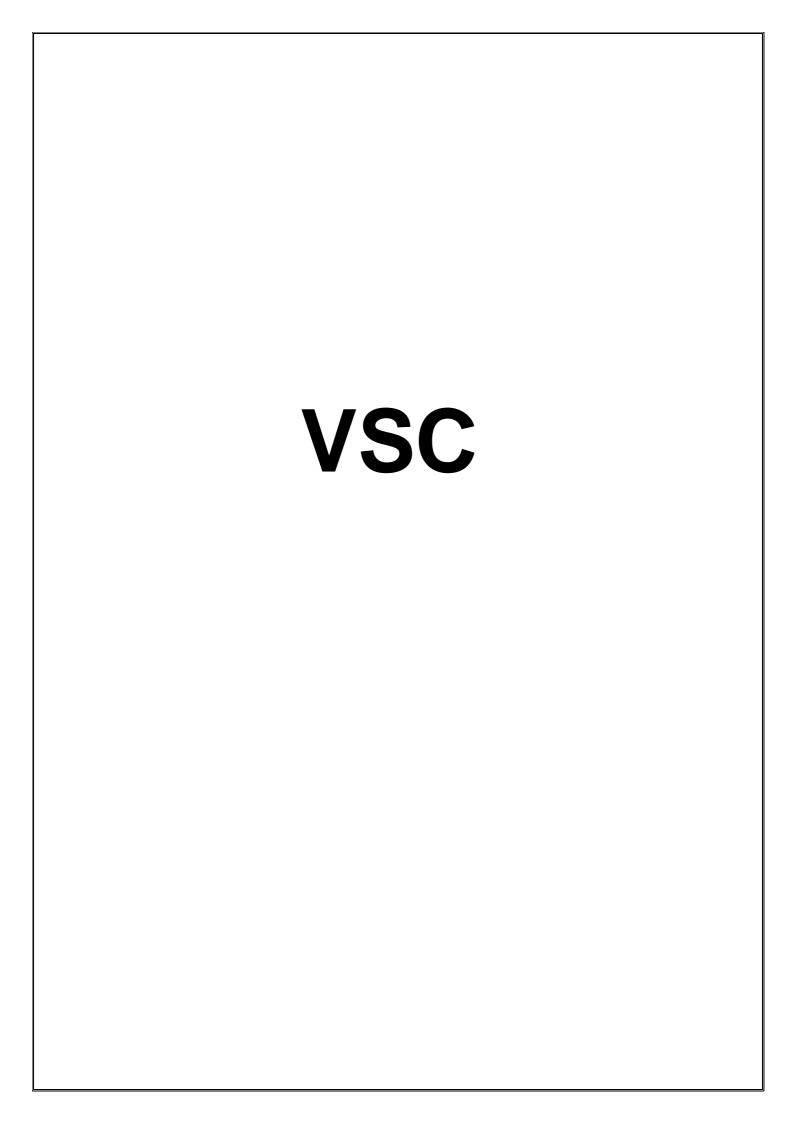
- 1. Designing and managing wellness programs
- 2. Promoting inclusive sports and community wellness
- 3. Case studies and evaluation methods

#### 11 Reference Books:

- 1. **"Essentials of Exercise Physiology"** by William D. McArdle, Frank I. Katch, and Victor L. Katch
- 2. A comprehensive guide to exercise physiology fundamentals and their application in sports.
- 3. "Sports Nutrition: From Lab to Kitchen" by Asker Jeukendrup and Michael Gleeson
- 4. Covers nutrition principles tailored for athletes and active individuals.
- 5. "Principles of Sports Medicine and Rehabilitation" by William E. Prentice
- 6. Focuses on injury prevention, treatment, and rehabilitation in sports.
- 7. "Psychology of Sport and Exercise" by LeUnes and Nation
- 8. Provides insights into mental health, motivation, and psychological well-being in athletes.
- 9. "Health Promotion in Sport and Physical Activity" by Ellen Fox and Maureen Brogan
- 10. Discusses health promotion strategies through sports and physical activity.
- 11. "Introduction to Wellness: Wellness for Life" by Laura Bever Linville and Patricia A. Heller
- 12. Covers broader wellness concepts, lifestyle choices, and behavior change.
- 13. "Community and Public Health Nursing" by Mary A. Nies and Melanie McEwen
- 14. Useful for understanding community health initiatives linked to sports.

12	Internal Continuous Assessment: 40%	External, Semester End Examination
		60% Individual Passing in Internal
		and External Examination





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

Title of Paper :- Indian Sports Industry

Sr. No.	Heading	Particulars
1	Description the course:	The <b>Indian Sports Industry</b> course provides a comprehensive overview of the structure, functioning, and evolving landscape of the sports ecosystem in India. It explores the key components that define the industry—including professional leagues, sports infrastructure, sponsorship, media, governance, and emerging technologies.
		The course emphasizes the role of various stakeholders such as sports federations, government bodies, private entities, and athletes in shaping the Indian sports environment. It critically examines policies, programs, and initiatives like Khelo India, Fit India, and the Target Olympic Podium Scheme (TOPS), as well as their impact on grassroots and elite sports development.
		Students will engage with real-world case studies from popular Indian sports leagues such as the IPL, ISL, and Pro Kabaddi League, and analyze business models, revenue streams, athlete endorsements, and the role of media and digital platforms in promoting sports.
		By the end of the course, students will gain industry-specific knowledge and practical insights into the opportunities and challenges within the Indian sports sector, preparing them for diverse career paths in sports management, marketing, event operations, athlete management, and policy.
2	Vertical :	VSC
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory 30 Hours of work in a semester)
5	Hours Allotted :	30 Hours Hours

6	Marks Allotted:	50 Marks
7	Course Objectives:	
	Indian sports industry.  2. To analyze the role of professhaping the Indian sports ec  3. To examine the business modern in Indian sports leagues and  4. To explore the impact of mederal fan engagement in India.  5. To prepare students for caree	dels, marketing strategies, and sponsorship mechanisms used

#### 8 Course Outcomes:

- 1. Demonstrate a detailed understanding of the structure, growth, and key components of the Indian sports industry.
- 2. Analyze the influence of professional leagues, sports federations, and government policies on the development and regulation of sports in India.
- 3. Evaluate various business models, marketing strategies, and sponsorship approaches used in Indian sports leagues and events.
- 4. Assess the role of media, technology, and digital platforms in enhancing sports promotion, fan engagement, and commercial growth in India.
- 5. Apply practical skills in event management, athlete representation, marketing, and policy analysis to real-world scenarios within the Indian sports context.

#### 9 Modules:-

#### Module 1: Overview of the Indian Sports Industry

- 1. Evolution and growth of sports in India
- 2. Key sectors: Professional leagues, grassroots sports, infrastructure
- 3. Economic impact and contribution to GDP
- 4. Major stakeholders: Government, federations, private sector, media

#### Module 2: Professional Sports Leagues in India

- 1. Indian Premier League (IPL) and Women's Premier League (WPL)
- 2. Indian Super League (ISL) and I-League
- 3. Pro Kabaddi League (PKL) and other emerging leagues
- 4. Business models, franchise systems, and league operations
- 5. Case studies of successful leagues

#### Module 3: Governance, Policies, and Regulatory Framework

- 1. Role of Ministry of Youth Affairs and Sports (MYAS) and Sports Authority of India (SAI)
- 2. National Sports Federations and Olympic Associations
- 3. Key government initiatives: Khelo India, Fit India, Target Olympic Podium Scheme (TOPS)
- 4. Sports laws, ethics, and compliance in India

#### Module 4: Sports Marketing, Sponsorship, and Media

- 1. Marketing strategies for Indian sports and athletes
- 2. Sponsorship trends and brand partnerships
- 3. Role of traditional and digital media in sports promotion
- 4. Fan engagement through social media and digital platforms
- 5. Influence of broadcasting rights and streaming services

#### **Module 5: Emerging Trends and Career Opportunities**

- 1. Technological advancements: Data analytics, esports, wearable tech
- 2. Women in Indian sports: Growth and challenges
- 3. Corporate Social Responsibility (CSR) and sports development
- 4. Career pathways in sports management, marketing, event organization, and athlete management
- 5. Future outlook and potential growth areas

#### 11 Reference Books:

1. Gupta, A., & Sharma, R. (2020).

Sports Industry in India: Structure and Development

2. Bandyopadhyay, K. (2015).

Sport and Nationalism in India: A Critical History

3. Majumdar, B., & Mehta, N. (Eds.). (2016).

*India and the Olympics* 

4. Sinha, A., & Ghosh, S. (2019).

Sports Marketing and Sponsorship in India

5. Chadha, D. S. (2017).

Sports Management in India: Issues and Challenges

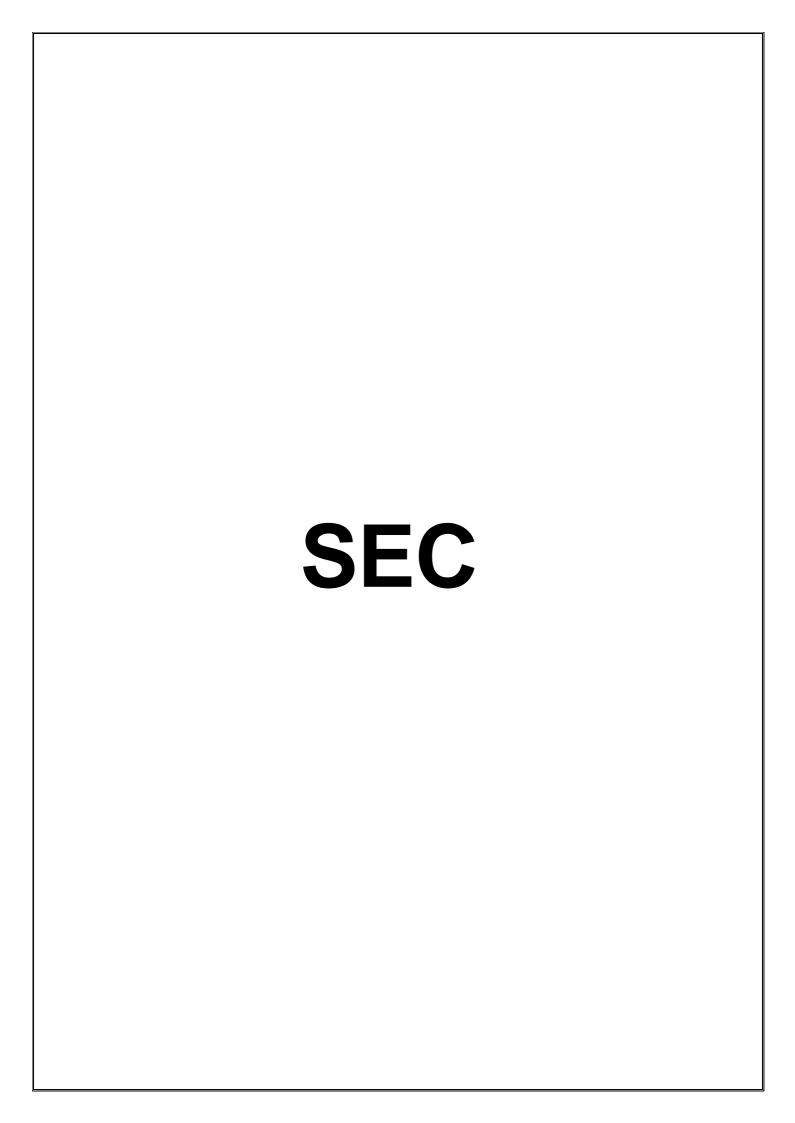
6. **Sethi, R., & Khanduja, D.** (2018).

Sports Law and Governance in India

7. Kumar, R. (2021).

The Business of Sports in India

12 Internal Continuous Assessment: 40% External, Semester End Examination 60% Individual Passing in Internal and External Examination



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

Title of Paper :- Web Technologies

Sr. No.	Heading	Particulars
1	Description the course:	The Web Technologies course introduces students to the fundamental concepts and tools used in designing, developing, and managing websites and web applications. Emphasizing practical skills, the course covers HTML, CSS, JavaScript, and an overview of web hosting and content management systems.  Designed specifically for students in sports management, this course explores how web technologies are applied to enhance sports marketing, digital fan engagement, online ticketing, athlete branding, and sports event promotions. Students will gain hands-on experience in creating responsive web pages and understanding digital platforms critical to the modern sports industry.  By the end of the course, students will be equipped with essential web development skills and an understanding of how to leverage digital technologies for effective communication and business growth in the sports sector.
2	Vertical :	SEC
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

#### 7 Course Objectives:

- 1. To introduce students to the fundamentals of web design and development using HTML, CSS, and JavaScript.
- 2. To provide practical knowledge on creating and managing responsive websites.
- 3. To explore the use of web platforms and tools in sports marketing and fan engagement.
- 4. To develop skills for integrating digital elements such as ticketing, merchandise, and live scores on websites.
- 5. To prepare students for digital roles in the sports industry by applying web technologies in real-life scenarios.

#### 8 Course Outcomes:

- 1. Understand the structure and functionality of websites and the internet.
- 2. Develop and style web pages using HTML and CSS.
- 3. Add interactivity to websites using basic JavaScript.
- 4. Apply web tools and content management systems (like WordPress) to sports-related projects.
- 5. Design basic sports-focused websites for teams, events, or personal athlete branding.

#### 9 Modules:- Web Technologies

#### **Module 1: Introduction to Web Technologies**

- 1. Understanding the Internet and the World Wide Web
- 2. Client-server architecture
- 3. Types of websites: static vs dynamic
- 4. Domain names, web hosting, and basic SEO concepts

#### Module 2: HTML - Structure of Web Pages

- 1. Introduction to HTML and tags
- 2. Creating basic web pages (headings, paragraphs, lists, tables, forms)
- 3. Inserting images, videos, and hyperlinks
- 4. Structuring sports-related content (e.g., player profiles, event info)

#### Module 3: CSS - Styling Web Pages

- 1. Introduction to CSS (Inline, Internal, External)
- 2. Styling text, colors, borders, margins, padding
- 3. Layouts using Flexbox and Grid
- 4. Responsive design with media queries
- 5. Applying styles to sports websites (scoreboards, team pages)

#### Module 4: Sports Web Applications & CMS

- 1. Introduction to Content Management Systems (WordPress, Wix)
- 2. Themes, plugins, widgets (e.g., live scores, ticket booking)
- 3. Embedding social media and YouTube
- 4. Project: Designing a sports event webpage using CMS

#### 11 **Reference Books:** 1. **Jon Duckett** – *HTML* and CSS: Design and Build Websites Publisher: Wiley 2. A beginner-friendly book with visual explanations and real-world examples, ideal for understanding web structure and styling. 3. **Jon Duckett** – *JavaScript and JQuery: Interactive Front-End Web Development* Publisher: Wiley 4. Offers clear insights into adding interactivity to web pages, especially useful for projects involving dynamic content in sports websites. 5. **Thomas A. Powell** – Web Design: The Complete Reference Publisher: McGraw-Hill 6. A comprehensive guide to both design principles and web technologies. 7. **Robin Nixon** – Learning PHP, MySQL & JavaScript: With CSS, HTML5, and jQuery Publisher: O'Reilly Media 8. Ideal for students who want to explore deeper into dynamic website creation beyond basics. 9. David Karlins – HTML5 and CSS3 All-in-One For Dummies Publisher: Wiley 10. Great for quick reference and hands-on examples. 11. **Peter Kent** – *SEO for Dummies* Publisher: Wiley 12. A useful supplementary book that introduces students to optimizing sports websites for search engines.

External, Semester End Examination 60% Individual Passing in Internal and External Examination

12

**Internal Continuous Assessment: 40%** 

### **QUESTION PAPER PATTERN** (External and Internal)

#### Internal Exam Question Paper Format

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 Examinatio	Bifurcation	n of Marks					
n							
1. Internal As	sessment fo	or Theory Cou	rses				
Continuous Internal		Sr.	Examination	Modul e	Mar ks	Time	Tota I Mar ks
(CAS)		1	Class Test	Modul	20	1	40
Assignment		2	Assignments / Case	e 1	20	Hour	
			Study / Presentations / Projects / Group Discussion / Ind. Visit / Tutorials	or on compl eted syllab us		S	

**Note: Class Test** 

- 1. MCQ's 5 Marks
- 2. Answer in one line 5 Marks
- 4A. Long answer -10 Marks

or

4B. Answer in Brief - 10Marks

2.	External	<b>Assessment</b>	for	Theory	Courses
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Semester End Examinati on	Questi on 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 modul es	15		
	Q.2	Answer in one sentence (1 mark each)	From all modul es	5		
	Q.3	Case Study	Modul es 1 &2	10	2 Hours	60
	Q.4	Long Answer	Modul es 3 &4	10		
	Q.5	Short Notes (Attempt any 4 out of 6)	From all modul es	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

Internal Assessment: 20 Marks
 External Assessment: 30 Marks

Nature of Examination	Bifurcation	of Marks						
1. Internal Assessment for Theory Courses								
Continuous Internal	Sr.	Examination	Module	Marks	Time	Total Marks		
	1	Class Test	Module 1	10	30	20		
Assignment	2	Assignments / Case Study / Presentations / Projects / Group Discussion / Ind. Visit / Tutorials	or on completed syllabus	10	Min			

Note: Class Test

- 1. MCQ's 5 Marks
- 2. Answer in one line 10 Marks
- 3. Answer in Brief (3 out of 6 questions) 15 Marks

2. External Assessment for Theory Courses Question Paper Pattern Total Semester Unit Marks Time Marks End No (Theory question paper **Examination** pattern: All questions are compulsory) Q.1 Match the 5 Column/Fill in the Blanks/Multiple Choice From all 1 Hours Questions (1/2 30 Mark each) modules Q.2 Answer in one 5 sentence (1 mark each) Answer the 10 following Q.3 10 Short Notes (Attempt any 2 out of 3)

#### **Letter Grades and Grade Points:**

Semester GPA/ Programme	% of Marks Alpha-Sign/		Grading
CGPA Semester/ Programme		<b>Letter Grade Result</b>	Point
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	6
		Average)	
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

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Management

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Dr. Kunal Ingle
Faculty of
Interdisciplinary
Studies

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Sd/-