

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/ 453

Date : 24th March, 2025

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : Master of Sports Management (Two year)(Sem – I & II).

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023** vide Item No. **9.2** have been accepted by the **Academic Council** at its meeting held on **1st November, 2023** vide Item no. **9.3 (A) 2 (N)** and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024** vide Item No. **6** that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Master of Sports Management (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no. for Eligibility	Duration
A	P.G Diploma in Sports Management	O.GPA – 23 A	O.GPA – 24 A	Two year
B	Master of Sports Management	O.GPA – 23 B	O.GPA – 24 B	
C	Master of Sports Management	O.GPA – 23 C	O.GPA – 24 C	One year

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: 2 :

Regulation Nos	
Duration	R. GPA - 51
Intake Capacity	R. GPA - 52
Scheme of examination	R. GPA - 53
Standard of Passing	R. GPA - 54
Credit Structure	R. GPA - 55 A
	R. GPA - 55 B
	R. GPA - 55 C
	R. GPA - 55 D

(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(A)2 (N)/01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in 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), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

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

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Title of the program

- A- P.G. Diploma in Sports Management
- B- Master of Sports Management (Two Year) } 2023-24
- C- Master of Sports Management (One Year) - 2027-28

Garware Institute of Career Education and Development

Syllabus for Semester- Semester I and II

Ref: GR dated 16th May,2023 for Credit Structure of PG

UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GPA-23A</u>	A	P.G. Diploma in Sports Management
	O: <u>GPA-23B</u>	B	Master of Sports Management (Two Years)
	O: <u>GPA-23C</u>	C	Master of Sports Management (One Year)
2	Eligibility O: <u>GPA-24A</u>	A	Graduate in any faculty OR Passed Equivalent Academic Level 5.5
	O: <u>GPA-24B</u>	B	1.The candidate who has successfully completed P.G. Diploma in Sports Management. 2. The candidate whose Post Graduate Diploma credits are 60% equivalent to Master of Sports Management & he/she earns Minimum 8 Credits from P.G. Diploma in Sports Management. 3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 2 nd Year subject to He/she securing minimum 50% in the 1 st Year assessment of PGDSM & proof of employment of Minimum 2 Years. OR Passed Equivalent Academic Level 6.0
	O: <u>GPA-24C</u>	C	Any Graduate with 4 year U.G. Degree (Honours / Honours with Research) with Specialization in concerned subject or equivalent academic level 6.0 OR Graduate with four years UG Degree (Honours / Honours with Research) program with maximum credits required for award of Minor degree is allowed to take up the Post graduate program in Minor subject provided the student has acquired the required number of credits as prescribed by NEP.
3	Duration of Program R: <u>GPA - 51</u>	A	1 Year
		B	2 Years
		C	1 Year
4	R: <u>GPA – 52</u> Intake Capacity	180	

5	R: <u>GPA – 53</u> Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: <u>GPA - 54</u>	50% in each component	
7	Credit Structure R: <u>GPA – 55A</u> R: <u>GPA – 55B</u> R: <u>GPA – 55C</u> R: <u>GPA – 55D</u>	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	A	2023-24
		B	
		C	2027-28

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble

1) Introduction:

The Sports Industry in India is growing by leaps and bounds. As per the FICCI Vision document 2022 India is going to need 4.4 million trained manpower in the sports Industry. From a situation where India was primarily a cricket playing nation (playing only tests and one day internationals), we now have the IPL and multiple sports leagues in football, kabaddi, badminton, hockey etc. plus sports events like the Mumbai / Delhi marathons.

This explosive growth in sports has led to a huge jump in need for sports management professionals in allied industries like:

- a. Sports franchisees e.g., Mumbai Indians, Kolkata Knight riders etc.
- b. Sports goods companies like Nike, Reebok etc.
- c. Sports federations.
- d. Consumer goods companies like Reebok, Nike, Bajaj, Colgate etc. who want to increase their brand association with sports.
- e. Celebrity Managers who will manage the careers of these upcoming sports personalities.
- f. Sports Event and Facility managers who will assist in the smooth running of the various events.

2) Program Objectives : master's degree in Sports Management program aims at developing world class leaders who can handle and manage their roles with an understanding of the practices, strategies and the fundamentals of the sporting ecosystem and the scopes in the related sector by instilling the necessary business and leadership skills.

Aims & Objectives :

- To equip the students with an understanding of the business of sports.
- To build management skills of marketing, finance, operations, human resources in the management of sports.
- To enable passionate professionals to develop the sports orientation in India in a systematic way.

3) Learning outcomes :

- Uniquely designed & delivered post-graduate program to meet the needs of modern-day sporting ecosystem.
- Some of the exciting subjects that are covered in master's degree in Sports Management are Operations Management, Sports Human Resource Management, Sports Analytics Management, Public Relations in Sports and many more.
- Global thinking: the ability to see the bigger picture in a 'whole systems' manner. Useful for strategic roles within a range of organizations.

5) Credit Structure of the Program - Parishishta - 1

Master of Sports Management

R: _____ A									
FIRST YEAR									
Level	Semester	Major		RM	OJT/FP	R P	Cum . Cr./ Sem.	Cumulative	
		Mandatory	Electives						
	SEM 1	High performance leadership in Sports (T) (4 Cr)	Sports Nutrition (T)	Business Research Methods (T)(4 Cr)			20		
		Sports League Management (T) (4 Cr)	(4 Cr)						
		Sports Funding & Budget Management Project-I (P) (4 Cr)	Or Sports Journalism						
	Cr	12	4	4	0				PG DIPLOMA
		Sports Legal Aspects of business & Taxation (T)							

Level 6.0	SEM 2	(4 Cr)	Fan Engagemen t In Sports (T)				20		
		Strategic Sports Marketing (P)	(4Cr)						
		(4 Cr)	Or Sports Analytics						
		Project-Sports project Management							
		II			Industry Internshi p (4 Cr)				
		(P) (4 Cr)							
	Cr	12	4	0	4				
	Total Cr in 4th Year	24	8	4	4				40

Exit Option PG diploma (40-44 credits)after Three year UG degree.

R: _____ B

SECOND YEAR

Level	Semester	Major		RM	OJT/FP	R P	Cum. Cr./ Sem.
		Mandatory	Electives				
Level 6.0	Sem III	Sports Consumer Behaviour (T) (4 Cr)	Applied Research (T) (4 Cr)			Research Project (4 Cr)	
		Advanced Sports Management (T) (4 Cr)	Or				
		Emerging Trends in Sports (T) (2 Cr)	Sports Media and PR (T) (4 Cr)				
		Sports Engineering (T) (4 Cr)					
		CR	14	4	0	0	4
	Sem IV	Sports Talent Acquisition (T) (4 Cr)	Digital marketing in Sports (T) (4 Cr)			Research Project (6 Cr)	
		Strategic Sports Event Management (T) (4 Cr)	Or				
		E Sports Management (T) (4 Cr)	Sports Crisis & Disaster Management (T) (4 Cr)				
		CR	12	4	0	0	6
		Cum Cr for 2nd Year	C 26	8	0	0	10
		Cum Cr for 1 year PG Degree	24	8	4	4	0
		Cum Cr for 2 year PG Degree	50	16	4	4	10



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

MSM

Semester I

Semester I								
Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
	Topics	Internal Marks 50	External Marks 50	Total Marks	Theory Hours	Practical hours	Total Hours	Total Credits
				(CA) 50/100				
Major Mandatory								
MSMS1M JP1	High performance leadership in Sports Management	50	50	100	60	–	60	4
MSMS1M JP2	Sports League Management	50	50	100	30	–	60	4
MSMS1M JP3	Sports Funding & Budget Management Project-I	100	–	100	–		60	4
Major Elective								
MSMS1P4 A	Sports Nutrition	50	50	100	60	–	60	4
OR								
MSMS1P4 B	Sports Journalism	50	50	100	60	–	60	4
RM								
MSMS1M RP5	Business Research Methods	50	50	100	60	–	60	4
	Total	300	200	500	210	–	300	20
Semester II								
Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
	Topics	Internal Marks 50	External Marks 50	Total Marks	Theory Hours	Practical hours	Total Hours	Total Credits
				(CA) 50/100				
Major Mandatory								
MSMS2M JP6	Sports Legal Aspects of Business & Taxation	50	50	100	60	–	60	4
MSMS2M JP7	Strategic Sports Marketing	50	50	100	60	–	60	4
MSMS2M JP8	Project-Sports project Management	100	–	100	–	60	60	4
Major Elective								
MSMS2P9 A	Fan Engagement In sports	50	50	100	60	–	60	4
Or								
Major Elective								

MSMS2P9 A	Sports Analytics	50	50	100	60	–	60	4
Field Project (FP)								
MSMS2P1 0	Industry Field Visit	100	–	100	–	120	120	4
	Total	350	150	500	180	180	360	20

Semester III								
Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
	Topic s	Internal Marks 50	External Marks 50	Total Marks (CA) 50/100	Theory Hours	Practical hours	Total Hours	Total Credits
Major School Specific Core 1								
MSMS3M JP11	Sports Consumer Behaviour	50	50	100	60	–	60	4
MSMS3M JP12	Advanced Sports Management	50	50	100	60	–	60	4
MSMS3M JP13	Emerging Trends in Sports	25	25	50	30	–	30	2
MSMS3M JP14	Sports Engineering	50	50	100	60	–	60	4
Major School Specific Core 2								
MSMS3M JP15A	Applied Research	50	50	100	60	–	60	4
Or								
MSMS3M JP15B	Sports Media and PR	50	50	100	60	–	60	4
Research Project (RP)								
MSMS3P16	Research Project	100	–	100	–	120	120	4
	Total	325	225	550	270	120	390	22
Semester IV								
Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
	Topic s	Internal Marks 50	External Marks 50	Total Marks (CA) 50/100	Theory Hours	Practical hours	Total Hours	Total Credits
Major School Specific Core 1								
MSMS4M JP17	Sports Talent Acquisition	50	50	100	60	–	60	4
MSMS4M JP18	Strategic Sports Event Management	50	50	100	60	–	60	4
MSMS4M JP19	E sports Management	50	50	100	60	–	60	4
Major Elective								
MSMS4M JP20A	Sports Crisis & Disaster Management	50	50	100	60	–	60	4
Or								
MSMS4M JP20B	Digital Marketing in Sports	50	50	100	60	–	60	4

Research Project(RP)								
MSMS4P2 1	Research Project	200	-	200	–	120	120	6
	Total	375	175	550	240	120	360	20
	FINAL TOTAL	1350	750	2050	900	420	1410	82

Sem.I

Semester I
High Performance Leadership in Sports

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Delegating, Monitoring and Coaching for Development and Performance: <ul style="list-style-type: none"> ● Executive Presence ● How to raise your Emotional Intelligence ● Stoking a reinforcing cycle of Competence and Confidence ● Delegation: A win-win-win when it works ● Overcoming fear, confusion, and the need for control ● Coaching for performance using the GROW model 	8 8	8 Sessions
2	Managing Conflict and Dealing with Difficult People: <ul style="list-style-type: none"> ● Managing your mindset ● Controlling your emotions ● Acknowledging the recurring roles and patterns ● Listening 	10 8	9 sessions
3	Maximizing Team Effectiveness <ul style="list-style-type: none"> ● Creating and communicating a compelling vision ● Building an inclusive culture to deliver better business results. ● Multipliers vs. Diminishers ● Eliciting and sustaining top team performance 	8 8	8 sessions
4	Leading through Change <ul style="list-style-type: none"> ● Bridge's Managing Transitions ● The phases of transition ● David Rock's SCARF model ● Developing an adaptive mindset 	10	5 sessions

Sports League Management

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	League Management: Meaning, Role League Manager Constituents Managerial Functions Computer Aided Facility Management Strategies, Leadership and Outsourcing	8 8	8 Sessions
2	League Planning: Fundamentals: Planning for Existing and Future Leagues Leagues Site and Design Site Location, Cost and Selection Leagues Design and Construction Planning and Elements Project cost – Completion and Analysis	10 8	9 sessions
3	Leagues Marketing: Sales, Financial Concepts and Revenue, Expenses and Budgeting New Leagues Financing Selling of a League Sports Leagues Jobs Employment Management – Training – Risk Management and Insurance	8 8	8 sessions
4	Leagues Preparation: Attracting Events Event Preparation Implementing a Security Plan Crowd Management and Crisis Management Event Management in the League: Marketing Efforts and Costs Marketing for the Future	10	5 sessions

Sports Funding and Budgeting

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Budgeting: Meaning, Types, Process and Approaches: <ul style="list-style-type: none"> ● Overview of budgeting ● Different types of budgets ● Different approaches to budgeting ● The process of preparing budget and budgetary control 	10	10 Sessions
2	Venture Capital Funding and Valuation: <ul style="list-style-type: none"> ● Examine VC funding and how it works. ● Consider funding rounds and the business of funding. ● Consider the challenges of managing and funding growth. ● Discuss term sheets and the concept of Due Diligence 	12	11 sessions
3	Opportunities Assessment and Creation: <ul style="list-style-type: none"> ● Consider opportunities from the point of view of the founder, management team and funder. ● Revisit valuation concepts ● Model opportunities ● Consider relevant capital structures. ● Value options 	10	13 sessions
4	Growth and Exit Strategies: <ul style="list-style-type: none"> ● Consider liquidity events such as Initial Public Offerings, sales, and mergers. ● Examine later stage financing, including mezzanine financing and buy-outs. ● Consider international growth. ● Consider corporate and strategic venture funds. 	16	8 sessions

Sports Nutrition

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Introduction Introduction to Nutrition – Health – Fitness - Sports Performance	8	8 Sessions
2	Health Healthful Nutrition for Fitness and Sport: The Consumer Athlete – Food, Drugs and Related Supplements	10	9 sessions
3	Human Energy Carbohydrates: The Main Energy Food - Fat: An Important Energy Source during Exercise - Protein: The Tissue Builder -Vitamins: The Organic Regulators - Minerals: The Inorganic Regulators -Water, Electrolytes and Temperature Regulation	8	8 sessions
4	Weight Management Body Weight and Composition for Health and Sport - Weight Maintenance and Loss through Proper Nutrition and Exercise - Weight Gaining through Proper Nutrition and Exercise	10	5 sessions

Sports Journalism

Sr. No.	MODULE	Total Hours	Session of 2 hours each
1.	<ul style="list-style-type: none"> Fundamentals of sports journalism: Finding stories and finding your voice. Interview techniques for print, broadcast and online 	8	4 sessions
2.	<ul style="list-style-type: none"> Live event coverage and deadline writing Beat writing 	8	4 sessions
3.	<ul style="list-style-type: none"> Written sports feature Opinions, analysis, analytics • Due: opinion or analytics piece AND final project proposal Long-form storytelling Ethics and other issues 	8	4 sessions
4.	<ul style="list-style-type: none"> Perfecting and promoting (via social media) 	6	3 Sessions

Business Research Methodology

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Introduction to Business Research Method: <ul style="list-style-type: none"> • Concept of BRM, • Nature of BRM, • Scope BRM, • Need and Role of Business Research, • Characteristic of Research, • Types of Research 	8	8 Sessions
2	Research Design: <ul style="list-style-type: none"> • Concept of Research Design, • Types of Research Design, • Including Exploratory, • Descriptive and Experimental, • Research Design Process. 	10	9 sessions
3	Questionnaire Design and Schedule: <ul style="list-style-type: none"> • Concept of Questionnaire and Schedule, • Principles of Designing Questionnaire and Schedule, • Limitations of Questionnaire, • Reliability Validity of Questionnaire. 	8	8 sessions
4	Sampling Theory: <ul style="list-style-type: none"> • Need for and Importance of Sampling, • Types of Sampling Methods, • Sampling and Non-Sampling Errors, • Sample Design, • Determinants of Sample Size, • Steps in Designing the Sample. 	10	5 sessions

Sem.II

SEMESTER II

Sports Legal Aspects of business & Taxation

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Basics of Indian Law: Basic Concepts of Law (Definition of Law, Classification, Writs U/Article 226 & 32), Jurisdiction of Courts (Civil & Criminal prevailing within Mumbai) – Basics of Evidence (Oral, documentary, burden of proof, Examination – in – Chief, Cross Examination, re – examination) – Principles of Natural Justice (Audi Alterem Partem, Rule Against Bias, Speaking Order)	8 8	8 Sessions
2	Indian Companies Act 2013: Indian Contract Act 1872 – Principles of Contract, sections – 2 – 30, 56, quasi – contracts, damages s/73 – 74. Indian Companies Act 2013 – Salient Features of the New Act Competition Act – 2002 – Definition & S/3. S/4 and S/5	10 8	9 sessions
3	Negotiable Instruments Act 1881: Negotiable Instruments Act 1881, Concept of N.I (Promissory Note, Bill of Exchange & Cheque), Negotiation & dishonor of cheque U/S 138 Sale of Goods Act: Sale and Agreement to sell. Condition and Warrantee, Transfer of Ownership – Performance of Contract of Sale – Remedies for Breach of Contract.	8 8	8 sessions
4	The Consumer Protection Act 1986: The Consumer Protection Act 1986 – Laws and Regulations The Information Technology Act 2000 - Right to Information Act. Securities and Contracts Regulations Act 1956 - SEBI Act 1992. Service Tax – General Review of Service Tax Liability	10	5 sessions

Strategic Sports Marketing

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Introduction Introduction to Marketing: Definition, features, advantages, and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function Concepts of Marketing: Needs, wants, and demands, transactions, transfer and exchanges. Orientations of a firm: Production concept; Product concept; selling concept and	10	5 sessions

	marketing concept, social relationship, Holistic marketing.		
2	Marketing Mix Marketing mix: Meaning elements of Marketing Mix. - Product-product mix-product line lifecycle-product planning – New product development-failure of new product-levels of product. - Branding –Packing and packaging – role and importance - Pricing– objectives- factors influencing pricing policy and Pricing strategy. - Physical distribution – meaning – factor affecting channel selection-types of marketing channels - Promotion – meaning and significance of promotion. Promotion - tools	10	5 sessions
3	Segmentation, Targeting and Positioning and Trends in Marketing Segmentation – meaning, importance, basis • Targeting – meaning, types. Positioning – meaning – strategies • New trends in marketing – E-marketing, Internet marketing and marketing using social network • Social marketing/ Relationship marketing	10	5 sessions
4	Strategy Formulation 1. Environment Analysis and Scanning (SWOT) 2. Corporate Level Strategy (Stability, Growth, Retrenchment, Integration, and Internationalization) 3. Business Level Strategy (Cost Leadership, Differentiation, Focus) Functional Level Strategy (R & D, HR, Finance, Marketing, Production)	10	5 sessions
5	Strategic Implementation 1. Models of Strategy making. 2. Strategic Analysis & Choices & Implementation: BCG Matrix, GE 9 Cell, Porter 5 Forces, 7S Framework 3. Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioral, Functional level.	10	5 sessions
6	Strategic Evaluation & Control 1. Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control 2. Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. 3. Change Management – Elementary Concept	10	5 sessions

Fan engagement in sports

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Introduction Definition Principles of fan engagement	8	8 Sessions
2	Delivering Fan Engagement	10	9 sessions
3	What is a Fan? Understanding the Nature of fandom	8	8 sessions
4	Leadership :Creating & sustaining a culture of engagement.	10	5 sessions

Sports Analytics

Sr. No.	Module	Total Hours	Session of 2 Hours each
1	Basic of Excel	8	4 sessions
2	Evaluating Player Performance	8	4 sessions
3	Big Data in Sports	8	4 sessions
4	Prediction of Sports	6	3 Sessions

List of Books

Book Name	Author
Business of Sports	Vinit Karnik & Vishnu Govind
Management	Heinz Wehrich, Mark V Cannice & Harold Koontz
Body Language	Julius Fast
Organisational behavior	K. Ashwathappa
Marketing Management	Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
Marketing Management	S. A. Sherlekar
Business Communication	Rhoda A. Doctor, Aspi H. Doctor
Organizational Behavior	Steppen P. Robbins, Timothy A. Judge, Niharika Vohra
Basic Financial Accounting for Management	Paresh Shah
An Introduction to Performance Analysis of Sport	Peter O'Donoghue
Organizational Behavior	Stephen P. Robbins, Timothy A. Judge, Neharika Vohra
Corporate Communication	Jaishri Jethwaney
Business Communication Today	Courtland L. Bovee, John V. Thill, Abha Chatterjee
Marketing Management	Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
Strategic Management	Fred R. David, Forest R. David
Strategic Management	Fred R. David
Organizational Behavior	Fred Luthans
Organizational Behavior	Fred Luthans
Business Communication	Urmila Rai, S. M. Rai
Organizational Behavior	Fred Luthans
Analyzing Financial Statements and Ratios	Priyanka Sheth
Sports Marketing	IISM
Business Communication	Urmila Rai, S. M. Rai
Principles of Marketing	Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, Ehsan Ul Haque
Business Law	K. R. Bulchandani
Strategic Management	Anita Bobade
Principles of Human Resource Management	George W. Bohlander, Scott A. Snell
Marketing Management	V S Ramaswamy, S Namakumari
Principles of Management	P C Tripathi, P N Reddy
Principles of Management	P. C. Tripathi, P. N. Reddy
Principles of Marketing	Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, Ehsan Ul Haque
Marketing Management	V S Ramaswamy, S Namakumari
Marketing Management	Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
Management	Heinz Wehrich, Mark V Cannice & Harold Koontz
Marketing Management	Dr. K. Karunakaran
Principles of Marketing	Michael Vaz, Meeta Seta, Poonam Kakkad, Shalini Padhi
Organizational Behavior	Vinay V. Prabhu
Accounting for Managerial Decisions	Arvind A. Dhond
Strategic Management	N. G. Kale, M. Ahmed
Business Research Methods	N. G. Kale, M. Ahmed
Strategic Management	Parveen Nagpal, Prerna Sharma
Business Ethics	A. C. Fernando
Strategic Management	Sunny Fernandes

PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading 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 (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.



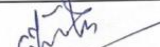
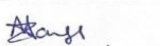



OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

University of Mumbai's
Garware Institute of Career Education and Development
Board of Studies – Committee members
Course Name: MSM
Date- 28th June, 2023 & Time- 11.00 am

Sr. No.	Name	Signature
1	Dr. Keyurkumar Nayak Director, UM-GICED and Chairman-BOS	
2	Smt. Shilpa Borkar, Placement Officer	
3	Mr. Amitava Pal Associate Dean	
4	Ms. Avanti Desai Program Head	
5	Mr. Karan Mange Industry Experts	
6	Mr. Krishna Kejriwal Alumni	
7	Mr. Bhavesh Tanavade Alumni	
8	Ms. Malini Jain Adjunct faculty	
9	Ms. Kinjal Mehta Assistant professor	
10	Mr. Rohit Walavalkar Subject Experts	
11	Ms. Deepa Makkad Subject Experts	

BSE - INTERNAL



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Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof. (Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Justification for (Masters of Sports Management)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce a two year Masters in Sports Management. This course equips the students with various methods, practices and techniques of Sports management, and make them attain necessary knowledge & skills to be a successful sports management professional.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course was launched in the year 2016.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is Two years (Four Semesters). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 120 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	The students get job opportunities: Team and League Management, Sports Sponsorships, Sports Facility Management, Sports Hospitality, Sports Sales and Marketing, Sports Communication and PR, Sports talent management, Sports media and production, Sports logistics, Sports HR, Lawyer, Psychologist, Coaching.



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof. (Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies