



Nagpur Shikshan Mandal's

SHRI BINZANI CITY COLLEGE

**(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj
Nagpur University, Nagpur)**

**BOARD OF STUDIES IN
INTERDISCIPLINARY**

M.S.M.

**CURRICULUM FRAMEWORK FOR TWO YEARS POST -
GRADUATE PROGRAM IN "SPORTS MANAGEMENT"**

(As per NEP 2020)

(Effective from Academic Year 2025-26)

(As Approved by the Board of Studies on 15/11/2025)



MASTER OF SPORTS MANAGEMENT

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

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SEMESTER I

Master of Sports Management (Semester I)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr. No	Subject / Course Name	Course Code	Cour se Type	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Fundamentals of Sports Management	MSM1M1	Major	4	-	4	60	30	-	-	40	20	100	50	4
2	Fundamentals of Sports Marketing	MSM1M2	Major	4	-	4	60	30	-	-	40	20	100	50	4
3	Theory of Science and Method	MSM1M3	Major	4	-	4	60	30	-	-	40	20	100	50	4
4	Sports Nutrition	MSM1ME1A	Major Electi ve	4	-	4	60	30	-	-	40	20	100	50	4
	Sports Journalism	MSM1ME1B													
5	Sports Research Methodology using Spreadsheet Software	MSM1RM1	RM	2	4	6	40	20	40	20	20	10	100	50	4
			Total	18	4	22	280	140	40	20	180	90	500	250	20

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester I (Major 1 - Fundamentals of Sports Management)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM1M1
Course Name	Fundamentals of Sports Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – Min passing marks - 30) +

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	40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Differentiate various Sport management models
CO 2	Evaluate Sports Marketing Mix
CO 3	Apply sports Laws for Risk management
CO 4	Discuss ethical dilemma in Sports industry
Syllabus:	Contents 20 Hours Per Unit
Unit I	History of Sports Management A. Breadth of the sport management industry B. Sport management models (defining the industry) C. Key skill identification and development D. Emergence of Sport Management as an academic field Organization and Managerial Foundations of Sport Management E. Sport organization managers and organizational behaviour F. Managing and leading sport organizations
Unit II	Marketing Principles Applied to Sport Management A. Historical developments of Sport Marketing B. Sport broadcasting, sport sponsorship, promotional strategies C. Differences between sport marketing and traditional marketing D. Sport marketing mix E. Key skills and current issues in sport marketing Financial Principles Applied to Sport Management F. Sport franchise economic valuation and sport spending G. Financial challenges facing sport managers H. New and traditional sources of revenue I. Licensed merchandise, stadium naming rights, corporate sponsorships J. Key skills and current financial issues in sport
Unit III	Legal Principles Applied to Sport Management A. Application of law in the sports industry, common cases B. Risk management awareness, planning and intervention C. Tort liability, vicarious liability, contract law and constitutional law D. Gender equity and discrimination (Title IX) E. Antitrust laws and the impact of players unions Ethical Principles Applied to Sport Management F. Ethical dilemmas and ethical decision making G. Ensuring morality in the workplace H. Financial impact of corrupt business' on the sport industry (example Enron)
Textbooks/ Reference Books:	- Fundamentals of Sport Management, Robert E. Baker, Craig Esherick, Human Kinetics, 2013. - Fundamentals of Sports Management, Dr. Suman Bala, Friends Publications (India) (1 January 2020). - The Business of Sport Management, Simon Chadwick John Beech, Pearson (2019).

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- Fundamental of Sports Management by Dr. Yousufzai N.S., Publisher Khel Sahitya Kendra Edition 2014.
- Sports Management, Author Dr Sunil Chaturvedi, Indian Books and Periodicals, 2019.
- Sports Management: Theory and Practice, Author: Dr. Rajesh Kumar Dhaka, Friends Publication (India).
- Fundamentals of Physical Education, Author: Dr. Baljeet Girdhar , Dr, Mahesh Kumar , Dr. Sushil Lega, Friends Publication (India).

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10 × 3 OR 6 × 5 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester I (Major 2 - Fundamentals of Sports Marketing)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM1M2
Course Name	Fundamentals of Sports Marketing
No. of Credits	04
Teaching Hours	60

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Evaluation Scheme		60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme		Major
Pre-requisites for the course		-
Course Outcomes: <i>The students will be able to:</i>		
CO 1	Explain services marketing concept.	
CO 2	Evaluate various promotional methods in sport.	
CO 3	Calculate ticket pricing.	
CO 4	Apply New Media and Technology use in corporate sponsorships.	
Syllabus:		
	Contents	20 Hours Per Unit
Unit I	Introduction to Sport Marketing: A. The Four domains of Sport Marketing : Historical Eras in Sport Marketing B. Monopoly Era C. Television Era D. Highlight Era E. Experience Era : Services Marketing Concepts F. Marketing Research G. Market Orientation H. Customer Relationship Management	
Unit II	Strategic Marketing Theory: A. Segmenting sports fans using Brand Associations B. Spectators Motives and Emotional Attachments Promotional Methods in Sport C. Social Networking Platforms D. Minor League Baseball E. Mega -Special -Event Promotions The Super Bowl Building a Relevant Brand F. Brand Building G. Leveraging H. Corporate Social Responsibility Sport Venue and Event Marketing I. Broadcast Rights J. Corporate Suite Ownership K. Delivery of in Game Experience	
Unit III	Pricing in Sports A. Ticket Prices B. Concessions C. Dynamic Ticket Pricing Sponsorships D. Selecting the Sports Property E. New Media and Technology use in corporate sponsorships F. Ambush Marketing Industry Trends G. E-sports H. Over-the-Top Content (OTT)	

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	I. Wearable and Fitness J. Seniors In Sport	
Textbooks/ Reference Books:	• Fundamentals of Sport Marketing, by <u>Brenda G Pitts</u> ,<u>Dr. David K Stotlar</u>, Fitness Information Technology, Inc, U.S.; 4th edition (1 January 2013) • Sports Marketing: Fundamentals - Strategies – Instruments, by <u>Manfred Bruhn</u>,<u>Peter Rohlmann</u>, Springer; 1st ed. 2023 edition (25 September 2022) • <u>Introduction to Sport Marketing</u>, by Aaron C.T. Smith, Constantino Stavros, James Skinner, Andrea N. Geurin, Lauren M. Burch, Illustrations Published March 29, 2024 by Routledge • Chadwick, S., Chanavat, N., Desbordes, M.(Eds.) (2017). Handbook in Sport Marketing. Editions Routledge, UK, 408 pages, December, 2nd edition. • Strategic Sport Marketing, 5th Edition, Adam Karg, David Shilbury, Hans Westerbeck, Daniel C. Funk and Michael L. Naraine, Published Routledge, 2022.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10 × 3 OR 6 × 5 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA- VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester I (Major 3 - Theory of Science and Method)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
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PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

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PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM1M3
Course Name	Theory of Science and Method
No. of Credits	04
Teaching Hours	60

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Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)	
Group under NEP scheme	Major	
Pre-requisites for the course	-	
Course Outcomes: <i>The students will be able to:</i>		
CO 1	Define , distinguish, and assess physiological aspects relevant to the effect of exercise on human functioning and performance	
CO 2	Have a brief understanding of theoretical foundation of the physiological, biomechanical and other sciences that influence human performance in athletic settings	
CO 3	Have an understanding of various sciences related to the sports coaching and performance.	
CO 4	Demonstrate the basics of science related to injuries management in game situation	
Syllabus:		
	Contents	20 Hours Per Unit
Unit I	History and Development of Sports Science A. History of Sports Science B. Understanding of terminologies C. Sport as a Science D. Emergence of Sports Science E. Recent developments Introduction to Exercise Science F. Kinanthropometry G. Basic Anatomy H. Physiology I. Exercise Biochemistry J. Sports Training	
Unit II	Understanding of Sports Sciences A. Exercise Physiology B. Sports Biomechanics C. Sports Psychology D. Sports Nutrition E. Sports Analytics Introduction to Sports Medicine & allied science F. Introduction to Sports Medicine G. Scope of Sports Medicine H. Athlete Safety I. Strength & conditioning J. Sports Physiotherapy	
Unit III	Gaining the Extra Edge A. Significance of Sports Science B. Application in indoor sport C. Application in outdoor sport D. Scientific team behind elite performance E. Sports Hacks	
Textbooks/ Reference Books:	• Sports Science; A complete introduction; by Simon Rea • Sport and Exercise Science: An introduction, by Murray Griffin.	

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- Basic Anatomy and Physiology of Exercise, by Piyush Jain
- M. L. Kamlesh, Psychology in Physical Education & Sports, Metropolitan book Co. New Delhi 1998.
- Science and Method, Paperback – 1 May 2007, by Henri Poincare (Author), Francis Maitland (Translator).
- Science and Method, by Henri Poincare (Author), Hardcover – Import, 4 April 2017.
- Theories of Scientific Method An Introduction, By Robert Nola, Howard Sankey, Published November 1, 2006 by Routledge.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10×3 OR $6 \times 5 = 30$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester I (Major Elective 1A - Sports Nutrition)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

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PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM1ME1A
Course Name	Sports Nutrition
No. of Credits	04
Teaching Hours	60



Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)		
Group under NEP scheme	Major Elective		
Pre-requisites for the course	-		
Course Outcomes: <i>The students will be able to:</i>			
CO 1	Prepare diet plan for Athlete and different Sports Person.		
CO 2	Recommend Dietary Guidelines & Recommendations to sports persons.		
CO 3	Design Sports-Specific Strategies to Enhance Performance		
CO 4	Suggest Supplementation in Sports Nutrition		
Syllabus:			
	Contents	20 Hours Per Unit	
Unit I	A. An Introduction to Sport, Exercise and Athlete Nutrition B. Role of Nutrients and Energy Utilization in Sports and Fitness C. Introduction to Human Anatomy and Physiology D. Protein Needs for Exercise E. Understanding Fitness Equipment's F. Muscle Gain and its Myths and Supplementation G. Carbohydrates and Fuel Intake during Competition and Training H. Pre and Post-Meal Planning during Competition I. Diet Plan for Athlete and different Sports Person.		
Unit II	A. Introduction to Nutrition B. Food & Functions of Food C. Macronutrients (carbohydrates, Proteins & Fats) and their functions D. Micronutrients (Vitamins & Minerals) and their functions E. Water & Hydration, Nutrition, health & well Being F. Food, Nutrition and Nutritional Status G. Daily Food Guide and Balanced Diet H. Nutritional Status I. Food Habits and Food Misconceptions J. Recommended Dietary Intakes for Indians Specials Diets and Dietary Restrictions K. Dietary Guidelines & Recommendations L. Portioning & Control M. Nutrition Assessment and Label Readings N. Digital Applications in Nutrition. O. Malnutrition.		
Unit III	A. Supplementation in Sports Nutrition B. Aerobics and Exercise Techniques C. Sports-Specific Strategies to Enhance Performance D. Strength and Power Sports E. Endurance, Weight Lifting F. Nutrition disorder in Athletics		

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	G. Essential Nutrition for Athletes H. Muscular Development Nutrition for Athletes I. Practitioner Case Studies J. Practical (Diet Plan, Use for Kcal Count, IBW, BMI, Prepared Meals for Different Sports Persons, Dish Planning).	
Textbooks/ Reference Books:	• Nutrition and Dietetics by Shubhangini A. Joshi, Tata McGraw-Hill, New Delhi, India • Nutritional Guidelines for Sportspersons by Geetanjali Bhide, Subhadra Mandalika, Jaypee Digital, 2018. • Krause's Food & the Nutrition Care Process" by L. Kathleen Mahan and Janice L. Raymond • Nutrition for Health, Fitness, and Sport" by Melvin H. Williams, Eric Rawson, and David Branch • Sports Nutrition: A Practice Manual for Professionals" by Marie Dunford • Nutrition for Sport and Exercise" by Marie Spano, Laura Kruskall, and D. Travis Thomas • The Complete Guide to Sports Nutrition" by Anita Bean. • Sports Nutrition: Vitamins and Trace Elements, Second Edition, by <u>Ira Wolinsky</u> (Editor), <u>Judy A. Driskell</u> (Editor), Paperback – 2 December 2019. • Nancy Clark's Sports Nutrition Guidebook, Author : Nancy Clark, Paperback – July 16, 2019. • Advanced Sports Nutrition, by <u>Dan Benardot</u> (Author), Paperback – July 30, 2020.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10 × 3 OR 6 × 5 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester I (Major Elective 1B - Sports Journalism)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM1ME1B
Course Name	Sports Journalism
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) =

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	100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major Elective
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Identify News Sources for Sports Journalism
CO 2	Use Info-graphics and plan Layout of Sports News
CO 3	Evaluate Emerging Professional Sporting Leagues
CO 4	Understand Role of Sports Journalist in promoting Physical & Mental Wellbeing through Sports
Syllabus:	Contents 20 Hours Per Unit
Unit I	Sports Journalism A. Defining Sports Journalism B. Role and functions of International Sports Organizations C. FIFA, ICC, IOC, International Paralympic Committee D. Commonwealth Games Federation E. Asian Games Federation F. National Games G. Sports Authority of India (SAI), its importance in the promotion and management of sports H. News Sources for Sports Journalism Sports Reporting and Writing I. News Values and Ethics for Sports Reporting and Writing J. Types and techniques of writing sports stories K. Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story L. Sports Photography M. Equipment, Editing N. Publishing and Uploading O. Editing and Use of Info-graphics P. Layout of Sports News
Unit II	Sports Management and Organizations A. Understanding Sports Management B. Planning, Organizing, Coordinating and Controlling C. Pre, During and Post Event Issues D. Sports Marketing and Promotion E. Sponsors, Sports Management Companies F. Spectators, Sports Personalities and Media G. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL), The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)



Unit III	Emerging Trends and Opportunities in Sports A. Sports writing for Print B. Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles C. New Trends in Sports Journalism: E-magazines and Blogs, Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports D. Future of Sports Journalism and Career Opportunities
Textbooks/ Reference Books:	• Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas. • Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press. • Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics. • SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall. • Sports Journalism: A Practical Introduction. (2013). London: Sage Publications. • Steen, R. (2014). Sports Journalism. London: Taylor & Francis. • Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications. • Sports Journalism: A Practical Introduction by <u>Phil Andrews</u> (Author), Disha Publication Inc., 2005. • Sports Journalism, by <u>Dr. Kamaljeet Kaur</u> (Author), <u>Dr. Fakira Mohan Nahak</u> (Author), Hardcover – 1 January 2021. • Sport Journalism and Mass Media, by Dr. Arvind Malik, Friends Publications (India), New Delhi, 2021.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10 × 3 OR 6 × 5 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester I (Sports Research Methodology - Sports Research Methodology using Spreadsheet Software)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM1RM1
Course Name	Sports Research Methodology using Spreadsheet Software
No. of Credits	04 (Theory - 2 & Practical - 4)



Teaching Hours	30 + 60 = 90
Evaluation Scheme	40 (Semester End Examination – <i>Min passing marks - 20</i>) + 40 (Practical Examination – <i>Min passing Marks - 20</i>) + 20 (Continuous Internal Examination – <i>Min passing marks - 10</i>) = 100 Marks (<i>Min passing marks – 20 + 20 + 10 = 50</i>)
Group under NEP scheme	Research Methodology
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Write statement of problem for research in physical education.
CO 2	Apply quantitative methods in sports research.
CO 3	Apply qualitative methods in sports research.
CO 4	Prepare research proposal for a sports related research.
Syllabus:	Contents 30 Hours Per Unit
Unit I	RESEARCH IN PHYSICAL EDUCATION A. Physical Education research-Meaning B. Importance and Scope of research in Physical Education C. Types of research: basic & applied research, and action research, and their characteristics - knowledge and Research Planning the research study: sources of research problems D. Review of the literature-purpose and resources E. Web resource-statement of problem. QUANTITATIVE METHODS OF RESEARCH F. Quantitative method: - co-relation studies, and correlation research-controlling variables Nature of experimental research, variables in experimental research G. Independent, dependent and confounding variables H. Experimental research designs: single-group pre-test post-test design, pretest post-test control-group design, Post-test only control-group design, and Factorial design.
Unit II	QUALITATIVE METHODS OF RESEARCH A. Qualitative research: meaning, steps and characteristics B. Descriptive Methods of Research Survey Studies, case studies C. Historical research- meaning, significance, steps, primary and secondary sources D. Philosophical research-longitudinal research E. Methods of collecting data. METHODS AND TOOLS F. Limitations G. Delimitations H. Objectives I. Hypothesis J. Research Question K. Population-Sample-Sampling Tools standardization of tools, L. Reliability, validity, objectivity

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	M. Opinionaires, Questionnaires, Interview–observation schedule N. Rating scale O. Check list. P. Case study Q. Level of significance
Unit III	RESEARCH REPORT A. Preparation of the research proposal B. Format of the research report C. The dissertation or thesis D. Style of writing E. Synopsis F. Evaluation of research report G. Ethical Issues in Research
Practical	List of Practical (Any 8 to be conducted) 1. Creating a Research Data Sheet in MS Excel • Enter sample physical education data (height, weight, BMI, pulse rate, etc.). • Use formatting, labels, and formulas to organize data. 2. Calculation of Descriptive Statistics • Compute mean, median, mode, range, standard deviation, and variance using Excel functions. (=AVERAGE, =MEDIAN, =MODE, =STDEV, =VAR) 3. Graphical Presentation of Data • Create and format bar charts, histograms, pie charts, and line graphs to represent performance and participation data. 4. Correlation Study Using Excel • Apply = CORREL() function to find relationships (e.g., between height & weight, or fitness score & performance). 5. t-Test and ANOVA in Excel (Data Analysis Toolpak) • Enable Data Analysis Toolpak. • Perform independent t-test or one-way ANOVA using sample datasets to compare groups. 6. Creating a Research Questionnaire and Coding Responses • Design a survey (Google Form or Excel format). • Code and summarize responses numerically for analysis. 7. Sampling and Data Tabulation in Excel • Demonstrate random sampling using Excel functions (e.g., = RAND(), =RANDBETWEEN()). • Organize the sample data into frequency tables. 8. Regression Analysis Using Excel • Perform simple linear regression (Insert → Data Analysis → Regression). • Interpret slope, intercept, and R^2 values for prediction in sports performance studies. 9. Reliability and Validity Calculation • Use Excel to compute reliability (split-half method, Cronbach's alpha via formulas). • Compare means to discuss test consistency. 10. Preparation of Mini Research Report in MS Word / Excel Integration • Import Excel tables and graphs into Word. • Create a brief research report with charts and interpretations.
Textbooks/	• Best J.W (1999) Research in Education New delhi; Prentice Hall of india pvt.ltd.

**Reference Books:**

- Clarke David. H & Clarke H. Harrison (1984) Research Processes in Physical Education, New Jersey; Prentice Hall Inc.
- Craig Williams and Chris Wragg (2006) Data Analysis and Research for Sport and Exercise Science, London Routledge Press
- Jerry R Thomas & Jack K Nelson (2000) Research Methods in Physical Activities, Illinois; Human Kinetics;
- Kamlesh M.L. (1999) Research Methodology in Physical Education and Sports. New Delhi.
- Kerlinger, F.N. (1986). Foundations of Behavioural Research. Fort Worth, TX: Harcourt BmceJovanovich.
- Patton. M.Q. (2002). Qualitative Research and Evaluation Methods. Thousand Oaks: C.A: Sage.
- Sharma, Bharti (2004). Methodology of Educational Research. New Delhi: Vohra Publishers and Distributors

Evaluation Pattern:

Sr. No.	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	MCQ on each unit with internal choice $20 \times 2 = 40$ Marks. (7 MCQs from each unit, Best 20 will be evaluated.)	2 Practical on each unit total 6 practical, Best 20, best 4 will be evaluated. 4×10 Marks = 40 Marks	CIE 1(carry 5 marks) CIE 2(carry 5 marks) Class Activity / Presentation / VIVA-VOCE (carry 10 marks)
	Total: 40 marks	Total: 40 marks	Total: 20 marks

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SEMESTER II

Master of Sports Management II) (Semester				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr. No	Subject / Course Name	Course Code	Course Type	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Economics of Sports	MSM2M4	Major	4	-	4	60	30	-	-	40	20	100	50	4
2	Sports Funding & Budget Management	MSM2M5	Major	4	-	4	60	30	-	-	40	20	100	50	4
3	Data Analytics in Sports	MSM2M6	Major	2	4	6	40	20	40	20	20	10	100	50	4
4	Sports Psychology	MSM2ME2A	Major Elective	4	-	4	60	30	-	-	40	20	100	50	4
	Business Negotiation Skills	MSM2ME2B													
5	Internship / OJT / FP (on Sports Event Management)	MSM2OJT1	OJT	1	6	7	-	-	100	50	-	-	100	50	4
	Total			15	10	25	220	110	140	70	140	70	500	250	20

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester II (Major 4 - Economics of Sports)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM2M4
Course Name	Economics of Sports
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)

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Group under NEP scheme	Major
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand Economics of Mega Sporting Events.
CO 2	Analyze the demand for sports, the market power of teams, the use of price discrimination and the establishment of anti-trust laws in sports.
CO 3	Describe and compare the tools that are used to promote competitive balance.
CO 4	Evaluate whether professional sports teams create economic benefits to justify government subsidies.
Syllabus:	Contents 20 Hours Per Unit
Unit I	Introduction to Sports Economics A. Understanding concept of Sports Economics B. Linkage between Sports and Economics C. Scope of sports economics D. Emerging sub areas in the branch E. Economic Methodology F. Economic Models G. Economic organization of Sport H. Economics of Mega Sporting Events Basic Economic concepts I. Demand and its determinants J. Laws of Demand K. Demand Curve L. Exceptions to the law M. Elasticity of Demand, supply and its determinants N. Law of supply side O. Supply curve P. Elasticity of Supply side Q. Market structure R. Market Equilibrium S. Types of Market T. Pricing ceiling, concept of revenue and costs U. Theory of firm, concepts of utility, consumer behavior.
Unit II	Economics of Sports Participation A. A general economic model of sports consumption B. Dual decision hypothesis C. Income, Leisure trade off, Derived demand for sports D. An integrated framework for consumer choice E. Structure of Supply of participant, public sector provisioning F. The Economic rationale of Public Policy: Economic Efficiency in Equity G. The private sector- Market structure in pricing- informal participation The Market for Professional Sports

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	H. The transition to professionalism- sports competition as Economic content (contest/ tournament theory) I. Foundations of the Analysis of the professional team sports J. The peculiar Economics of sports K. The league as Natural Monopoly or cartel L. The Indian and International experience of Leagues
Unit III	Sports Industry in India A. Growth of Sports Industry in India B. Expenditure and Income share in Union Budget C. Sports Infrastructure D. Employment Generation E. Emergence of new sporting leagues
Textbooks / Reference Books:	• ECONOMICS OF SPORTS, Author: David Fincher, Friends Publication (India). • Sports Economics by Paul Downward, Alistair Dawson, Trudo Dejonghe • The Economics of Sports by Michael A Leeds, Peter Von, Victor. • Economics In Sports by Dr. Keshav Singh Gurjar, Khel Sahitya Kender; 2012th edition (1 January 2012). • Sports Economics for Non-Economists - 1st Edition (eBook). • The Economics and Finance of Professional Team Sports by Daniel Plumley and Rob Wilson, Routledge Publication, 2022 • The Economics of Sport by Robert Sandy, Bloomsbury Publishing PLC. • Sports Economics Illustrated Edition, Kindle Edition, by <u>Roger D. Blair</u> (Author), 2011.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10×3 OR $6 \times 5 = 30$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester II (Major 5 - Sports Funding & Budget Management)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM2M5
Course Name	Sports Funding & Budget Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) =

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	100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand benefits to the broadcaster and media provider.
CO 2	Evaluate effects of sponsorship.
CO 3	Prepare sponsor proposals.
CO 4	Apply budgetary control on advertisement spending.
Syllabus: Contents Hours	
Unit I	A. Role of Fund in Sports Management. B. Sources of funds to organized for sports events. BROADCASTING C. What is broadcasting D. The basics of sports broadcasting rights E. Where does the money go F. Sports Leagues and their broadcasting rights G. Benefits to the broadcaster MEDIA PROVIDERS H. Who are the media providers I. How do they fund sports J. Media provider owner of sports teams K. Why do media providers own teams L. Benefits to a media provider owning a team
Unit II	SPONSORSHIP A. Meaning of sponsorship B. Sports and sponsorship C. Sports events likely to be sponsored D. Major sponsors in sports E. Team sponsors and individual sponsors F. Sponsorship opportunities in sports G. Benefits of sponsorship H. Effects of sponsorship I. How to get sponsors for- table tennis, football, badminton etc. J. Sponsor Proposal- guidelines ENDORSEMENTS K. What is an endorsement L. Sports and celebrity endorsement M. Sportspersons and their recent endorsements N. Endorsement strategy O. Marketing and endorsement P. Benefits of endorsements

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Unit III	ADVERTISEMENTS A. Sports and advertisements B. Advertisement preferences C. Advertisement and brand choice D. Aiming the right target E. Top sports ad companies F. Firms and their advertisement choices G. Effects of advertisement H. Game theory in advertisement OTHERS SUPPLIERS, GATE MONEY I. Budgeting of Sports Funds:- Budgetary Control	
Textbooks / Reference Books:	• Sport Funding and Finance by <u>Bob Stewart</u>, Routledge; 2nd edition (24 July 2014). • Sport Finance by <u>Gil Fried</u>, <u>Timothy D. DeSchraver</u>, <u>Michael Mondello</u>, Human Kinetics, 2024. • Manual on Finance & Accounts, Sports Authority of India, New Delhi, 2015. • Sports Finance, Second Edition, <u>Gil Fried</u>, <u>Steven J. Shapiro</u>, <u>Timothy D. DeSchraver</u>, Publisher Human Kinetics, 2007. • Sport Funding and Finance Second edition, By <u>Bob Stewart</u>, Published July 24, 2014 by Routledge.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10 × 3 OR 6 × 5 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Master of Sports Management
Semester II (Major 6 - Data Analytics in Sports)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM2M6
Course Name	Data Analytics in Sports
No. of Credits	04 (Theory 2 Credits & Practical 2 Credits)
Teaching Hours	30 + 60 = 90
Evaluation Scheme	40 (Semester End Examination – <i>Min passing marks - 20</i>) + 40 (Practical Examination – <i>Min passing Marks - 20</i>) + 20 (Continuous Internal Examination – <i>Min passing marks - 10</i>) =

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	100 Marks (Min passing marks – 20 + 20 + 10 = 50)
Group under NEP scheme	Major
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Improve their overall problem solving and critical thinking ability.
CO 2	Gain an understanding of basic statistical concepts and their applications in the sports world.
CO 3	Obtain a broad survey of the methods used in sports data acquisition, processing, analysis, visualization and implementation.
CO 4	Apply predictive and prescriptive analytics in sports.
Syllabus: Contents Hours	
Unit I	Introduction to Data A. Meaning B. Nature of Data C. Data and Data Management D. Data and Information E. Types of Data – Scale of measurement F. Descriptive, Prescriptive, and predictive analytics G. Big data in sports – Types available - Methods of storage and capture - Leading to analysis Sports Analytics A. What is sports analytics – Goals of sports analytics B. Data Management system – Analytics models – Information systems C. Analytics in the organization D. State of the field E. Organizational structures for analytical success
Unit II	Basic Skills in Microsoft Excel A. Introduction to spreadsheets, reading data, manipulating data B. Basic spreadsheet operations and functions C. Introduction to some more useful functions such as the IF, nested IF, VLOOKUP and HLOOKUP functions in Excel D. Data filtering capabilities of Excel, the construction of Pivot Tables to organize data and introduction to charts in Excel E. Constructing various Line, Bar and Pie charts F. Using the Pivot chart features of Excel. G. Understanding and constructing Histograms and Scatterplots.
Unit III	Predictive Analytics A. Measuring performance of players and team B. Regression – SLR, MLR C. Predicting outcomes of games, tournaments and seasons D. Using data to forecast accurately E. Ratings Sport Teams with Regression Analysis Prescriptive Analytics F. Evaluating Athletes using data-driven methods G. Evaluating the performance through profit and loss H. Evaluating game based metrics into financial assets parameters I. Evaluating players as financial assets J. Assessing transfer and trade values

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Practical	List of Practical (For Data Analytics in Physical Education) Practical 1 – Classification and Coding of Sports Data Objective: To classify and code raw sports data according to type and scale. Activity: Collect player or match data; identify nominal, ordinal, interval, and ratio variables. Apply coding (e.g., Gender: M=1, F=2). Outcome: Understanding of data types and measurement scales. Practical 2 – Data Visualization: Basic Charts Objective: To visualize sports data using graphical tools. Activity: Create bar, line, and pie charts to show player comparisons or team performance trends. Outcome: Ability to convert numerical data into visual information. Practical 3 – Advanced Visualization: Histograms and Scatterplots Objective: To display data distribution and relationships graphically. Activity: Prepare histograms for frequency distribution and scatterplots for correlation visualization (e.g., hours of training vs. performance score). Outcome: Skill in using visuals to identify trends and relationships. Practical 4– Pivot Tables and Pivot Charts Objective: To summarize large datasets dynamically. Activity: Create pivot tables and pivot charts showing team-wise or category-wise analysis of sports data. Outcome: Understanding of quick data summarization and comparison. Practical 5 – Designing a Sports Performance Dashboard Objective: To integrate multiple charts and summaries into one view. Activity: Use Excel dashboard features to display KPIs (Key Performance Indicators) like score averages, win rate, fitness index. Outcome: Ability to build visual analytical reports. Practical 6 – Multiple Regression Analysis (MLR) Objective: To predict results using multiple factors. Activity: Perform MLR to predict match outcome using variables like possession %, passes, and shots. Outcome: Understanding of complex predictive analytics in sports. Practical 7 – Forecasting and Trend Analysis Objective: To forecast future performance trends using past data. Activity: Use Excel's Forecast Sheet or Trend line to predict next season's performance or fitness scores. Outcome: Skill in using predictive models for future planning. Practical 8 – Player Evaluation and Ranking using Data Models Objective: To apply prescriptive analytics for decision-making. Activity: Create a performance index (e.g., 40% speed + 30% stamina + 30% skill). Rank players using = RANK () or =IF(). Outcome: Understanding of data-driven evaluation and ranking methods.
Textbooks/ Reference	• Albert, Glickman Handbook of Statistical Methods and Analyses in Sports, , Et al., 2017, ISBN: 9781498737364 (HSMAS)

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Books:	• Alamar, Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers, 2013, ISBN: 9780231162920 (SPAN) • Thomas A Severini, Analytic methods in sports, 2014, CRC Press ISBN, 1482237016 (ISBN13: 9781482237016). • Big Data Analytics (PB) by Sudeep Tanwar And Sushil Kumar Singh And Sudhanshu Tyagi, Bhavya Books, January 2017. • Game of Edges - The Analytics Revolution and the Future of Professional Sports, by Bruce Schoenfeld, 6 June 2023, Hardcover. • Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers by Benjamin C. Alamar 6 August 2013, Hardcover.		
Evaluation Pattern:			
Sr. No.	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	MCQ on each unit with internal choice $20 \times 2 = 40$ Marks. (7 MCQs from each unit, Best 20 will be evaluated.)	2 Practical on each unit total 6 practical, Best 20, best 4 will be evaluated. 4×10 Marks = 40 Marks	CIE 1(carry 5 marks) CIE 2(carry 5 marks) Class Activity / Presentation / VIVA-VOCE (carry 10 marks)
	Total: 40 marks	Total: 40 marks	Total: 20 marks

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester II (Major Elective 2A - Sports Psychology)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM2ME2A
Course Name	Sports Psychology
No. of Credits	04
Teaching Hours	60

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Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major Elective
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand professional challenges of sports psychologists.
CO 2	Develop strategies to develop goal setting for individuals and teams.
CO 3	Design strategies to work with young athletes.
CO 4	Understand Psychology of Injury and career transition in sports understanding injury.
Syllabus: Contents Hours	
Unit I	A. Becoming a Sports Psychologist- Lessons from the field B. Introduction to sports psychology, exercise well-being and mental health and professional challenges of sports psychologists C. Developing a champion mindset for competition- Flow state and developing a champion mindset.
Unit II	A. Psychological Skills Training (PST) I B. Introduction to PST C. Goal setting D. Effectiveness of goal setting, strategies to develop goal setting for individuals and teams. E. Psychological skills training II- Imagery F. Designing an imagery program G. Training young minds- working with young athletes, strategies to work with young athletes. H. Sports burnout and strategies to combat burnout
Unit III	A. Power of communication and mindfulness in sports understanding communication and strategies to build communication B. Building mindfulness and resilience in sports C. Working with teams- building a team, strategies for team building D. Psychology of Injury and career transition in sports understanding injury and managing injury E. Understanding and managing career transition from sports.
Textbooks / Reference Books:	• Sport Psychology by <u>Dr. Goraksha Pargaonkar</u>, Friends Publication (India) (1 January 2018). • Health Psychology by Shelley E. Taylor, McGraw Hill Education; Tenth edition (27 November 2018). • Sport Psychology by T C Roy, S R Book World. • Psychological Implications In Physical Education and Sports, Author: Dr. Bhupinder Singh, Mrs. Madalsa Mittal, Friends Publication (India). • Educational Sports Psychology, Author: M.L. Kamlesh, Friends Publication (India). • EMERGING TRENDS IN SPORTS PSYCHOLOGY, Author: Dr. Bhupinder Singh Ghuman, Dr. Satpal Kaur Kalsi, Friends Publication (India).



- DYNAMICS OF SPORTS PSYCHOLOGY, Author: Dr. Bhupinder Singh Ghuman , Dr. Onkar Singh, Friends Publication (India).
- Psychological Foundation of Sports, Author: Dr Agyajit Singh, Friends Publication (India).
- Recent Advances in Sports Psychology, Author: Jitendra Mohan, Friends Publication (India).
- Key Idea in Sports Psychology, Author: Dr. M.L Kamlesh, Friends Publication (India).
- Sports Psychology: A Study of Indian Sportsmen, Author: Dr. Agyajit Singh, Friends Publication (India).
- Sports Psychology A Student Handbook, Author: Prof. Pratap Singh Tiwari , Sri Ningappa Kannur , Dr. Melkunde Shashidhar, Friends Publication (India).

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10 × 3 OR 6 × 5 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester II (Major Elective 2B - Business Negotiation Skills)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM2ME2B
Course Name	Business Negotiation Skills
No. of Credits	04
Teaching Hours	60

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Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major Elective
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand pillars of principled negotiation.
CO 2	Manage difficult conversations.
CO 3	Apply principles of salary negotiation.
CO 4	Undertake group projects.
Syllabus: Contents Hours	
Unit I	Negotiation Theory and Practice A. Why Negotiate? B. Conflict Mode Instrument C. Types of Negotiation D. Pillars of Principled Negotiation E. Interests, positions F. Alternatives G. Options and Batna H. Objective Criteria I. Barriers to Reaching an Agreement J. Unethical Tactics
Unit II	Importance of Communication A. Communication in the Process (active listening, open ended Questions, use of silence and Body language) B. Power and persuasion and strengthening our Batna C. Micro Skill: Framing and Reframing D. Managing Emotions E. Ethics in Business Negotiations F. Managing Difficult conversations
Unit III	Emphasis on Negotiations Practice A. Our tolerance to “No” B. Salary Negotiations C. Cross Cultural considerations D. Negotiations and Leadership E. In class exercises and debrief F. Analysis of Case Studies and group projects

Signature: *M. Harman* *[Signature]* *[Signature]* *[Signature]* *[Signature]*



Textbooks / Reference Books:	• The Negotiation Book: Your Definitive Guide to Successful, by Steve Gates, Wiley; 2nd edition (30 October 2015). • Practical Business Negotiation, by William W Baber & Chavi Fletcher-Chen, April 2020. • Negotiate Like the Pros: A Top Sports Negotiator's Lessons for Making Deals, Building Relationships, and Getting What You Want (English, Hardcover, Shropshire Kenneth), McGraw-Hill Education – Europe. • Negotiation Genius Paperback – 26 August 2008 by Deepak Malhotra (Author), Max Bazerman (Author).
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Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10×3 OR $6 \times 5 = 30$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester II (Internship / OJT / FP (on Sports Event Management))
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM2ME2B
Course Name	(Internship / OJT / FP (on Sports Event Management))
No. of Credits	04 (Theory 1 & Practical 3)
Teaching Hours	15
Evaluation Scheme	100 Marks (Min passing marks – 50)
Group under NEP	OJT (On-The-Job-TRAINING)

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scheme	
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Demonstrate an understanding of the process of organizing major sports events.
CO 2	Demonstrate a thorough understanding of the logistical details relevant to organizing major sports events.
CO 3	Develop and implement a risk management plan.
CO 4	Effectively evaluate a major sports event.

Reference and Text Books:

- Managing Sport Events, By T. Christopher Greenwell, Leigh Ann Danzey-Bussell, David Shonk
- Internships in Sport Management Spiral-bound – 15 December 2010 by Jr. Ammon, Robin (Author), Matthew Walker (Author), Edward E. Seagle (Author), Ralph W. Smith (Author), Venture Pub (15 December 2010)

Annexure – III

DETAILS OF 'ON JOB TRAINING

[A] GUIDELINES FOR 'ON JOB TRAINING" - (4 Credits)

Sports Event Management

Learning Objective:

- To understand the crucial role of the venue management team in the coordination of the different functions.
- To understand the various dynamics of logistics, safety and security, as well as the importance of engaging local authorities.
- To be able to describe the processes involved in bidding, designing, planning and operating an event while setting up a framework for success and efficiency
- To be able to reduce risks and increase revenue in ticketing and hospitality through innovative pricing and revenue plans
- To gain a better understanding of the management of volunteers and the importance of creating long lasting relationships with volunteers
- To be aware of the importance of knowledge management in events to ensure organizational sustainability and continual improvement of the quality of an event
- To be able to apply the basics of event management and organization in the field of sport.

Scope of OJT

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Event Conceptualization

- A. Understanding the Sports Event Industry
- B. Types of sports events
- C. Skill knowledge & traits for success
- D. Event Conceptualization – Event planning, leadership & decision making
- E. Brainstorming in event management
- F. Purpose of event
- G. Choosing the type of event
- H. SWOT Analysis
- I. Developing mission, setting goals & objectives, planning logistics, planning for uniqueness.
- J. Planning for promotional & ancillary components, developing operational timeline, planning for contingencies

Event Bidding, staffing & Budgeting

- A. Bidding process, feasibility studies, bid documents, sports commission, and player auction.
- B. Event staffing – organization chart, identifying necessary staff, outsourcing staff, managing and motivating staff, personnel management style and effective leadership, meeting management, volunteering, team building
- C. Event budgeting- stages of budgeting, budget components, types of budgets, types of resources.
- D. Types of agreements, types of expenses, controlling costs, using spreadsheets, cash flow & cash management.

Contracts, risk management

- A. Contract considerations, types of contracts, tips for negotiating contracts, Risk management process, risk management planning, threats to events, Crowd control, crowd management plans, negligence.
- B. Disaster preparedness and mitigation strategies.
- C. Understanding First Aid principles, basic first aid techniques- checking ABC, CPR, moving injured, common injury management, training volunteers for first aid.

Event Services and logistics

- A. Event timeline
- B. Event registration
- C. Ticket sales
- D. Food and beverage operations
- E. Waste management services
- F. Custodial services
- G. Transportation services
- H. Lighting
- I. Vendor relationship
- J. Customer service

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K. Award ceremonies

- A. Event flows
- B. Alternative plans
- C. Communications
- D. Managing staff
- E. Managing spectators
- F. Managing participants
- G. Managing sponsors
- H. Easily missed details
- I. Post-event promotions
- J. Post-event media coverage
- K. Sponsorship follow-ups
- L. Post-event debriefing
- M. Event evaluation
- N. Evaluation outcome
- O. Measuring economic impact.

1. Every student admitted to M.SM 2nd semester is compulsorily required to undergo this OJT course bearing 4 credits.
2. The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes OJT under the supervision of the department executive in organizations as approved by the Director / Principal / Head / Faculty from time to time. Alternatively, Director / Principal / Head / Faculty of the Department / College / Institute may allocate the sector / industry / company specific project to the individual student.
3. Each student will be required to submit a detailed report to the Department / College / Institute for the work undertaken during this period within 7 days of completion of the training following which the evaluation and assessment for OJT will be done by the college / institute concerned. The Report submitted must be according to the Learning outcomes and in tune with the rubric for evaluation.
4. College / Institute is required to assign Supervisor / Mentor to students for OJT who will guide the students in attaining the outcomes of this course.
5. The College / Institute, on receipt of the report from the student, shall immediately schedule the open defence seminar by a student.
6. The open defence seminar by a student shall be evaluated by the supervisor / mentor assigned to a student (as an internal examiner) and an external examiner appointed by the college / institute.
7. Appointment of External Examiner: It is desirable to appoint an external examiner from the company / organization where a student has completed his 'OJT. However, the Principal may appoint any other industry professional or subject expert as an external examiner. The remuneration (Rs. 100 per student), TA / DA or Conveyance Allowance to external examiner may be paid by the college/institute.
8. The Internal Examiner and External Examiner shall jointly evaluate the report submitted by the student and her / his seminar and shall immediately submit the evaluation report in the prescribed format provided along with.

Signature

Signature



9. The Coordinator / Teacher in charge shall submit marks obtained by students to the CoE as per prevalent system within 3 days of evaluation.

[A-1] EVALUATION REPORT OF ON JOB TRAINING

MSM Examination, _____

Name of Student: _____

OJT Title: _____

Roll No. _____

Max. Marks: 100

Evaluation Criteria:

Evaluation Criteria	Description / Observable Indicators	Based on	Max. Marks
1. Event Conceptualisation & Planning	• Clarity of event concept and objectives • SWOT analysis and mission statement • Creativity and uniqueness of idea • Alignment with target audience and sport type	Report & PPT	10
2. Event Proposal & Bidding Documentation	• Completeness and feasibility of bid proposal • Budget estimation and justification • Quality of documentation (charts, staffing plan, schedules) • Realistic use of financial and human resources	Report & PPT	10
3. Budgeting, Staffing & Resource Management	• Clear budgeting stages, cost control, and cash flow • Defined organizational structure • Effective allocation of roles (paid staff, volunteers) • Demonstration of leadership & teamwork	Report & PPT	05
4. Risk Management & Safety Planning	• Identification of possible risks • Preparedness plan for emergencies (first aid, crowd control) • Coordination with local authorities • Inclusion of safety, legal, and ethical considerations	Report & PPT	10
5. Event Logistics & Operations	• Quality of venue management and logistics (transport, security, waste, catering, etc.) • Coordination of multiple functions • Innovative solutions for operational challenges	Report & PPT	05
6. Volunteer & Stakeholder Engagement	• Recruitment, training, and motivation of volunteers • Communication with sponsors, vendors, and media • Collaboration with community or sports associations	Report & PPT	10
7. Event Day Execution	• Adherence to timeline • Communication flow & contingency handling • Professionalism in dealing with participants, spectators, sponsors	Report & PPT	10
8. Post-Event Activities	• Evaluation and feedback collection • Media and sponsorship follow-up • Post-event report and debriefing • Demonstration of reflective learning	Report & PPT	10
9. Report Writing & Presentation	• Structure, formatting, data visualization (charts, tables, photos) • Clarity, grammar, analytical insights • Use of MS	Report & PPT	10

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Evaluation Criteria	Description / Observable Indicators	Based on	Max. Marks
	Excel or tools for budget and report presentation		
10. Viva / Supervisor Assessment	• Conceptual clarity and understanding of event processes • Professional attitude and communication skills • Contribution to team success	Viva Voce	20
		Total	100

Documentation Required:

1. Event Concept Note / Proposal
2. Budget Sheet (preferably prepared in MS Excel)
3. Staffing Chart and Roles
4. Risk Management and Safety Plan
5. Event Day Schedule and Photographic Evidence
6. Post-Event Evaluation Report and Feedback Summary
7. Viva Presentation (PPT + Short Reflection Note)

The Above Documents will be part of the report submitted in PDF form.

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SEMESTER III

Master of Sports Management (Semester III)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr. No	Subject / Course Name	Course Code	Course Type	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Sports Facilities, Planning and Management	MSM3M7	Major	4	-	4	60	30	-	-	40	20	100	50	4
2	Legal Aspects of Business	MSM3M8	Major	4	-	4	60	30	-	-	40	20	100	50	4
3	Sports Industry	MSM3M9	Major	4	-	4	60	30	-	-	40	20	100	50	4
4	Sports Project Management	MSM3ME3A	Major Elective	2	4	6	40	20	40	20	20	10	100	50	4
	Organization Behavior	MSM3ME3B		4		4	60	30	-	-	40	20			
5	Research Project	MSM3RP1	RP	1	6	7	-	-	100	50	-	-	100	50	4
			Total	19	10	29	280	140	140	70	180	90	500	250	20

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester III (Major 7 - Sports Facilities, Planning and Management)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM3M7
Course Name	Sports Facilities, Planning and Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP	Major

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scheme		
Pre-requisites for the course		-
Course Outcomes: <i>The students will be able to:</i>		
CO 1	Plan for Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting, Sitting Arrangements etc.	
CO 2	Plan minute details of an event.	
CO 3	Create First aid and emergency arrangement.	
CO 4	Perform Cleanup and closings, Merchandising, Housekeeping and Maintenance.	
Syllabus: Contents Hours		
Unit I	A. Planning and Management Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting, Sitting Arrangements etc. B. Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps etc. C. Responsibilities of facilities managers, essential knowledge and skills required for operating a sport facility: Soft Skills (interpersonal and PR skills) & Hard Skills – Facility planning, site selection and design and construction, crowd and alcohol management.	
Unit II	A. First aid and emergency arrangement. B. Facility administration, including marketing and sales, finance and budgeting, human resources and legal issues. C. Event planning, security and procedures.	
Unit III	A. Critical phase of facility management: From pre-event briefings to Cleanup and closings, Merchandising, Housekeeping and Maintenance. B. Case study on Management of Sports facilities – Stadiums, Tents, Recreation facilities.	
Textbooks / Reference Books:	• Sport Facility Planning and Management (Sport Management Library) Hardcover – Import, 1 August 1996 by Peter J. Farmer (Author), Aaron L. Mulrooney (Author), Robin Ammon Jr. (Author), Fitness Information Technology, Inc, U.S. (1 August 1996). • A Status Study of Sports Facilities Management Available in Indian Educational Institutions by Iftikhar Ahmad Wani, University of Kashmir, February 2020. • Sports Facilities Planning and Management, Author Mr. Rohit Manglik, EduGorilla Community Pvt. Ltd., 2023. • Sport Facility & Event Management, Thomas J. Aicher, Brianna L. Newland, Amanda L. Paule-Koba, Jones & Bartlett Learning, 8 Mar 2019 - Sports & Recreation - 358 pages	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester III (Major 8 - Legal Aspects of Business)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM3M8
Course Name	Legal Aspects of Business
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Know rights and duties under various legal Acts.

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CO 2	Understand consequences of applicability of various laws on business situations.
CO 3	Develop critical thinking through the use of law cases.
CO 4	Apply Digital signature and Electronic signature.

Syllabus: Contents Hours

Unit I	A. The Indian Contract Act 1872 : Meaning and Essentials of contract B. Kinds of contract based on validity, formation & performance C. Law relating to offer and acceptance, consideration, competency to contract, free consent, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract D. Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.
Unit II	A. Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. B. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque. C. The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. D. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.
Unit III	A. Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. B. The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO. C. Information Technology Act 2000: The rationale behind the act, Digital signature and Electronic signature, Electronic Governance
Textbooks / Reference Books:	• Kucchal M. C., Business Law/Mercantile Law, Vikas Publishing House (P) Ltd. • Kucchal M. C. & Kucchal Vivek, Business Legislation for Management, Vikas Publishing House (P) Ltd. • Kapoor G. K. & Dhamija Sanjay, Company Law and Practice-A comprehensive Reference and Text Books on Companies Act 2013, Taxmann. • Legal Aspects Of Business: Concepts & Applications by <u>Parul Gupta</u>, Edition: 2nd Edition, 2019, Vikas Publication. • LEGAL ASPECTS OF BUSINESS, AKHILESHWAR PATHAK, McGraw Hill.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's

SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester III (Major 9 - Sports Industry)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM3M9
Course Name	Sports Industry
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP	Major

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scheme	
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Identify key principles under history of Sports Management.
CO 2	Analyze professional sports industry.
CO 3	Evaluate opportunities in health and fitness industry.
CO 4	Design Strategies for Career Success in sports industry.
Syllabus: Contents Hours	
Unit I	Foundations of Sport Management A. History of Sport Management B. Management Principles C. Marketing Principles D. Financial and Economic Principles E. Legal Principles F. Ethical Principles Amateur Sport Industry G. High School and Youth Sports H. Collegiate Sport I. International Sport J. National Sports K. State level sports
Unit II	Professional Sport Industry A. Professional Sports B. Sports Agency C. Meaning and definition of Professional Sports Sport Industry Support Segments D. Facility Management E. Event Management F. Sport Sales G. Sport Sponsorship H. Sport Communications I. Sport Broadcasting J. The Sporting Goods and Licensed Products Industries
Unit III	Lifestyle Sports A. The Health and Fitness Industry B. Recreational Sport Career Preparation C. Strategies for Career Success
Textbooks / Reference Books:	Sports Industry Research And Analysis : An informed Approach to Decision Making, Jacquelyn Cuneen David A. Tobar, Taylor & Francis Ltd., March 2020. Selling in the Sport Industry, David Pierce , Nels Popp , CHAD MCEVOY, Kendall Hunt Publishing Co., 2017. Sports Industry and Marketing (Hardcover, Gaurav Goel, Dr. Amita Handa), Friends Publications (India), 2019.

Signature of the Head of Institution

Signature of the Head of Institution



Modern Sports Industry by Azizbek Rakhmonov, Paperback.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all three Units. (6×5 OR $3 \times 10 = 30$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester III (Major Elective 3A - Sports Project Management)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM3ME3A
Course Name	Sports Project Management
No. of Credits	04 (Theory 2 & Practical 4)
Teaching Hours	30 + 60 = 90
Evaluation Scheme	40 (Semester End Examination – <i>Min passing marks - 20</i>) + 40 (Practical Examination – <i>Min passing Marks - 20</i>) + 20 (Continuous Internal Examination – <i>Min passing marks - 10</i>) = 100 Marks (<i>Min passing marks – 20 + 20 + 10 = 50</i>)
Group under NEP	Major Elective

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scheme	
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand basic rules for the preparation, organization and implementation of sports events.
CO 2	Plan and safely organize sport activities and events in different conditions individually and in a team.
CO 3	Formulate objectives and select appropriate methods and techniques required to model behavior of particular participants of diverse forms of sports activity.
CO 4	Find solutions to specific tasks of a practical nature in the field of sports activity.
Syllabus: Contents Hours	
Unit I	A. Introduction to project management. B. The concept, features and types of the projects. C. Phases of project management. Choosing the subject of activity, legal form and location of the project. D. Project planning. E. Creating organizational structure of project teams. F. Stakeholder analysis of the project. G. Identification of main stakeholders of the project. H. Stakeholder management. I. Carrying out stakeholder communication plan.
Unit II	A. Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the project. B. Work breakdown structure (WBS) of the project. PMI numbering. C. Introduction to network diagrams. D. Critical Path method vs. PERT technique E. Creating Gantt Chart of the project. F. Modern technology in project management. Introduction to MS Project.
Unit III	A. Preparing budget of the project. B. PR instruments in project management. C. Marketing plan of the project. D. Basics of creating sponsorship proposal of the project. E. Presentation and evaluation of the projects.
Practical	List of Practical (Any Five, Minimum 1 from each unit) Unit I – Project Planning & Stakeholder Management 1. Identification of a Sports Project Idea 2. Defining Objectives and Scope of a Sports Project 3. Creating Organisational Structure of the Project Team 4. Stakeholder Identification and Analysis 5. Developing a Project Charter Unit II – Project Scheduling & Control 6. SWOT Analysis of a Sports Project 7. Preparing a Work Breakdown Structure (WBS)

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	8. Developing a Network Diagram of Project Activities 9. Performing Critical Path (CPM) and PERT Analysis 10. Creating a Gantt Chart for the Sports Project Unit III – Budgeting, Marketing & Evaluation 11. Preparing the Budget of a Sports Project 12. Designing a Marketing Plan for a Sports Event 13. Creating a Sponsorship Proposal for the Sports Project 14. Preparing a Project Evaluation and Feedback Report 15. Final Presentation of the Sports Project Tools / Software Required: OpenProject / ProjectLibre / GanttProject / Draw.io / LibreOffice Calc / Canva. Procedure: 1. Follow the theoretical understanding from the syllabus. 2. Use the given software tools to perform the task. 3. Record your steps and observations. 4. Generate reports and screenshots where necessary. Observation: Record data, diagrams, or screenshots related to the project task. Result: Summarize the findings, outputs, or charts prepared. VIVA Questions: 1. What is the purpose of this practical? 2. Which tool was used and why? 3. What are key learnings from this exercise? 4. How does this step fit into the overall project management process? 5. What are possible challenges encountered?
Textbooks / Reference Books:	• Lester, A. (2017). A guide to the Project Management Body of Knowledge (PMBOK guide) & Agile practice guide bundle. Project Management Institute. • Nieto-Rodriguez, A. (2021). The Harvard Business Review Project Management Handbook: How to Launch, Lead, and Sponsor Successful Projects. HBR Handbooks. Harvard Business Press. • Parent, M.M., Ruetsch, A. (2020). Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Routledge. • PROJECT MANAGEMENT, by RAJEEV M. GUPTA, Publisher PHI (Pragati Book Centre, Pune). • Sports Management, Project Management, and Sports Event Management, by <u>Anestis Fotiadis</u>, Published by IGI Global, 2020

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**Evaluation Pattern:**

Sr. No.	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	MCQ on each unit with internal choice $20 \times 2 = 40$ Marks. (7 MCQs from each unit, Best 20 will be evaluated.)	2 Practical on each unit total 6 practical, Best 20, best 4 will be evaluated. 4×10 Marks = 40 Marks	CIE 1(carry 5 marks) CIE 2(carry 5 marks) Class Activity / Presentation / VIVA-VOCE (carry 10 marks)
	Total: 40 marks	Total: 40 marks	Total: 20 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester III (Major Elective 3B - Organization Behavior)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM3ME3B
Course Name	Organization Behavior
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 Marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major Elective

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Pre-requisites for the course	-
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Course Outcomes: *The students will be able to:*

CO 1	Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
CO 2	Demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization.
CO 3	Analyse the complexities associated with management of the group behaviour in the organization.
CO 4	Analyse the complexities associated with management of the group behaviour in the organization.

Syllabus: Contents Hours

Unit I	Introduction to Organizational Behavior A. Importance of Organizational behavior B. Meaning and Scope of OB C. Key Elements of Organizational Behavior D. Role of Managers in Organizational Behavior E. Approaches to Organizational Behavior F. Challenges and Opportunities for Organizational Behavior Organizational Culture and Structure G. Meaning H. Nature and origin of Organization Culture I. Functions and Elements of Organization Culture. J. Types of Culture K. Creating and Maintaining Organization Culture. L. Organizational structure M. Elements of Organization Structure N. Types of Organizational Structure O. Advantages and disadvantages of Organizational Structure P. Managing Cultural Diversity- issues and challenges
Unit II	Teams, Groups A. Meaning and Types of Groups B. Stages of Group formation C. Group decision making techniques D. Difference between teams and groups E. Meaning and Importance of Teams F. Types of Teams G. Developing high performance Teams H. Managing teams at work Perception and Personality I. Meaning of Perception J. Factors Influencing Perception K. Perception process L. Personality – meaning M. Determinants of Personality N. Types of Personality

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	O. Personality Traits Influencing OB P. Personality traits Theories - Big Five Model Q. The Myers Briggs Type Indicator	
Unit III	Leadership and Motivation A. Leadership – Meaning B. Characteristics of Leadership C. Qualities of a Good Leader D. Leadership Styles E. Difference between Leader and Manager F. Motivational theories - Maslow’s Need Hierarchy Theory G. Herzberg’s Two Factor Theory H. McGregor’s Theory X & Theory Y I. Motivation process	
Textbooks / Reference Books:	• Stephen. P, R., 2013, <i>Organizational Behaviour</i>, Pearson Education India • Stephan P. Robbins, Timothy A. Judge and Neharika Vohra, <i>Organisational Behaviour</i>, Pearson , 18th edition, 2018. • Luthans, <i>Organizational Behaviour</i> , McGraw Hill, International. • Religion and Its Impact on Organizational Behavior, by <u>Ebtihaj Al-Aali</u>, <u>Meryem Masmoudi</u>, <u>Gardenia Jassim AlSaffar</u>, IGI Global Scientific Publication, 2022. • Organizational Behavior in Sport Management: An Applied Approach to Understanding People and Groups by <u>Brent D. Oja</u> (Author), <u>Christopher R. Barnhill</u> (Author), <u>Natalie L. Smith</u> (Author), Paperback – Import, 10 April 2021.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	6 SAQs of 5 marks OR 3 LAQ of 10 marks each based on all three Units. (6 × 5 OR 3 × 10 = 30 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (5 MCQs / 5 VSAQs from each unit) (15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / VIVA-VOCE (carry 20 marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester III (Research Project)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM3RP1
Course Name	Research Project
No. of Credits	04 (Theory 1 & Practical 3 Credits)
Teaching Hours	15
Evaluation Scheme	100 marks (Min passing marks – 50)
Group under NEP scheme	Research Project
Pre-requisites for the course	-

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Course Outcomes: *The students will be able to:*

CO 1	Demonstrate an ability to plan a research project, such as is required in a research proposal prior to the launch of their work.
CO 2	Demonstrate expert knowledge in the subject of their research project, such as through a integrated literature survey.
CO 3	Demonstrate expert knowledge in the research methods appropriate to generating reliable data for their research questions.
CO 4	Demonstrate an ability to balance description, analysis, and synthesis within their project report.

Aims and Objectives

Aims

- A. undertake independent research that makes an original contribution to knowledge, or produces a novel synthesis of existing materials relevant to significant conversations in the discipline
- B. plan their project in advance, using a proposal to describe their undertaking, describe how it will be managed, and reflect upon its value
- C. work independently and manage a complex project within strict time constraints
- D. comply with relevant ethical, safety, and documentation processes as appropriate to the work
- E. select and deploy research methods that are appropriate to the data collection within the project
- F. relate their original research to existing literature on the subject and relate their work to general themes in their relevant scholarly literature
- G. balance description, analysis, and synthesis within the context of scholarly writing
- H. assemble their rationale, methods, findings, and analysis into a substantial piece of writing that presents a clear thesis and a cohesive evidence-based argument or analysis
- I. reflect on the strengths and weaknesses of their research and methodology, understanding how they might improve their efforts in future work

Objectives:

- A. demonstrate an ability to comply with ethical, safety, and documentation processes appropriate to their project
 - B. demonstrate the ability to project manage and to make constructive use of expertise associated with their project, while working as an independent learner
 - C. demonstrate an ability to relate their original data to existing literature, or to create a novel synthesis of existing materials
 - D. demonstrate an ability to assemble their findings into a substantial piece of writing that presents a clear thesis and a cohesive, evidence-based argument
 - E. demonstrate an ability to reflect on the strengths and weaknesses of their research and methodology, with constructive advice on how they might improve their efforts in future work
- Step 1: Identify the Problem.
 - Step 2: Evaluate the Literature.
 - Step 3: Create Hypotheses.
 - Step 4: The Research Design.
 - Step 5: Describe Population.
 - Step 6: Data Collection.
 - Step 7: Data Analysis.
 - Step 8: The Report-writing.

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EVALUATION REPORT OF PROJECT REPORT & VIVA VOCE OF 100 MARKS

Master of Sports Management

Name of Student : _____

Roll No. : _____

Project Title : _____

Name of the Supervisor : _____

Parameters	Score out of	Marks Scored
Research Project Proposal / Synopsis (SUBMITTED AND ATTACHED AS ANNEXURE TO PROJECT REPORT) Identification of Problem Domain Research Gap Objectives Methodology Research Frame Sampling Method, Sample size, Sample characteristics, Sample frame Justification of Objectives and Methodology Steps to solve the _____ problem Data collection methods Primary and Secondary Data _____ Respondents Population Clarity About Data Collection Tools & Techniques Classification & Graphical Representation of Data Hypothesis Testing Concluding Remarks Proposed Chapter Scheme	20 Marks	
Literature Review Data to be collected from authenticated sources Literature Review with respect to research gap Focused information to be gathered from multiple reliable Secondary data	10 Marks	

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sources The researcher needs to review at least 10 Research papers related to the specified research topic published in last 5 years		
Data Collection, Field Work & Analysis Questionnaire formulation & Designing Pilot Study and Application Field Visit and data collection Data Reliability & Validity Data Sanitization Classification & graphical Representation Hypothesis Testing Conclusion & Finding	25 Marks	
Project Report and References Declaration and Undertaking / Plagiarism Report Project report in the specific format References and citations Annexures	10 Marks	
Discussion and Specific Conclusions Future work _____	10 Marks	
Oral Presentation and Viva Voce Contents of presentations Communication & _____ Q & A	25 Marks	
	Total Marks Scored out of 100	
Name & Signature of External Examiner	Name & Signature of Internal Examiner	

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Rubric for Evaluation of Research Project Work

	Excellent (80-100% Marks)	Good (60-79% Marks)	Average (50-59% Marks)	Poor (Less than 50% Marks)
Synopsis : Identification of Problem Domain and Detailed analysis of Feasibility, Objectives and Methodology of Project Proposal	- Detailed and extensive explanation of the purpose and need of the project. - Detailed and extensive explanation of the specifications and the limitations of the existing systems. - All objectives of the proposed work are well defined.	- Good explanation of the purpose and need of the project. - Collects a great deal of information and good study of the existing systems; - Good justification to the objectives; Methodology to be followed is specified but detailing is not done.	- Average explanation of the purpose and need of the project; - Moderate study of the existing systems; collects some basic information - Incomplete justification to the objectives proposed; Steps are mentioned but unclear; without justification to objectives	- Moderate explanation of the purpose and need of the project. - Explanation of the specifications and the limitations of the existing systems not very satisfactory; limited information
Quantity & Quality of Literature Review	Information is gathered from multiple, research-based sources.	Information is gathered from multiple sources.	Information is gathered from a limited number of sources.	Information is gathered from a single source.
Project Report & References	- Project report is according to the specified format. - References and citations are appropriate and well mentioned.	- Project report is according to the specified format. - References and citations are appropriate be not mentioned well.	- Project report is according to the specified format but some mistakes. - In-sufficient references and citations.	- Project report not prepared according to the specified format. - References and citations are not appropriate.
Discussion and Conclusions	- Discussion and Conclusions tie the problem statement, experiments and results well to tell an overall story. - Future work clearly outlined.	Some discussion and conclusions drawn, but missing some point in terms of linkage of results to problem statement.	- Major Components missing in the discussion. - Little attempt to tie together experiments and problem statement/claims.	Little discussion or conclusions drawn.
Oral Presentation and Viva Voce	- Contents of Presentations are appropriate and well Delivered. - Clear voice with good spoken language and eye contact with Audience. - Comprehensive Q & A for all questions.	- Contents of presentations are appropriate but not well delivered. - Eye contact with only few people and unclear voice - Comprehensive Q&A for some questions	- Contents of presentations are appropriate but not well delivered. - Eye contact with only few people and unclear voice - Average Q&A	- Contents of presentations are not appropriate and not well delivered. - Poor eye contact with audience and unclear voice - Poor Q&A



SEMESTER IV

Master of Sports Management (Semester IV)				Teaching Load Scheme Hours Per Week 1 Sem = 15 Weeks			Examination Scheme								
Sr. No	Subject / Course Name	Course Code	Course Type	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Economic Environment of Business	MSM4M10	Major	4	-	4	60	30	-	-	40	20	100	50	4
2	Digital Marketing in Sports	MSM4M11	Major	2	4	6	40	20	40	20	20	10	100	50	4
3	Entrepreneurship Development	MSM4M12	Major	4	-	4	60	30	-	-	40	20	100	50	4
4	Strategic Management	MSM4ME4A	Major Elective	4	-	4	60	30	-	-	40	20	100	50	4
	Sports Tourism	MSM4ME4B													
5	Research Project (on Creation of New Game / Innovation in Sports Management)	MSM4RP2	RP	1	10	11	-	-	100	50	-	-	100	50	6
			Total	15	14	29	220	110	140	70	140	70	500	250	22

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
 Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester IV (Major 10 - Economic Environment of Business)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM4M10
Course Name	Economic Environment of Business
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) =

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	100 marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Acquire the conceptual and theoretical knowledge of economics which is relevant for evaluating economic behavior of an individual economic agent.
CO 2	Ability to relate theory with practice in describing environmental issues with industrialization; understand developmental parading of a nation by analyzing trend and pattern of developmental indicators like HDI.
CO 3	Evaluate and compare the various types of economic indicators and environmental problem and use them when planning price policy of a firm or an industry, and to communicate environmental policy to save economy to the policy maker.
CO 4	Demonstrate the use of environment economics concepts like EKC, CSR in strategic planning.
Syllabus: Contents Hours	
Unit I	Perspectives of Growth and Development: A. Free Market Perspectives- free market capitalism and profit maximization. B. Marxian Perspectives- the Labor theory of Value and the falling rate of profit Keynesian C. Full Employment- Underemployment equilibrium D. Keynesian theory and policy Gandhian Perspectives - Gandhi on Socialism E. Economic Ideas- How Gandhi is different from Marx? F. Critiques of present development models-Gender G. Human rights and Ecology
Unit II	India's Economic Environment since Independence to Liberalizations: A. Planning Debate- The Bombay Plan, Sarvodaya Plan, People's Plan, B. The Mahalanobis Strategy, C. The Wage Good Model D. Planning Process and its focus areas E. Review of Five Year Plans F. Achievements and Failures-Green Revolution, G. Nationalization of Bank, H. Public Sector, I. Hindu Rate of Growth, J. PL 480 crisis K. GDP and its growth- India's GDP in Pre and Post Liberalizations. L. Sector wise contribution to India's GDP M. Inflation and its control in India
Unit III	Current India Economic Environment A. Structure of Indian Economy- Primary, Secondary and Tertiary B. Kuzents hypothesis on structural change C. Monetary Policy Environment- RBI's Monetary Policy and its Instruments D. CRR, SLR, Marginal Standing Facility Rate, Repo rate, Reverse Repo rate E. Present Fiscal Policy Environment- Fiscal Policy since 1991, FRBM Act

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	F. Investment Policies- Globalization, Liberalization and Privatization G. Agricultural policies- Plan Expenditure on Agriculture, Agricultural Prices, National Agricultural Policy 2009-2015 H. Poverty Alleviation Policies-Special focus on DBT I. India's Balance of Payments- Current Account and Capital Account
Textbooks / Reference Books:	• Development Economics by Debraj Ray. Oxford University Press • Choice of Techniques: An Aspect of the Theory of Planned Economic Development by Amartya Sen • Economy of Permanence by J C Kumarappa • Small is Beautiful by E F Schumacher • The Indian Economy-Poverty and Development by Pramit Chaudhuri (Reviewed by Michael Lipton) • History of Economic Thought- R R Paul. Kalyani Publishers Economy by Duttand Sundaram. • Economic Environment of Business (with Case Studies), by <u>Misra & Puri</u> (Author), Himalaya Publishing House, January 2018. • Economic Environment of Business, by Veena K. Paliwar, PHI, January 2012.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10×3 OR $6 \times 5 = 30$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	15 MCQs of 2 marks OR 15 VSAQs of 2 marks each based on all three units. (6×5 OR 15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester IV (Major 11 - Digital Marketing in Sports)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM4M11
Course Name	Digital Marketing in Sports
No. of Credits	04 (Theory 2 Credit & Practical 2 Credits)
Teaching Hours	30 + 60 = 90
Evaluation Scheme	40 (Semester End Examination – <i>Min passing marks - 20</i>) + 40 (Practical – <i>Min passing Marks - 20</i>) + 20 (Continuous Internal Examination – <i>Min passing marks - 10</i>) = 100 marks (<i>Min passing marks – 20 + 20 + 10 = 50</i>)
Group under NEP	Major

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scheme	
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Perform SWOT Analysis of Business for Digital Marketing.
CO 2	Undertake Performance Evaluation of digital marketing effort.
CO 3	Perform Search Engine Optimization (SEO) and Social Media Optimization (SMO).
CO 4	Evaluate Website Traffic Analysis report.
Syllabus: Contents Hours	
Unit I	A. Introduction to Digital Marketing B. Meaning of Digital Marketing C. Differences from Traditional Marketing D. Return of Investments on Digital Marketing vs. Traditional Marketing E. E Commerce F. Tools used for successful marketing G. SWOT Analysis of Business for Digital Marketing H. Meaning of Blogs I. Websites, Portal and Their Differences J. Visibility K. Visitor Engagement L. Conversion Process M. Retention, Performance Evaluation.
Unit II	A. Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, and Creating Display Campaigns. B. Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing, and Word press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools.
Unit III	A. Search Engine Marketing: Meaning and Use of Search Engine Marketing, Tools used — Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation, Website Traffic Analysis B. Affiliate Marketing and Ad Designing: Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing.
Practical	List of Practical (Any 8, Minimum 2 from each unit) Unit – I: Fundamentals of Digital Marketing 1. Introduction to Digital Marketing – Study basic concepts, scope, and evolution of digital marketing. 2. Comparative Study of Traditional and Digital Marketing – Identify key differences and advantages. 3. ROI Analysis: Digital Marketing vs Traditional Marketing – Evaluate investment returns using case examples. 4. Exploring E-Commerce Models – Examine types of e-commerce platforms and digital business operations.

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	5. Hands-on Practice with Digital Marketing Tools – Introduction to tools like Google Trends, Canva, Meta Business Suite, etc. 6. SWOT Analysis of a Business for Digital Marketing – Conduct SWOT analysis for a selected local or online business. 7. Creating and Managing Blogs – Develop a simple blog using WordPress or Blogger platform. 8. Understanding Websites, Portals, and Visitor Engagement – Compare structure, purpose, and engagement metrics. Unit – II: Search & Social Media Optimisation 9. On-Page and Off-Page SEO Optimization Techniques – Apply SEO methods for improving website ranking. 10. Creating and Managing Search & Display Campaigns – Design a Google Ads or demo search campaign. 11. Social Media Marketing Fundamentals – Explore marketing through Facebook, Instagram, and Twitter. 12. Creating a WordPress Blog for Social Media Integration – Build and connect blog with social media channels. 13. LinkedIn and Instagram Marketing Practice – Develop professional and visual marketing posts. 14. Social Media Analytics and Reporting – Use insights tools to track engagement and reach. Unit – III: Search Engine & Affiliate Marketing 15. Understanding Search Engine Marketing (SEM) – Explore Pay-Per-Click (PPC) and Google Ads concepts. 16. Creating Display Ads using Google Ads Tools – Design and test display ad mock-ups. 17. Website Traffic Analysis using Google Analytics – Analyze user visits, bounce rate, and conversions. 18. Email Marketing Campaign Design – Create sample email content and schedule using free tools. 19. Affiliate Marketing & Online Reputation Management – Understand affiliate programs and ORM basics. 20. Advertisement Designing and Evaluation – Use Canva or Adobe Express to create digital ad creatives.
Textbooks / Reference Books:	• Digital Marketing in Sports: Global Perspectives (World Association for Sport Management Series) Hardcover – Import, 10 November 2023, by <u>Brandon Mastromartino</u> (Editor), <u>James J. Zhang</u> (Editor). • Digital Marketing in Sports, Global Perspectives, Edited by <u>Brandon Mastromartino</u>, <u>James J. Zhang</u>, series <u>World Association for Sport Management Series</u>, 2023. • Digital Sport Marketing (English, Paperback, Seymour Alan), Publisher: Taylor & Francis Ltd. • Sports Marketing: A Practical Approach, by Larry Degaris, Vibrant Publication, 18 February 2015. • The 7 Pillars of Digital Marketing - Sports Edition: Following the 7 Core Principles to Unleash your Inner Genius, by Arman Roustia and Eduard Balaz, Vibrant Publication, 28 October 2019.

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**Evaluation Pattern:**

Sr. No.	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	MCQ on each unit with internal choice $20 \times 2 = 40$ Marks. (Total 21 MCQs, Best 20 will be evaluated.)	2 Practical on each unit total 6 practical, Best 20, best 4 will be evaluated. 4×10 Marks = 40 Marks	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks) Presentation / Viva-Voce (carry 10 marks)
	Total: 40 marks	Total: 40 marks	Total: 20 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
 Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester IV (Major 12 - Entrepreneurship Development)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM4M12
Course Name	Entrepreneurship Development
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	Major

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Pre-requisites for the course

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Course Outcomes: *The students will be able to:*

CO 1 Apply theory of Achievement Motivation to sports entrepreneurship.

CO 2 Generate business ideas.

CO 3 Formulate business plan.

CO 4 Undertake project appraisal.

Syllabus: Contents Hours

Unit I	A. Entrepreneurship : Concept, characteristic of successful entrepreneurs, Functions of an entrepreneur B. Role of Entrepreneurship in Economic Development C. Factors Impacting Emergence of Entrepreneurship (Barriers to entrepreneurship), manager vs. entrepreneur D. Forms of Business Ownership. E. Women Entrepreneurship : concept, problems and possible solutions, F. Types of Entrepreneurs, G. Theory of Achievement Motivation, H. McClelland's Experiments, I. Rural entrepreneurship, J. Tourism Entrepreneurship, K. Sports Entrepreneurship.
Unit II	A. Starting the venture : generating business idea – source of new ideas, methods of generating ideas, steps in setting up a small business enterprise B. Introduction to business plan C. Concept of business plan: need and use. D. Key elements of business plan E. Executive Summary F. Business Description G. Relevant information about the company, its legal form of operation H. Production Plan I. General Errors in Preparation of Business Plan.
Unit III	A. Concept of project appraisal: environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical / operational feasibility, financial feasibility; managerial competence. B. Functional plans: marketing plan – marketing research for the new venture, steps in preparing marketing plan, C. Financial plan – working capital, D. Performa income statement Performa cash flow, perform balance sheet, break even analysis.

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Textbooks / Reference Books:	• Entrepreneurship (6th Edition) – Robert D Hisrich, Tata McGraw Hill • Entrepreneurship: A Contemporary Approach – Kuratko, Thomson Learning Books • Small Scale Industries and Entrepreneurship (2003) – Vasant Desai, Himalaya Publishing House • Entrepreneurial Development – S.S. Khanka, S. Chand & Co., 2006. • Innovation and Entrepreneurship in Sport Management, by <u>Vanessa Ratten</u> (Editor), Edward Elgar Publishing Ltd (12 January 2021). • Entrepreneurship Development, Dr. K. Natarajan, Prof. E. Gordon, Himalaya Publishing House Pvt. Ltd.
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Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10 × 3 OR 6 × 5 = 30 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	6 Short Notes of 5 marks OR 15 VSAQs of 2 marks OR 15 MCQs of 2 marks each based on all three units. (6 × 5 OR 15 × 2 OR 15 × 2 = 30 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.		Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester IV (Major Elective 4A - Strategic Management)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM4ME4A
Course Name	Strategic Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 marks (Min passing marks – 30 + 20 = 50)

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Group under NEP scheme	Major Elective
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Define Value Management Office (VMO) for business enterprise.
CO 2	Undertake Industry and Competition Analysis.
CO 3	Apply Corporate Level Strategies.
CO 4	Define Strategy Implementation plan.
Syllabus: Contents Hours	
Unit I	A. Strategy – concept, relevance and benefits B. Strategic Management Process C. Levels of Strategy D. Approaches to Strategic Decision Making E. Strategic Intent – Vision, Mission F. Goals and Objectives G. Strategy and Corporate Governance. H. Strategy Formulation – concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal I. Industry and Competition Analysis.
Unit II	A. Corporate Level Strategies B. Stability Strategy – BCG portfolio model C. Generic strategies D. Expansion strategies – Ansoff Matrix E. Integration Strategies F. Diversification Strategies G. Cooperative Strategies H. Retrenchment Strategies I. Strategic Analysis and Choice.
Unit III	A. Strategy Implementation – Nature, barriers and inter relationship B. Structural Implementation C. Functional and Operational Implementation D. Behavioral Implementation E. Strategy Evaluation and Control
Textbooks / Reference Books:	• Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies. • Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, Vikas Publishing House. • Kachru, U. (2005). Strategic Management – Excel Books. • Strategic Management, by Dr. Pandi Selvi, Dr. M. Hemalatha, Thakur Publication Pvt. Ltd., Chennai, 2022. • Strategic Management (1st Edition), by C. B. Gupta, S Chand Publishing, 2024.

**Evaluation Pattern:**

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10×3 OR $6 \times 5 = 30$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	6 Short Notes of 5 marks OR 15 VSAQs of 2 marks OR 15 MCQs of 2 marks each based on all three units. (6×5 OR 15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.		Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester IV (Major Elective 4B - Sports Tourism)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM4ME4B
Course Name	Sports Tourism
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (Semester End Examination – <i>Min passing marks - 30</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 20</i>) = 100 marks (Min passing marks – 30 + 20 = 50)

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Group under NEP scheme	Major Elective
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand Characteristics of Sports Tourism Market.
CO 2	Plan Sports Tourism Events.
CO 3	Implement steps in destination branding.
CO 4	Understand commoditization of adventure tourism.
Syllabus: Contents Hours	
Unit I	Introduction to sports tourism A. Defining sports tourism B. Sports Tourism – The supply side; the sport industry; the sport tourism system. C. Opportunities & Challenges of providing sports tourism services. D. Sport Tourist – Behavior & Motivations. E. Characteristics of Sports Tourism Market. Organizing & Planning Sports Tourism Events A. What is a sports tourism event? B. Importance of research, C. Informal and formal assessment of need to host an event. D. Feasibility study; Considerations when planning the event; Values, Attitudes and lifestyles. E. Characteristics of Sport Tourist Destination areas. F. Setting and Location considerations' free v/s Paid admissions, Factors related to poor events.
Unit II	Sports Tourism Destination Branding & Marketing A. Defining Tourism destination B. 10 A's of successful destination, stake-holders in destination management C. Consumer behavior & segmentation – motivation for travel, destination selection, influence of destination images, travel purchase behavior process. D. Destination branding – positioning, image & branding approach, benefits of destination branding. E. Challenges of destination branding, steps in destination branding.
Unit III	Adventure Tourism & Sports Tourism Development A. What is adventure tourism; the commoditization of adventure tourism B. Importance of technological developments; the role of the guide. C. Sport locations, location hierarchies and tourism; sport tourism in built environment & in natural landscapes; studying tourist motivations; capitalizing on the influence of culture, place & identity through sport tourism. D. Building visitor experiences; recollection and visitor satisfaction; seasonal pattern and issues in sport tourism; nostalgia sport tourism
Activities	List of Activities UNIT – I: Introduction to Sports Tourism & Event Planning

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	Activity 1: Case Study on Sports Tourism Types and Trends ➤ Identify and classify different forms of sports tourism (event-based, active, nostalgia). ➤ Example: Study Olympic tourism or IPL tourism in India. Activity 2: Feasibility Study for a Sports Tourism Event ➤ Conduct a brief feasibility and need assessment for organizing a local sports event (e.g., marathon, cycling rally). ➤ Include research on venue, target tourists, local support, and sustainability. Activity 3: Analysis of Sport Tourist Behavior and Motivation ➤ Collect and analyze data (via questionnaire or interview) on what motivates people to travel for sports events. ➤ Present findings in a short report. UNIT – II: Sports Tourism Destination Branding & Marketing Activity 4: Comparative Study of Sports Tourism Destinations ➤ Compare two destinations (e.g., Rishikesh for rafting vs. Goa for water sports) based on the “10 A’s” framework (Attractions, Accessibility, Amenities, etc.). Activity 5: Develop a Destination Branding Plan ➤ Create a branding proposal for a city or region as a sports tourism hub. ➤ Include slogan, logo, positioning strategy, and key marketing messages. Activity 6: Consumer Behavior and Segmentation in Sports Tourism ➤ Identify different traveller segments (adventure seekers, cultural tourists, event spectators). ➤ Prepare a chart showing the motivations and travel patterns of each segment. UNIT – III: Adventure Tourism & Sports Tourism Development Activity 7: Field Visit / Virtual Tour to an Adventure Tourism Site ➤ Visit or research an adventure destination (e.g., paragliding in Bir-Billing, trekking in Himachal). ➤ Record tourist experiences, safety measures, and role of guides. Activity 8: Designing an Adventure Tourism Package ➤ Develop a 3-day sports or adventure tourism itinerary including activities, cost, and promotional plan. Activity 9: Report on Sports Tourism Sustainability and Seasonality ➤ Analyze how seasonal variations affect tourist flow and event organization. ➤ Suggest strategies for sustainable sports tourism development.
Textbooks / Reference Books:	• Introduction to Sports Tourism and Event Management, edited by M. Saayman- Institute for Tourism and Leisure Studies and Leis (December 31, 2001) • Sport Tourism Destinations: Issues, Opportunities and Analysis, edited by James E. S. Higham- Routledge (November 8, 2004) • Sports Tourism, By Chris Bull, Mike Weed - Routledge; 1 edition (May 23, 2012)

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- Sport Tourism Development, By Tom Hinch, James Higham - Channel View Publications; 2 edition (July 15, 2011)
- Sport Tourism In India, by Dr. Deepak Aggarwal (Author), Published by Saroj Books (1 January 2021)
- Sports Tourism, By: Ravindra Verma (Author), Publisher: Centrum Press, 2010.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	3 LAQ of 10 marks OR 6 SAQs of 5 marks each based on all three Units. (10×3 OR $6 \times 5 = 30$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	6 Short Notes of 5 marks OR 15 VSAQs of 2 marks OR 15 MCQs of 2 marks each based on all three units. (6×5 OR 15×2 OR $15 \times 2 = 30$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.		Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Master of Sports Management
Semester IV Research Project (Creation of New Game /
Innovation in Sports Management /Any other research in domain of Sports
Management)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

1. Post Graduates will apply **management principles, leadership skills, and strategic thinking** to effectively manage sports organizations, teams, events, and related enterprises.
2. Post Graduates will demonstrate **professional competence, ethical decision-making, innovation, and entrepreneurial capabilities** to address emerging challenges in the sports industry.
3. Post Graduates will contribute to the **development and promotion of the sports ecosystem** through effective communication, technology, data-driven decision-making, and socially responsible professional practices.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to-*

PSO 1: Demonstrate comprehensive knowledge of sports management principles—including marketing, finance, economics, and law—to effectively manage sports organizations, events, and facilities.

PSO 2: Apply analytical and managerial skills to solve real-world problems in the sports industry, incorporating ethical decision-making and strategic planning for organizational growth.

PSO 3: Integrate technology, data analytics, and research methodologies to enhance performance evaluation, sports marketing strategies, and evidence-based management practices.

PSO 4: Exhibit professional competence, leadership, and communication skills essential for teamwork, public relations, and stakeholder engagement in the sports domain.

PSO 5: Develop entrepreneurial abilities and innovative approaches to create new opportunities in sports business, event management, and fitness, recreation, and sports tourism sectors.

Program Code	MSM
Program Name	Master of Sports Management
Course Code	MSM4RP2
Course Name	Creation of New Game / Innovation in Sports Management /Any other research in domain of Sports Management

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No. of Credits	06 (Theory 1 credit & Practical 5 Credits)
Teaching Hours	15
Evaluation Scheme	100 marks (Min passing marks – 50)
Group under NEP scheme	Research Project
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Design new game using existing sports infrastructure.
CO 2	Design new versions of existing games.
CO 3	Design new rules to existing games.
CO 4	Combine multiple games to create new game.

Unit 1:

Introduction to Sports Research and Innovation

- Meaning and scope of research in sports management.
- Importance of creativity and innovation in sports development.
- Emerging trends in sports management, event organization, and game modification.

Idea Generation and Game Concept Design

- Identifying needs and opportunities for new games or formats.
- Brainstorming and concept mapping techniques.
- Designing rules, playing area, equipment, and safety measures.
- Case studies: T20 cricket, 3x3 basketball, e-sports, adventure games.

Expectations from students:

The purpose of this Research Project is to bring in innovation in the current sports/games domain. The student is expected to apply creative thinking and design new games as per the above COs.

Evaluation:

The evaluation at the semester-end examination will depend on the presentation of the student on the innovation and creation. The credit will be given to the proof of concept and feedback from sports persons and the public at large. The rationale of the innovation, the impact of innovation on individuals and society, must be measured and documented clearly.

Rubric:

The project supervisor, nominated by the Principal, shall use a suitable rubric based on the innovation proposed by the students. The sample rubric is given below.

Criteria	Description	Marks	Evaluation Indicators / Rubrics
1. Problem Identification & Rationale	Clarity in identifying the problem or gap in existing sports/game formats; rationale and relevance of the innovation.	10	- Clearly defines the research problem. - Explains why innovation is needed. - Relates to current trends or issues in sports management.

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Criteria	Description	Marks	Evaluation Indicators / Rubrics
2. Creativity & Originality of Idea	Novelty and originality in the concept, design, or modification of a sport/game.	20	- Demonstrates innovative thinking. - Avoids duplication. - Introduces new rules, formats, or engagement methods.
3. Design & Development (Proof of Concept)	Quality of design, planning, and implementation of the new game or sports model.	25	- Logical structure of rules and gameplay. - Safety, fairness, and inclusivity ensured. - Prototype/playable version demonstrated.
4. Research Methodology & Data Collection	Use of appropriate research tools and systematic collection of feedback from players/public.	15	- Uses observation, surveys, or testing effectively. - Documents process and participant responses. - Ensures ethical practices.
5. Analysis, Findings & Impact Assessment	Quality of analysis and clarity in demonstrating the innovation's impact on individuals or society.	15	- Interprets results logically. - Shows measurable benefits (e.g., enjoyment, fitness, inclusivity). - Links innovation to social or community value.
6. Presentation & Documentation	Organization, clarity, and creativity in report writing, visuals, and oral presentation.	10	- Clear, professional report structure. - Effective use of visuals/tables. - Confident oral/poster presentation.
7. Feedback Integration	Incorporation of feedback from sports persons, faculty, or public participants to refine the game/idea.	5	- Demonstrates reflection and improvement. - Shows willingness to adapt ideas based on feedback.
	Total	100	

Note: Students can pursue any other research in the domain of sports Management that may involve innovation.

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