

# **ACADEMIC CURRICULA**

**POSTGRADUATE DEGREE PROGRAMME  
(REGULATIONS 2023)**

**MASTER OF BUSINESS ADMINISTRATION  
(SPORTS MANAGEMENT)**

**Two Years (Full-Time)**

**Learning Outcome based Curriculum Framework (LOCF)**

**Academic Year 2023 – 2024**



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)**

**Faculty of Management**

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

<b>Serial Number</b>	<b>Contents</b>	<b>Page Number</b>
1	Department Vision Statement	1
2	Department Mission Statement	1
3	Program Educational Objectives(PEO)	1
4	Program Outcomes (PO)	2
5	Program Specific Objectives(PSO)	2
6	Mapping of POs with the PEOs	2.1
7	POs and Graduate Attributes	2.2
8	Course Category based Paper	3
9	PG Program Structure (Total Credits:102)	4
10	Implementation Plan - LOCF	6

**Vision Statement:**

To be a renowned Business School in Asia that impacts Business, Society and Environment

**Mission Statement:**

Advancing knowledge and practice through research, innovation and collaboration for the progress of students and to positively impact the stakeholders, business, community and environment

Faculty of Management, KTR campus is committed to be a transformational leader in

- Advancing knowledge through Teaching, Research and Institutional Services
- Developing well-structured innovative programs and extraordinary experiences that help students succeed in attaining their career goals
- Creating value through collaborative minds that could ethically and positively impact the business, community and the environment
- Sustaining collegiate environment that employs Innovative and best practices that contributes to the institutional development and growth

**Program Educational Objectives:**

1. To understand the Indian sports landscape.
2. To understand the challenges of managing sports in India.
3. Acquiring knowledge of world-class solutions to sports management issues.
4. Being able to apply relevant management concepts and frameworks to sport management

**Program Outcomes:**

- Direct involvement in sporting culture.
- Students will be able to demonstrate their ability to apply ethical principles in the workplace.
- Students will be able to demonstrate the fundamental knowledge and comprehension of the sport management profession's fundamental principles.
- Students will possess the capacity for critical thinking, creative problem-solving, and quantitative analysis will be demonstrated by students.
- Students will be able to demonstrate their ability to collaborate and communicate effectively orally and in writing.
- Students will be able to identify and practice the ethical issues for management decisions
- Students will be able to combine athleticism with control skills by highlighting a solid career in the business
- Taking on the responsibilities of a professional sports manager while successfully engaging in the hospitality industry

**Program Specific Objectives:**

- Application of multidisciplinary knowledge comprising of finance, operations, system, marketing and human resources management to integrate sports management (PSO-1)
- Usage of business metrics to evaluate sports projects to develop growth strategies in sports industry (PSO-2)
- Authorize the students to innovate and execute the sports management related business idea during the challenging business situation (PSO-3)

## Mapping of POs with the PEOs

<b>PO #</b>	<b>Key Deliverables</b>	<b>Be critical Thinkers and Business thought leaders</b>	<b>Collaborate to innovate and enterprise with diverse multi-cultural teams</b>	<b>Make Responsible Decisions that positively impacts all Stakeholders</b>	<b>Nurture personal growth and career success</b>
PO 1	Proficiency in Domain Knowledge & fluent Communication	Yes			Yes
PO 2	Data-driven Decisions	Yes		Yes	
PO 3	Objective Collaboration		Yes		Yes
PO 4	Strategic abilities	Yes	Yes	Yes	Yes
PO 5	Professional Competency	Yes	Yes	Yes	Yes
PO 6	Technological agility		Yes	Yes	
PO 7	Ethically Sensitive & Stakeholder conscious			Yes	Yes
PO 8	Learner Centeredness	Yes			Yes
PO 9	Entrepreneurial Skills	Yes			

## POs and Graduate Attributes

<b>PO #</b>	<b>PO Statements</b>	<b>Graduate Attributes</b>
PO 1	Ability to articulate the domain knowledge to achieve organizational and individual goals	<ul style="list-style-type: none"> <li>• Knowledge of Business, Management and Emerging Technologies</li> <li>• Proficient Communication</li> </ul>
PO 2	Ability to foster Critical-thinking, analytical ability, and data driven decisions making skills	<ul style="list-style-type: none"> <li>• Research and Business Intelligence</li> <li>• Problem Solving and Decision Making</li> </ul>
PO 3	Ability to Collaborate for organizational development and growth	<ul style="list-style-type: none"> <li>• Understanding and respecting diversity, pluralistic societies and other cultures</li> <li>• Global perspective</li> </ul>
PO 4	Ability to recognize the organizational ecosystem to formulate strategies, sustainable systems and structures	<ul style="list-style-type: none"> <li>• Strategic abilities</li> </ul>
PO 5	Ability to integrate functional knowledge with leadership skill to solve business problems with agility.	<ul style="list-style-type: none"> <li>• Professional Competency</li> </ul>
PO 6	Ability to demonstrate technological proficiency	<ul style="list-style-type: none"> <li>• Technological agility</li> <li>• Information Literacy</li> </ul>
PO 7	Identify and practice the ethical issues management decision	<ul style="list-style-type: none"> <li>• Social and civic responsibilities relating to the environment and the society</li> <li>• Ethically Sensitive &amp; Stakeholder conscious</li> </ul>
PO 8	Create Life-long learning environment for enhancing career and commitment towards stakeholders	<ul style="list-style-type: none"> <li>• Self-reflection and lifelong learning</li> <li>• Skills in variety of fields of employment</li> </ul>
PO 9	Conceptualize, Evaluate and execute entrepreneurial opportunities and associated risks	<ul style="list-style-type: none"> <li>• Skills in entrepreneurial development</li> <li>• Risk Management</li> </ul>

**PG Program Structure : (Total Credits : 102)**

**1. Professional Core Courses (C) 11 Courses**

Course Code	Course Title	L	T	P	C
MBS23101T	Economics for Sports Managers	3	0	0	3
MBS23102T	Finance in Sports	3	0	0	3
MBS23103T	Introduction to Sports Management and Science	3	0	0	3
MBS23104T	Introduction to Sports Technology	3	0	0	3
MBS23105T	Sports Marketing and Communication	3	0	0	3
MBS23201T	Organizational Behaviour and Human Resource Management in Sports	4	0	0	4
MBS23202T	Sports Facility Management and Operations	3	0	0	3
MBS23203T	Project Management in Sports	4	0	0	4
MBS23301T	Rise of E-Sports	3	0	0	3
MBS23305T	Research Methodology in Sports Management	3	0	0	3
MBS23306T	Evolution of Olympics	4	0	0	4
<b>Total Learning Credits</b>					<b>36</b>

**4. Discipline Specific Elective Courses (DSEC) 6 Courses**

Course Code	Course Title	L	T	P	C
MBS23107T	Sports Ethics and Integrity	2	0	0	2
MBS23108T	Law, Ethics, and Compliance in Sports	3	0	0	3
MBS23109T	Strategic Management in Sports	3	0	0	3
MBS23204T	Sports Event Management and Administration	3	0	0	3
MBS23304T	Advanced Topics in Sports Management	3	0	0	3
MBS23401L	Advanced Seminar presentation (Practical)	0	0	8	4
<b>Total Learning Credits</b>					<b>18</b>

**8. Industry Collaborative Courses (ICC) 3 Courses**

Course Code	Course Title	L	T	P	C
MBS23308L	Immersion Trips and Industry Visits (Sports Goods Company)	0	0	6	3
MBS23309L	Summer Internship	0	0	8	4
MBS23403L	Capstone Project	0	0	20	10
<b>Total Learning Credits</b>					<b>17</b>

**2. Analytical Skills Enhancement Courses (ASEC) 3 courses**

Course Code	Course Title	L	T	P	C
MBS23106T	Sports Informatics and Analytics	3	0	0	3
MBS23307L	Community Wellness and Yoga (Practical)	0	0	4	2
MBS23208L	Business Intelligence for Sports Professionals (Practical)	0	0	4	2
<b>Total Learning Credits</b>					<b>7</b>

**3. Soft Skills Enhancement Courses (SSEC) 1 Course**

Course Code	Course Title	L	T	P	C
MBS23209L	Personal Effectiveness and Relation Leadership (Practical)	0	0	4	2
<b>Total Learning Credits</b>					<b>2</b>

**5. Entrepreneurial Skills Enhancement Core Courses (ESECC) 2 Course**

Course Code	Course Title	L	T	P	C
MBS23206T	Sports Business and Leadership	3	0	0	3
MBS23302T	Sports Entrepreneurship and Sustainability	4	0	0	4
<b>Total Learning Credits</b>					<b>7</b>

**6. Ability Enhancement Courses (AEC) 2 Courses**

Course Code	Course Title	L	T	P	C
MBS23110L	Participative Learning (Practical)	0	0	2	1
MBS23402L	Project Sports Meet (Conducting Sports Event)	0	0	8	4
<b>Total Learning Credits</b>					<b>5</b>

**7. Social Responsibility and Professional Core Courses (SRPCC) 3 course**

Course Code	Course Title	L	T	P	C
MBS23205T	Strategic Design Thinking and Management in Sports	3	0	0	3
MBS23303T	Sustainable Sports Organization	3	0	0	3
MBS23207T	Data Interpretation for Sports Professionals	4	0	0	4
<b>Total Learning Credits</b>					<b>10</b>

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF MANAGEMENT**  
**MBA IN SPORTS MANAGEMENT**

Se m	S.N o	Subject Code	Course Title	L	T	P	C
			<b>SEMESTER - I</b>				
1	1	<b>MBS23101T</b>	Economics for Sports Managers	3	0	0	3
1	2	<b>MBS23102T</b>	Finance in Sports	3	0	0	3
1	3	<b>MBS23103T</b>	Introduction to Sports Management and Science	3	0	0	3
1	4	<b>MBS23104T</b>	Introduction to Sports Technology	3	0	0	3
1	5	<b>MBS23105T</b>	Sports Marketing and Communication	3	0	0	3
1	6	<b>MBS23106T</b>	Sports Informatics and Analytics	3	0	0	3
1	7	<b>MBS23107T</b>	Sports Ethics and Integrity	2	0	0	2
1	8	<b>MBS23108T</b>	Law, Ethics, and Compliance in Sports	3	0	0	3
1	9	<b>MBS23109T</b>	Strategic Management in Sports	3	0	0	3
1	10	<b>MBS23110L</b>	Participative Learning (Practical)	0	0	2	1
			Total Credits				<b>27</b>
			<b>SEMESTER-II</b>				
2	11	<b>MBS23201T</b>	Organizational Behaviour and Human Resource Management in Sports	4	0	0	4
2	12	<b>MBS23202T</b>	Sports Facility Management and Operations	3	0	0	3
2	13	<b>MBS23203T</b>	Project Management in Sports	4	0	0	4
2	14	<b>MBS23204T</b>	Sports Event Management and Administration	3	0	0	3
2	15	<b>MBS23205T</b>	Strategic Design Thinking and Management in Sports	3	0	0	3
2	16	<b>MBS23206T</b>	Sports Business and Leadership	3	0	0	3
2	17	<b>MBS23207T</b>	Data Interpretation for Sports Professionals	4	0	0	4
2	18	<b>MBS23208L</b>	Business Intelligence for Sports Professionals (Practical)	0	0	4	2
2	19	<b>MBS23209L</b>	Personal Effectiveness and Relation Leadership (Practical)	0	0	4	2
			Total Credits				<b>28</b>
			<b>SEMESTER-III</b>				
3	20	<b>MBS23301T</b>	Rise of E-Sports	3	0	0	3
3	21	<b>MBS23302T</b>	Sports Entrepreneurship and Sustainability	4	0	0	4
3	22	<b>MBS23303T</b>	Sustainable Sports Organization	3	0	0	3
3	23	<b>MBS23304T</b>	Advanced Topics in Sports Management	3	0	0	3
3	24	<b>MBS23305T</b>	Research Methodology in Sports Management	3	0	0	3
3	25	<b>MBS23306T</b>	Evolution of Olympics	4	0	0	4
3	26	<b>MBS23307L</b>	Community Wellness and Yoga (Practical)	0	0	4	2
3	27	<b>MBS23308L</b>	Immersion Trips and Industry Visits (Sports Goods Company)	0	0	6	3
3	28	<b>MBS23309L</b>	Summer Internship	0	0	8	4
			Total Credits				<b>29</b>

				<b>SEMESTER-IV</b>			
4	29	<b>MBS23401L</b>	Advanced Seminar presentation (Practical)	0	0	8	4
4	30	<b>MBS23402L</b>	Project Sports Meet (Conducting Sports Event)	0	0	8	4
4	31	<b>MBS23403L</b>	Capstone Project	0	0	20	10
			Total Credits				18
			<b>Overall Credits</b>				<b>102</b>

Course Code	MBS23101T	Course Name	Economics for Sports Managers	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>	<b>Program Outcomes (PO)</b>
<b>CO-1:</b>	<i>Understand the value of sports in the economic perspectives</i>	1	1
<b>CO-2:</b>	<i>Remember the practices followed in sports organizations to obey the policies</i>	2	2
<b>CO-3:</b>	<i>Apply the insight on ways in supply of sports participation</i>	3	3
<b>CO-4:</b>	<i>Analyze the market to build scope for professional sports</i>		
<b>CO-5:</b>	<i>Create the awareness of economics of sports events</i>		

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>	<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>	1	2	3	4	5	6	7	8	9	10	11	12
<b>CCLR-1:</b>	<i>To provide knowledge on sports and gain the demand of economics of sports</i>	1	75	65	3											
<b>CCLR-2:</b>	<i>To learn the theories and practices associated with policies followed by sports organization</i>	2	70	65		3				2	3					
<b>CCLR-3:</b>	<i>To know the sports events and participation in different major leagues</i>	3	70	60							3	2	3			
<b>CCLR-4:</b>	<i>To understand the market demand or professional sports and career development</i>	2	70	65				3			2		3			
<b>CCLR-5:</b>	<i>To make the decisions in the aspects of economics and sports</i>	3	70	60							2	3	2			

<b>Duration(hour)</b>	6		6		6			6			6		
<b>S-1</b>	SLO-1	Introduction to Sports	Nature and types of sports organizations	Sports participation	Transition to Professionalism			Sports Events					
	SLO-2	Economic in Sports	Economic significance of sport	Structure of supply	Sports Club, Formalization			Major International sports events					
<b>S-2</b>	SLO-1	Economic value of the sport sector	Economic Organization in Sport	Public sector (Sports Policy and Provision)	Sports Competitions			Investment decision					
	SLO-2	Sport Economic Methodology	Sports Organizations in India	Sports policy of India	Theoretical issues								
<b>S-3</b>	SLO-1	Sports Psychology	Evidence on Sports Environment	Economic Rationale for Public policy	Professional team sports			Rationale, multiplier					
	SLO-2	Experimental, Psychometric, multivariate correlational, meta-analytic, idiosyncratic and qualitative approach	Importance of research in sporting environment	Economic Efficiency	Demand, issues And Evidence			Types of sports Event					
<b>S-4</b>	SLO-1	Core Economic Model in Sports	Public Policy, Sports Policy	Equity, Mechanism to promote participation	League Sports			Duration, scale of impacts					
	SLO-2	Perfect Competition and Efficient	Government bodies	Gender equality in sports	Major league sports			Economic Activity					
<b>S-5</b>	SLO-1	Resource allocation in Sports	Event Participation	Private sector	Nature of Uncertainty of outcome			Impact					
	SLO-2	Positive Economics and Normative Economics	Mass Participation	Market structure, pricing	Uncertainty of outcome hypothesis			Sports marketing and the economy					
<b>S-6</b>	SLO-1	Market failure & Major problems in Sports	Historic and current policy in Sport	Informal Participation	Competitive Balance & Measurement of competitive balance			Empirical Evidence					
	SLO-2	Limitation to policy & Empirical framework for sports	Changing emphases and values	Element of Game theory	Broadcast Demands			Economic factors of sports					

<b>Learning Resources</b>	1. Paul Downward, Sports economics: Theory, Evidence and policy, Elsevier sabre Foundation, 2015.	4. A Research Agenda for Sport Management; David shilbury, 2022.
	2. Dennis Coates, Sports Economics, Management policy, Springer, 2022	5. A Modern guide to sports Economics, Ruud H. koning, Stefan kesenne, 2021.
	3. Sergiy Butenko, Optimal Strategies in sports Economics and Management, Springer, 2010	6. Historical perspectives on Sports Economics, John k. Wilson, 2019.
		7. The economics of competitive Sports, Placido Rodriguez, 2015.

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	40		40		20		20		20		20	
Level 3	Apply					20		40		20		20	
Level 4	Analyze					40		20		40		20	
Level 5	Evaluate												
Level 6	Create	20				20						20	
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA-4-Class participation

CLA-5-Model examination

CLA-4can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	DR. Anbu – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Krishnaraj – Professor

Course Code	MBS23102T	Course Name	Finance in Sports	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
<b>CO-1:</b>	<i>Remember about how a league structure is formed.</i>	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<b>CO-2:</b>	<i>Understand the finance practices followed in sports.</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
<b>CO-3:</b>	<i>Apply the insight on ways which help for financial accountability.</i>															
<b>CO-4:</b>	<i>Analyze the behavior of sports person in finance management</i>															
<b>CO-5:</b>	<i>Apply the financial management in sports.</i>															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3
<b>CCLR-1:</b>	<i>To provide knowledge on application of financial management in sports</i>	1	75	65												
<b>CCLR-2:</b>	<i>To learn the theories and practices associated with finance in sports</i>	2	70	65												
<b>CCLR-3:</b>	<i>To know the aspects of finance in sports</i>	3	70	60												
<b>CCLR-4:</b>	<i>To understand Functions, Emerging trends and financial disruptive forces</i>	2	70	65												
<b>CCLR-5:</b>	<i>To learn the Financial Challenges and Risk management</i>	3	70	60												

<b>Duration(hour)</b>	6	6	6	6	6
<b>S-1</b>	SLO-1	Introduction	Introduction	Introduction	Introduction
	SLO-2	concept of sports economics	Emerging trends and financial disruptive forces	Financial management	Financial accountability and analysis - 1
<b>S-2</b>	SLO-1	Importance and significance	Functions	Application of financial management in sport	Financial accountability and analysis - 2
	SLO-2	professional team sport	Revenue generation	Time value of money	Financial planning – 1
<b>S-3</b>	SLO-1	market structure	Cost structure	Capital Budgeting	Financial planning – 2
	SLO-2	Types of market structure	Holistic performance management	Debt financing	purchasing and inventory management - 1
<b>S-4</b>	SLO-1	league structure	interpretation of annual reports	equity financing	purchasing and inventory management - 2
	SLO-2	Types of league structure	Financial statements	Feasibility studies	understanding the revenue streams - 1
<b>S-5</b>	SLO-1	uncertainty of outcome	Ownership structure	Economic impact analysis - 1	understanding the revenue streams - 2
	SLO-2	competitive balance	governance and regulation	Economic impact analysis - 2	licensing and branding
<b>S-6</b>	SLO-1	models of professional team sport	Financial rise in private equity	valuation	Financial accountability and planning for development
	SLO-2	profit maximization & Utility maximization	regulation reforms	Facility financing	Commercial and Corporate sponsorships

<b>Learning Resources</b>	1. Sawyer, T. H., Hypes, J. A., Hypes, M. G., & Sawyer, T. L. (2017). Financing the sport enterprise. Sagamore Publishing. 2. Brown, M. T., Rascher, D. A., McEvoy, C. D., & Nagel, M. S. (2021). Financial Management in the Sport Industry. Routledge.	3. Plumley, D., & Wilson, R. (2022). The Economics and Finance of Professional Team Sports. Routledge.
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<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA –4-Class participation

CL-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Velmurugan, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Shanmuga Priya, Assistant Professor

Course Code	MBS23103T	Course Name	Introduction to Sports Management and Science	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
<b>CO-1:</b>	<i>Understand the sports management environment scenario and intervention of the government.</i>	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<b>CO-2:</b>	<i>Remember the sports management principles and the influence of structure in sports management.</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
<b>CO-3:</b>	<i>Understand the governance models and the drivers for change regarding sports management.</i>															
<b>CO-4:</b>	<i>Analyze the cultural complexities in sports and measures to overcome it.</i>															
<b>CO-5:</b>	<i>Create a performance management model.</i>															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>															
<b>CCLR-1:</b>	<i>To provide knowledge on the development and the current scenario of sports management.</i>	1	75	65	3											
<b>CCLR-2:</b>	<i>To learn the principles and strategies of sports management.</i>	2	70	65		3								2		3
<b>CCLR-3:</b>	<i>To know how sports management is being governed and the various rules attached to it.</i>	3	70	60							3	2	3			
<b>CCLR-4:</b>	<i>To understand the cultural aspects and complexities in sports and measures to rectify them.</i>	2	70	65	2		3						3			
<b>CCLR-5:</b>	<i>To learn recent trends in performance management and how to create a performance management model.</i>	3	70	60							2	3	2			

<b>Duration(hour)</b>	6		6		6			6			6		
<b>S-1</b>	SLO-1	Introduction to Sports Management	Introduction to Sport management principles	Introduction to sports management principles	Introduction to sports management governance	Introduction to Cultural complexities	Sports and performance						
	SLO-2	Unique features of sports	Why undertake Strategic management	Corporate and Non-profit aspects	Culture proof sports management	Common trends and practices in performance management							
<b>S-2</b>	SLO-1	The role of the State in Sport development	Strategy analysis of sports management	Sports governance structural elements	Mapping sports organization culture	Challenges in performance management							
	SLO-2	Reasons for State intervention	Direction of sports management principles	Governance models	Subcultures and sport	Performance measures							
<b>S-3</b>	SLO-1	Extent form of State intervention	Formulation of sports management principles	Board staff relationship	Diagnosing and managing organizational culture	Sports circuits & Issues in sports sector							
	SLO-2	Regulation and Control	Implementation & Evaluation of sports management principles	Performance management	Changing organizational culture with mapping	Outcomes of sports sector							
<b>S-4</b>	SLO-1	Governing bodies of sport	Challenges of sports management	Balanced scorecard approach	Challenges for sport managers	Funding sources for sport							
	SLO-2	Player Management	Structural models	Risk, uncertainty and performance	Business & Sub cultures	Reshaping the trends effecting sports							
<b>S-5</b>	SLO-1	Ownership & Outcomes	Influence of structure in sports management	What drives sport organizations to change	Input output approach to performance management	General Management Approaches							
	SLO-2	Circuits of promotion	Essentials of human resource management	Drivers for change in governance	Measures: Longitudinal or comparative	Voluntary Implications & Delegation							
<b>S-6</b>	SLO-1	Sports club environment	Sports specialty & Sports media relationship	The Broadcast rights in the National football league	Measurement: from global to local	The leading teams' phenomenon							
	SLO-2	Managing Safety: Lifesaving clubs and lifeguard associations	Anchors Away: The east coast lifestyle branding story	Governance reform in Australian Football: A perennial challenge	Portsmouth Football club and the USA Girl Scout Movement	In the spotlight: sport's public performance							

<b>Learning Resources</b>	1. Hoye, R., Westerbeeck, H., & Smith, A. (2016). <i>Sports management: Principles and applications</i> . Elsevier Butterworth-Heinemann.	4. Housh, T., Housh, J., Johnson, O. (2017). <i>Introduction to Exercise Science</i> . (5 <sup>th</sup> Edition). Routledge
	2. Watt, D. C. (2011). <i>Sports management and administration</i> . Routledge.	5. Hoye, R. (2018). <i>Sports Management: Principles and Application</i> . (5 <sup>th</sup> Edition). Routledge
	3. Gillentine, A., & Crow, R. B. (2022). <i>Foundations of Sport Management</i> . Fit Publishing.	

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply												
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create					40		40		20		20	
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA-4-Class participation

CLA-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Vijay Raja, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Mohana Krishnan, Director - Sports

Course Code	MBS23104T	Course Name	Introduction to Sports Technology			Course Category	PCC	Professional Core Course				L	T	P	C			
												3	0	0	3			
<b>Pre-requisite Courses</b>		<b>Co-requisite Courses</b>		<b>Progressive Courses</b>														
<b>Course Offering Department</b>		<b>MBA</b>		<b>Data Book/Codes/Standards</b>														
<b>Course Learning Rationale (CLR):</b>		<i>The purpose of learning this course is to</i>			<b>Learning</b>			<b>Program Outcomes (PO)</b>										
<b>CO-1:</b>	Remember how sports technologies are improved.			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<b>CO-2:</b>	Understand the importance and scope of sports management and their technologies			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
<b>CO-3:</b>	Apply the insight on ways in which technologies of sports promote innovations																	
<b>CO-4:</b>	Analyze the impact of sports technologies and their management for future innovations																	
<b>CO-5:</b>	Apply how to promote advanced research makes it very effective for sports management																	
<b>Course Outcomes (CO):</b>	at the end of this course, learners will be able to:																	
<b>CCLR-1:</b>	To provide knowledge on sports technologies and management.			1	75	65	3											
<b>CCLR-2:</b>	To learn the different technologies & trends and their innovations			2	70	65		3				2	3					
<b>CCLR-3:</b>	To know the aspects of future emerging trends of sports management			3	70	60						3	2	3				
<b>CCLR-4:</b>	To understand the impact and sustainable sports improvements and their advancements			2	70	65			3			2		3				
<b>CCLR-5:</b>	To learn the overall perspectives on sports management education			3	70	60						2	3	2				
<b>Duration (hour)</b>	6		6		6			6			6							
<b>S-1</b>	SLO-1	Introduction – What is Technology in Sports	What is Instrumentation Technology	What is Sustainable Design	Convoluted History of Determination in Sport			3D Printing Technologies										
	SLO-2	Advantages and Disadvantages	Importance of instrumentation Technology	Sustainable sports engineering	Scope and its impact on sports			Important objectives for sports management										
<b>S-2</b>	SLO-1	Technological Enhancement	Instrumentation of Sports Equipment	Sustainable Design of Sports Products	Finding a Way Forward with Current Technologies			Major principles of sports management										
	SLO-2	Importance of technology in sports performances	Smart Devices and Technologies for Sports Equipment	Sustainable Manufacturing of Sports Products	Emerging Technologies			Nature & functions of sports management										
<b>S-3</b>	SLO-1	Integration of Technology in Sporting Practice	Smart Devices and Technologies for Sports Equipment	Technology to Manage Sports in	Sports technology trends and innovations			Global perspectives on sports management education										
	SLO-2	Actor Network of Doping	Apparel & protection equipment	Summer Mobility Sports	Improvements in sports technologies in current situation			Bionic Vision Technology										
<b>S-4</b>	SLO-1	Actor Network of Doping	Sports implements & sports balls	Design of racing bicycles, Sports wheelchair technologies	How Emerging Technologies are Reframing Sport			Blood Doping Technology										
	SLO-2	Sports developments and advancements	Sports surface & facilities	Mountain bike and rowing equipment technology	Digital & Social media transformation in sports			Molecular Communication Technology										
<b>S-5</b>	SLO-1	Sports developments and performances	Instrumentation of Athletes	Winter Mobility Sports	Advantages in Digital & Social media transformation in sports			Artificial Intelligence for Sport Officiating										
	SLO-2	Integration of Science	Technologies in Exertion Games	Cross Country Ski technology	Disadvantages in Digital & Social media transformation in sports			Advanced research on sport management										
<b>S-6</b>	SLO-1	Technology into Sports Training	Technologies in Exertion Games	Snowboard technology	Future Role of Paralympics in “Rebuilt Bodies”			Case Study I										
	SLO-2	Medicine into Sports Training	Sports technology & engineering	Ice Hockey stake design & performance	The future of sports technology			Case Study II										
<b>Learning Resources</b>	1. M. R. Dhinu. (2018). <i>Sports technology: physical Education Textbook</i> 2. Prof. Jaswinder Singh Brar. (2020). <i>Sports Technology</i> (M. P. Ed New Syllabus)			4. Chris Brady, Karl Tuyls & Shayegan Omid shafiei. (2022). <i>AI for Sports</i> (Routledge Taylor & Francis Group)														

3. Franz Konstantin Fuss, Alexander Subic & Martin Strangwood. (2015). Routledge Handbook of Sports technology & engineering	5. Veronika Tzankova & Michael Filimowicz. (2022). Interactive Sports Technologies: Performance, Participation & Safety
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<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50%weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-CycleTest                      CLA-2-Surprise Test                      CLA-3-MiniProject                      CLA –4-Class participation                      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. G. Kumar, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Dr. Vijay Raja, Assistant Professor

Course Code	MBS23105T	Course Name	Sports Marketing & Communication	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>														
<b>CO-1:</b>	<i>understand identification sports marketing and strategies</i>	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
<b>CO-2:</b>	<i>apply marketing strategies in the current scenario of sports</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBP)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea			
<b>CO-3:</b>	<i>analyze an era of sports marketing and uncertainty</i>				3	2	3												
<b>CO-4:</b>	<i>understand the international brand and its management</i>								3										
<b>CO-5:</b>	<i>create more sales and promotion opportunities in sports</i>																		

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>					
<b>CCLR-1:</b>	To provide knowledge on sport marketing and strategies	1	75	65		
<b>CCLR-2:</b>	To learn the theories and practices associated with sports marketing and uncertainty	2	70	65		
<b>CCLR-3:</b>	To know the implementation of marketing strategy	3	70	60		
<b>CCLR-4:</b>	To understand the international brand and values	2	70	65		
<b>CCLR-5:</b>	To analyze more sales and promotion opportunities in sports	3	70	60		
<b>Duration(hour)</b>	6	6	6	6		
<b>S-1</b>	SLO-1	Introduction to Sports Marketing	Introduction	Introduction	Introduction	Introduction
	SLO-2	Defining Sports marketing	Key drivers & trends revisited	strategy defined	Building sports brands	Defining sales management
<b>S-2</b>	SLO-1	strategic sport	Shifting sands within revenue system	Benefits and limitations	Internationalization of sports brands as teams	Recruitment
	SLO-2	marketing planning process	potential threats	strategy development and formulation	sponsorship and branding	selection
<b>S-3</b>	SLO-1	understanding sport consumers	Existing business model	strategic market planning process	Impact of 2008 summer Olympics on Beijing's and china image	training of sales personnel
	SLO-2	sport market research and strategy	managing media rights	Mission statements and values	economic impact and regulation	Motivating sales force
<b>S-4</b>	SLO-1	sport brand and products	Relationship between Fans and stakeholders	PESTEL analysis and appraisal	manufacturers of equipment	Compensating sales force
	SLO-2	sport and pricing techniques	Technology and its impact on sport	SWOT analysis	neo-marketing approach	Integrated marketing communication
<b>S-5</b>	SLO-1	media distribution	changing consumption patterns	competitive positioning	Branding and Ethic	Advertising strategy
	SLO-2	sport sponsorship	Confluence of sport	Developing core marketing strategy	Internet and Social media branding	promotional media and tools
<b>S-6</b>	SLO-1	Future trends	Future trends and developments in sport sector	Evaluation and control	Graphic design in branding	affinity measures
	SLO-2	service quality and satisfaction.	wearables	Case studies/Guest lectures	case study/guest lectures	broadcast sponsoring

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Karg, A., Shilbury, D., Westerbeeck, H., Funk, D. C., &amp; Naraine, M. L. (2022). <i>Strategic sport marketing</i>. Routledge.</li> <li>Ennis, S. (2020). <i>Sports marketing: A global approach to theory and Practice</i>. Palgrave Macmillan.</li> </ol>	<ol style="list-style-type: none"> <li>Desbordes, M., &amp; Richelieu André. (2014). <i>Global Sport Marketing: Contemporary Issues and Practice</i>. Routledge</li> </ol>
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		<b>Learning Assessment</b>											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember												
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create	40		60				20		20		20	
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-CycleTest

CLA-2-Surprise Test

CLA-3-MiniProject

CLA-4-Class participation

CLA-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Yaseen Maswood, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Senthil Kumar, Professor

Course Code	MBS23106T	Course Name	Sports Informatics & Analytics	Course Category	ASEC	Analytical Skills Enhancement Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

Course Learning Rationale (CLR):		The purpose of learning this course is to			Learning			Program Outcomes (PO)											
CO-1:		1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-1:	Remember about how people Specialized knowledge and skills for research, and/or professional practice, and/or further learning																		
CO-2:	Understand the Specialized cognitive and technical skills in a body of knowledge or practice to.																		
CO-3:	Analyze critically, reflect on and synthesize complex information, problems, concepts and theories																		
CO-4:	Apply advanced and integrated understanding of a complex body of knowledge in one or more disciplines or areas of practice																		
CO-5:	Apply knowledge and skills to demonstrate autonomy, expert judgment, adaptability and responsibility as a practitioner or learner																		

Course Outcomes (CO):		at the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understand (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CCLR-1:	To provide Demonstrate advanced, disciplined, integrated and critical insights into the observation, recording and analysis of performance in sport training and competition environments. .				1	75	65	3			2	3							
CCLR-2:	To learn and Apply critical understanding of, and reflection on, better practice in sport informatics and analytics to your own sport contexts.				2	70	65		3			2	3						
CCLR-3:	To anticipate and develop opportunities to transform your own and others' performances in sport contexts.				3	70	60						3	2	3				
CCLR-4:	To understand knowledge of corporate social responsibility, including environmental responsibility, frameworks.				2	70	65			3			2		3				
CCLR-5:	To learn and reflect critically as a learner and practitioner on the use of sport informatics and analytics.				3	70	60						2	3	2				

Duration (hour)		6		6		6		6		6	
S-1	SLO-1	Introduction	What is Analytics	What is Strategic Talent Management in Sports -1	What is Facility Management	How to be Analytical					
	SLO-2	Importance of Data Analytics	Evolution of Sport Analytics	What is Strategic Talent Management in Sports - 2	Analytics in	Analytics in Problem Framing -1					
S-2	SLO-1	Importance of Data and Analytics in Sport Industry	Driving Forces of Sport Analytics-1	Application of Strategic Talent Management Analytics	Venue Marketing	Analytics in Problem Framing-2					
	SLO-2	What is Data	Driving Forces of Sport Analytics-2	Talent Planning	Operational Systems	Steps in Problem Framing Analytics -1					
S-3	SLO-1	Data Relevance	Data Management	Talent Engagement and Retention	Safety and overall Event Management -1	Steps in Problem Framing Analytics-2					
	SLO-2	Data Source	Sport Technology in Analytics -1	Customer Analytics -1	Safety and overall Event Management -2	Review of Prior Conclusion-1					
S-4	SLO-1	Data Quantity,	Force Plate and Wearable - 2	Customer Analytics-2	Ticketing	Review of Prior Conclusion-2					
	SLO-2	Data Quality,	Sport Technology in Analytics (Force Plate and Wearable) (1 & 2)	Ticket Pricing Analytics	What is Sport Event Management	Develop the Right Model					
S-5	SLO-1	Types of Data	Future of Sport:	Sponsorship Analytics -1	Sport Event Management – Analytics in	Result Presentation					
	SLO-2	Key Statistical Concepts	Predictive Analytics	Sponsorship Analytics-2	Planning to Design to Management -1	Overall Analysis					
S-6	SLO-1	Data Analysis	predict training loads in Football	Case Study: Catching Managerial Issues in talent management and marketing using analytics	Personnel Deployment in sport Event management	Framing, Findings, Variable Selection					

SLO-2	Managing a youth sports team organization's data	Use of GPS to predict training loads in Football	Case Study: Catching Managerial Issues in talent management and marketing using analytics	Facility and Event management Analytics in personal deployment	Data Collection, Analysis and Presentation
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<b>Learning Resources</b>	1. <i>Fried, G., &amp; Mumcu, C. (Eds.). (2016). Sport analytics: A data-driven approach to sport business and management. Taylor &amp; Francis.</i>	3. Miller, T. W. (2015). Sports Analytics and Data Science: Winning the Game with Methods and Models. FT Press.
	2. <i>MacLean, L. C., &amp; Ziemba, W. T. (2022). The COVID-19 NFL Playoffs and Super Bowl, 2020–2021. In Sports Analytics (pp. 201-237).</i>	

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50%weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-CycleTest

CLA-2-Surprise Test

CLA-3-MiniProject

CLA-4-Class participation

CLA-5-Model examination

CLA -4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. G. Kumar – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Jahira Parveen – Assistant Professor

Course Code	MBS23107T	Course Name	Sports Ethics & Integrity	Course Category	DSEC	Discipline Specific Elective Courses	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
CO-1:	Understand sports ethics practices	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Analyze the history of sports	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CO-3:	Apply ethical duties in sports															
CO-4:	Evaluate problems and solutions in sports															
CO-5:	Remember ethical and legal issues in sports															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>															
CCLR-1:	To apply ethics in sports	1	75	65												
CCLR-2:	To understand the history of sports	2	70	65												
CCLR-3:	To remember ethical duties of sports	3	70	60												
CCLR-4:	To create solution to problems in sports	2	70	65												
CCLR-5:	To evaluate ethical and legal issues in sports	3	70	60												

<b>Duration (hour)</b>	2		2		2		2		2		2	
S-1	SLO-1	Introduction & Maintaining professionalism	Origin of sport	Race and amateur sports	Youth sport	Redefinition of fairness in sports						
	SLO-2	Semi-professionalism sport	Ethical theories & Moral reasoning	Ethics of fair reporting	Problems and controversies	Fault tort reform & sport in antitrust law						
S-2	SLO-1	Good Intentions & Vague Policies	Historical context for character development	Athlete privacy, Ethics of spying and Espionage	Teaching values	Legal and Ethical implications of Chronic Traumatic Encephalopathy (CTE) in professional sports						
	SLO-2	Thematic analysis of recommendations	Morals vs winning	parental Ethics & Fan Ethics	Interscholastic sport & Intercollegiate Athletics	International sport business and Global sport governance						
S-3	SLO-1	Corruption	Gamesmanship and violence	Conflict of interest	proposed reforms	Legal validity of E-sport						
	SLO-2	Rule-breaking and sanctions	Eligibility	Criminal Acts of agents	Amateurism in the Olympic games	Physical education and religious freedom						
S-4	SLO-1	Case of NCAA Adam G Pilegor, Brian P Soebbing, and Chad Seifried	Elimination & Cheating	Sportsmanship & Gamesmanship	Nationalism & politics and Racism & Human rights	problems about doping in professional sports						
	SLO-2	Historical significance of the governance structure & Case Study: Portuguese fight against match-fixing	Gambling, Moral Callousness & Resolving these dilemmas	Coach as role model & Hazing	Bidding, Doping scandals, Unethical Behaviour & Worldwide perspective	problems about doping in professional sports						

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Harvey, A., &amp; McNamee, M. J. (2020). <i>Sport integrity: Ethics, policy and practice</i>. Routledge.</li> <li>Lumpkin, A. (2017). <i>Modern Sport Ethics: A reference handbook</i>. ABC-CLIO An Imprint of ABC-CLIO, LLC.</li> </ol>	<ol style="list-style-type: none"> <li>Ruddell, L. S., Champion, W. T., &amp; Karcher, R. T. (2020). <i>Sports ethics for sports management professionals</i>. Jones and Bartlett Learning.</li> <li>Margaritis, K. (2019). <i>Law, ethics, and integrity in the sports industry</i>. IGI Global, Business Science Reference (an imprint of IGI Global).</li> <li>Abanazir, C. (2022). <i>Political Expression in Sport</i>. London, England: Taylor &amp; Francis.</li> </ol>
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		<b>Learning Assessment</b>											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					20		20		20		20	
Level 4	Analyze					40		20		40		20	
Level 5	Evaluate					20		20				20	
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-CycleTest

CLA-2-Surprise Test

CLA-3-MiniProject

CLA-4-Class participation

CLA-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. K. Santhanalakshmi – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. K. D. Balaji – Assistant Professor

Course Code	MBS23108T	Course Name	Law, Ethics and Compliance in Sports	Course Category	DSEC	Discipline Specific Elective Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
CO-1:	Remember About How People Are Aware On Law, Ethics And Compliance In Sports	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Understand The Practices To Be Followed Under The Law Norms Of Sports	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge(BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions(CBPI)	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CO-3	Apply The Insight On Ways In Which Groups Keeps Up With Adequate Ethics Towards The Sport															
CO-4:	Analyze The Behavior And Sportsmanship															
CO-5:	Apply How To Make Law, Ethics And Compliance Effective In Sports															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>																
CCLR-1:	To provide knowledge on behavior aspects on following the proper law.	1	75	65													
CCLR-2:	To learn the theories and practices associated with the ethics of sports	2	70	65													
CCLR-3:	To know the aspects of group dynamics	3	70	60													
CCLR-4:	To understand Gamesmanship and Sportsmanship	2	70	65													
CCLR-5:	To learn the way how law, ethics and compliance would benefit effectively in sports	3	70	60													

<b>Duration(hour)</b>	6		6		6		6		6	
S-1	SLO-1	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction
	SLO-2	History of sport and law	Court of arbitration in sport	Implied sporting consent	Moral Victories	Implied sporting consent	Moral Victories	compliance statement	compliance statement	compliance statement
S-2	SLO-1	Civilising process	The Gundel effect	Thuggery	Elements of sport	Elements of sport	Elements of sport	Elements of sport	Elements of sport	Elements of sport
	SLO-2	Popplewell principle	Administrative Independence	Law of sporting assault	Nature and philosophy of sport	Nature and philosophy of sport	Nature and philosophy of sport	sportsmanship statement	sportsmanship statement	sportsmanship statement
S-3	SLO-1	preclusion of public law	practical acceptance	Medical considerations	Broad internalism and moral foundations pf sport	Broad internalism and moral foundations pf sport	Broad internalism and moral foundations pf sport	compliance committee	compliance committee	compliance committee
	SLO-2	comparable jurisdictions	World anti-doping agency, WADA, History	Legal and Jurisprudential considerations	Normativity of sport	Normativity of sport	Normativity of sport	compliance responsibilities for other staff	compliance responsibilities for other staff	compliance responsibilities for other staff
S-4	SLO-1	Quasi-public law	Codification and prohibition	sporting negligence	Intentional rules violation	Intentional rules violation	Intentional rules violation	Ethical conduct and conduct of athletes	Ethical conduct and conduct of athletes	Ethical conduct and conduct of athletes
	SLO-2	Inherent supervisory jurisdiction	Legal aspects of Doping infractions	Reasonable care or Reckless disregard	In defence of Maradona's Hand of God	In defence of Maradona's Hand of God	In defence of Maradona's Hand of God	Sports wagering & cooperative principle	Sports wagering & cooperative principle	Sports wagering & cooperative principle
S-5	SLO-1	Quasi-public sporting authorities	Strict liability & Chain of custody	Sportsman's Charter	Gamesmanship	Gamesmanship	Gamesmanship	certification tests	certification tests	certification tests
	SLO-2	Restraint of trade	Liberalism & Resource implications	Measure of damage & Vicarious liability	Sportsmanship	Sportsmanship	Sportsmanship	contact periods	contact periods	contact periods
S-6	SLO-1	approach in private law claims	Paternalism	Unlawful interference with economic relations	Defining Strategic Liability	Defining Strategic Liability	Defining Strategic Liability	sickle cell trait testing	sickle cell trait testing	sickle cell trait testing
	SLO-2	Deductive and analogical legal reasoning	Flaws in the strict approach to PEDs in sport & Harm Reduction	Extending Tortious liability	Ethics of strategic fouling	Ethics of strategic fouling	Ethics of strategic fouling	Reporting violations	Reporting violations	Reporting violations

<b>Learning Resources</b>	1. Nancy Borkowski and Katherine Meese. (2021). <i>Organizational Behavior. Theory and Designing Healthcare.</i> Jones and Bartlett Learning.	4. Fred Luthans. (2013). <i>Organizational Behavior,</i> McGraw-Hill.
	2. StephenP. Robins. (2016). <i>Organizational Behavior.</i> PHI Learning/ Pearson Education.	5. GarethR. Jones. (2011). <i>Organizational Theory, Design &amp; Change.</i> Pearson Education
	3. Uday Pareek (2011). <i>Understanding Organizational Behaviour.</i> Oxford Higher Education.	6. Richard L. Daft. (2012). <i>Understanding theory &amp; Design of Organizations,</i> Cengage, Western.

		<b>Learning Assessment</b>											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA-4-Class participation

CLA-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. K. Santhanalakshmi – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. S. Arun Kumar – Associate Professor

Course Code	MBS23109T	Course Name	Strategic Management in Sports	Course Category	DSEC	Discipline Specific Elective Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>		<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
CO-1:	Remember the concepts of strategic management in sports		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Understand strategic planning and its process in sports management		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CO-3:	Apply strategic performance management																
CO-4:	Analyze the implications involved in politics and policy in sports management																
CO-5:	Evaluate the outcome of applying strategic leadership																

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>																	
CCLR-1:	Understand the characteristics of strategic management		1	75	65													2
CCLR-2:	Attain knowledge of strategic tools, processes, and choices		2	70	65													
CCLR-3:	Gain insights on applied strategic performance management		3	70	60													
CCLR-4:	Attain political ideology and implement it in sports development		2	70	65													
CCLR-5:	Expertise in strategic leadership practices		3	70	60													

<b>Duration(hour)</b>	6		6		6			6			6		
S-1	SLO-1	Introduction to Strategic Management	Introduction to Strategic Planning	Introduction to Strategic Performance Management	Introduction to Politics, Policy, and Sport Development			Introduction to Strategic Leadership					
	SLO-2	Definition of Strategic Management	Definition of Strategic Planning	Implementation of Strategic Performance Management	Political Ideologies			Definition of Leadership					
S-2	SLO-1	Definition of Strategic Management	Definition of Strategic Planning	Strategic Performance Management changes	Socialism			Definition of Strategic Leadership					
	SLO-2	Strategy and Strategic Management	Steps in Strategic Planning	Organizational Culture	Practical Politics			Leadership Dynamics					
S-3	SLO-1	Importance of Strategic Management	Developing Strategic Options	Organizational Capability	Policy Models			Leadership-Following Dynamics					
	SLO-2	Importance of Strategic Management	Outcomes of SWOT Analysis	Frameworks for Successful Implementation	Policy Processes and Challenges			Leadership vs. Management					
S-4	SLO-1	Objectives of Strategic Management in Sports	Resource-Based Strategic Options	Definition of Action Planning	Intra- Organizational Politics			Inclusion of strategic leadership in sports					
	SLO-2	Objectives of Strategic Management in Sports	Value Chain in Strategic Planning	The Planning Process in Performance Management	Inter-Organizational Politics			Empowerment of strategic leadership in sports					
S-5	SLO-1	Process of Strategic Management in Sports	Value Chain in Strategic Planning	The Planning Process in Performance Management	Sporting Machinations			Importance of Visioning					
	SLO-2	Process of Strategic Management in Sports	Defining strategic Choices	Theory Driven Evaluation	Sporting Machinations			Commitment in sports strategic leadership					
S-6	SLO-1	From Management to Sports Management	Evaluating Strategic Choices	Understanding Strategy as Practice	Definition of Strategic Internationalization			Consistency in sports Strategic leadership					
	SLO-2	From Management to Sports Management	Communicating Strategic Choices	Understanding Strategy as Practice	Strategic Internationalization of Sport Development			Authentic Transformational Leadership and Case study					

<b>Learning Resources</b>	1. James J. Zhang, Sport Marketing in a Global Environment: Strategic Perspectives, Routledge, 2022 2. Danny O'Brien, Strategic Management in Sports, Routledge, 2019	3. Stephen Robson, Strategic Sport Development, Routledge, 2013 4. P.N. Raju, Strategic Management of Sports Governing Bodies, Greyhouse Knowledge, 2012
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		<b>Learning Assessment</b>											
		Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
	Bloom's Level of Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		20		20		20	
Level 4	Analyze					40		20		20		20	
Level 5	Evaluate							20		20		20	
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test                      CLA-2-Surprise Test                      CLA-3-Mini Project                      CLA-4-Class participation                      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VIT, Chennai</i>	<i>Dr. R. Vijay Raja - Assistant Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	<i>Dr. K. Santhana Lakshmi – Associate Professor</i>

Course Code	MBS23110L	Course Name	Participative Learning (Practical)	Course Category	AEC	Ability Enhancement Courses	L	T	P	C
							0	0	2	1

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>	<b>Program Outcomes (PO)</b>
<b>CO-1:</b>	Understand the importance of self-development and career planning	1	1
<b>CO-2:</b>	Understand the techniques of verbal and non-verbal communication, listening, and reading skills	2	2
<b>CO-3:</b>	Apply the learnings of presentation and writing skills	3	3
<b>CO-4:</b>	Analyze the techniques of leadership, team building, and conflict resolution		4
<b>CO-5:</b>	Create a learning module in understanding etiquette and work ethics		5

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>	<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>
<b>CCLR-1:</b>	To attain expertise in managing self	3	75	65
<b>CCLR-2:</b>	Acquire knowledge of communication to compete in the corporate	2	70	65
<b>CCLR-3:</b>	Gain insights on presentation and delivery skills	3	70	60
<b>CCLR-4:</b>	Identify self-leadership style and develop inter-personal relations	2	70	65
<b>CCLR-5:</b>	Gain knowledge regarding the absence of work ethics and their impact	3	70	60

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Gajendra Singh, Soft Skills – An Integrated Approach to Maximize Personality, Wiley India, ISBN: 13:9788126556397</li> <li>Prashant Sharma, Soft Skills 3<sup>rd</sup> Edition: Personality Development for Life Success, BPB Publications, 2021</li> <li>Shikha Kapoor, Personality Development and Soft Skills: Preparing for Tomorrow, Dreamtech Press, 2020</li> <li>Barun K, Personality Development and Soft Skills, Oxford University Press, 2016</li> </ol>
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Learning Assessment													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50%weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		40		60				20		20		20
Level 2	Understand		60		40				20		20		20
Level 3	Apply								20		20		20
Level 4	Analyze								20		20		20
Level 5	Evaluate								20		20		20
Level 6	Create								20		20		20
	Total		100%		100%		100%		100%		100%		100%

CLA-1-CycleTest      CLA-2-Surprise Test      CLA-3-MiniProject      CLA-4-Class participation      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Mr. Rajasekar – Assistant Professor
<i>Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Sakthi Prasad – Assistant Professor

Course Code	MBS23201T	Course Name	Organizational Behaviour and Human Resource Management in Sports	Course Category	PCC	Professional Core Course	L	T	P	C
							4	0	0	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>
<b>CO-1:</b>	<i>Remember the challenges of organizational behavior, culture, and climate</i>
<b>CO-2:</b>	<i>Understand the various sources of conflict and negotiation techniques</i>
<b>CO-3:</b>	<i>Apply the concepts of human resource management in managing sports</i>
<b>CO-4:</b>	<i>Analyze the implications of planning in sports management followed by recruitment and selection</i>
<b>CO-5:</b>	<i>Apply the techniques of training incorporated with sports technology</i>

<b>Learning</b>		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

<b>Program Outcomes (PO)</b>											
1	2	3	4	5	6	7	8	9	10	11	12
Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
1	3	2									
	2	1	3								
3	2								1		
2	1										3
2									3	1	

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>			
<b>CCLR-1:</b>	To gain insights into group dynamics, culture, and climate in an organization	1	75	65
<b>CCLR-2:</b>	To gain insights into the strategic way of resolving conflict and negotiation techniques	2	70	65
<b>CCLR-3:</b>	Understand the importance of HR in sports and learn the qualities of a good sports manager	3	70	60
<b>CCLR-4:</b>	Realize the importance of planning and sports job analysis along with recruitment	2	70	65
<b>CCLR-5:</b>	Develop significant training models and methodology to be applied in sports	3	70	60

<b>Duration(hour)</b>	6		6		6		6		6	
<b>S-1</b>	SLO-1	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction
	SLO-2	What is OB	Conflict in Sports	Definition of HRM	Definition of HR Planning	Meaning of Training				
<b>S-2</b>	SLO-1	Historical Background of OB	Source of Conflict in Sports	Importance of HRM in Sports	What is HR planning in Sports Management	Objectives of Training				
	SLO-2	Relevance of OB	Perspective of Conflict in Sports	Objectives of HRM	Sports Short term planning	Training Design Process				
<b>S-3</b>	SLO-1	Challenges in OB	Types of Conflict - 1	Qualities of a Good Sports Manager	Sports Long term planning	Advantages of Training Process				
	SLO-2	Factors influencing Perception	Types of Conflict - 2	Qualities of a Good Sports Manager	Sport Job Analysis	Employee Development				
<b>S-4</b>	SLO-1	Group Dynamics	Strategic Way of Conflict Management	Evolution of Sports Management on HR Perspective	Sports Skill Inventory	Significance of Employee Development				
	SLO-2	Foundations of Group Behaviour in Sports	Approaches to Conflict	Growth of Sports Management on HR Perspective	Sports Job Description	Training and Development				
<b>S-5</b>	SLO-1	Organizational Culture in Sports Organization	Conflict Process	Sports Human Resource Policies	Sports Job Specifications	Various types of training method - 1				
	SLO-2	Organizational Climate in Sports Organization	Negotiation in Conflict Management	Need for Sports HR Policies	Recruitment in Sports	Various types of training method - 2				
<b>S-6</b>	SLO-1	Types of Organizational Culture - 1	Approaches of Negotiation	Types of Sports HR Policies	Selection of Sports Staff	Technology based training methods - 1				
	SLO-2	Types of Organizational Culture - 2	Process of Negotiation	Scope of Sports HR Policies	Methods of Recruitment	Technology based training methods - 2				
<b>S-7</b>	SLO-1	Case Study (OB)	Case Study (OB)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)
	SLO-2	Case Study (OB)	Case Study (OB)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)
<b>S-8</b>	SLO-1	Case Study (OB)	Case Study (OB)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)
	SLO-2	Case Study (OB)	Case Study (OB)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)	Case Study (HRM)

<b>Learning Resources</b>	1. 1. Mridula Mishra, Organizational Behaviour and Human Resource Dynamics, Lovely Professional University, 2017	3. 3. Gary Dessler, Human Resource Management, Pearson Publication, 2020
	2. Christopher R. Barnhill, Organizational Behavior in Sport Management, Springer Nature, 2021	

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test                      CLA-2-Surprise Test                      CLA-3-Mini Project                      CLA-4-Class participation                      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VII, Chennai</i>	Dr. Santhosh Kumar – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	Dr. A. Celina – Assistant Professor

Course Code	MBS23202T	Course Name	Sports Facility Management and Operations	Course Category	PCC	Professional Core Course													
						L	T	P	C										
						3	0	0	3										
Pre-requisite Courses		Co-requisite Courses		Progressive Courses															
Course Offering Department		MBA		Data Book/Codes/Standards															
<b>Course Learning Rationale (CLR):</b>		<i>The purpose of learning this course is to</i>			<b>Learning</b>			<b>Program Outcomes (PO)</b>											
<b>CO-1:</b>	Remember about how people behave in organizations.			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
<b>CO-2:</b>	Understand the practices followed in organizations to regulate individual behavior			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea	
<b>CO-3:</b>	Apply the insight on ways in which groups behave and work within organizations																		
<b>CO-4:</b>	Analyze the behavior of leaders and sources of power																		
<b>CO-5:</b>	Apply how to design organizations and what strategy to use to make it effective																		
<b>Course Outcomes (CO):</b>	at the end of this course, learners will be able to:																		
<b>CCLR-1:</b>	To provide knowledge on behavior aspects in Sports organization.			1	75	65	3												
<b>CCLR-2:</b>	To learn the theories and practices associated with individual behavior in Sports organization			2	70	65		3			2	3							
<b>CCLR-3:</b>	To know the aspects of group dynamics			3	70	60						3				2		3	
<b>CCLR-4:</b>	To understand leadership styles and power in Sports organization			2	70	65			3			2							3
<b>CCLR-5:</b>	To learn the design of organizations and strategy involved in it			3	70	60						2				3		2	
<b>Duration(hour)</b>	6		6		6		6		6		6		6						
<b>S-1</b>	SLO-1	Introduction-Sport Facility Operation Management	Introduction- Sports Facilities	Facility Management	Facility Operation	Financing- Introduction													
	SLO-2	Importance of Sports Facility Management	Preliminary Planning- Feasibility Study, Site Selection, Budgeting and Financing, Risk Assessment and Management	Security Management	Operational Structure – Introduction	Sources of Financing for Sports Facility													
<b>S-2</b>	SLO-1	Discipline of Sports Facility Management	Facility Design- Space Planning, Accessibility and Inclusivity.	Protective Measures	Total Quality Management- Introduction	Future Trends in Sport Facility Financing													
	SLO-2	General Business Structures	Facility Design- Sustainable Design, Maintenance & Operations.	Performance Management- Introduction, Components.	General Facility Operating Procedures	Risk Management- Introduction													
<b>S-3</b>	SLO-1	Sports Facility Ownership	Space Allocation	Benchmarking of Performance	Facility Services	Key Areas of Risk Management- Safety Risk , Financial Risk, Legal Risk, Reputational Risk, Strategic Risk													
	SLO-2	Governance Structure	Management Process	Management Frameworks	Creating Facility Operation Manual for Sport Facilities	Relationship between Legal Concern and Sport Facility													
<b>S-4</b>	SLO-1	Models of Organizational Effectiveness	Sports Facility Construction	Management Principles	Facility Marketing Management	Effect of Legal Environment													
	SLO-2	Input-Process-Output Model , Goal-Attainment Model	Stages of the Sports Facility Constructions	Sports Management Principles- Leadership, Strategic Planning, Financial Management, Marketing and Promotion, Facility Management, HRM	Benefits of Facility Marketing Management for Sports	Effect of Legal Environment- Regulatory Compliance, Liability and Risk Management, Governance and Accountability													
<b>S-5</b>	SLO-1	Systems Resource Model, Competing Values Model	Training Preparation	Organization Management	Event Planning in Facility Management	Legal Principles													

	SLO-2	Open Systems Model	Organizational Management	Organization Management – Planning, Organizing , Staffing, Leading, Controlling	Event Planning in Facility Management- Identify the purpose of event	Law Applicable on Sports
S-6	SLO-1	Stakeholder Model	Group Behaviour & Team Work	Human Resource Management	Event Planning in Facility Management- Establishing Budgets, Planning the events Logistics	Principles of Legal Ethics
	SLO-2	Resource Dependence Model	Culture and Change	Importance and Role of HR	Marketing and Promotion after Planning	Sports Law in India

<b>Learning Resources</b>	1. Eric C. Schwarz. 2020, <i>Sport Facility Operations Management</i> , Butterworth Heinemann (Elsevier).	3. Hans Westerbeeck. 2016, <i>Managing Sport Facilities and Major Events</i> , Routledge.
	2. Mark Piekarz. 2020, <i>Sport Operations Management and Development</i> , Routledge.	

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test      CLA-2-Surprise Test      CLA-3-Mini Project      CLA-4-Class participation      CLA-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Arivazhagan – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Suresh – Assistant Professor

Course Code	MBS23203T	Course Name	Project Management in Sports	Course Category	PCC	Professional Core Course	L	T	P	C
							4	0	0	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>
<b>CO-1:</b>	<i>Understand the importance of project management in sports</i>
<b>CO-2:</b>	<i>Analyse the various phases of project life cycle</i>
<b>CO-3:</b>	<i>Apply the insight on procurement and project proposal</i>
<b>CO-4:</b>	<i>Remember the risk involved in project management</i>
<b>CO-5:</b>	<i>Apply how to close the project</i>

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment(%)
1	70	75
2	70	70
3	60	65
2	60	65
3	70	75

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
3	3		2	3	2	3					
			3			3	2	3			
						2	3	2			

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>
<b>CCLR-1:</b>	<i>To Understand the importance of project management in sports</i>
<b>CCLR-2:</b>	<i>To learn the various phases of project life cycle</i>
<b>CCLR-3:</b>	<i>To know procurement and project proposal</i>
<b>CCLR-4:</b>	<i>To understand risk involved in project management</i>
<b>CCLR-5:</b>	<i>To learn how to close the project after successful events</i>

Duration(hour)	8	8	8	8	8	
S-1	SLO-1	Introduction to Project Management	Various Phases in Project Life Cycle	What is Procurement	Introduction of Risk in sports project management	What is Project Closure
	SLO-2	Definition	Initiation	Procurement in Professional Sports	Introduction of Risk in sports project management	Reason for project closure
S-2	SLO-1	Importance of Project Management in Sports	Planning, Implementation of project	Need for Procurement Management in sports project	Why is Risk Management Important?	Steps to Closing a Project
	SLO-2	Analyzing Project Management Methods in Organizing Sports Events	Closing of project	Key procurement guidelines and recommendations	The Basics of The Risk Management Process	Contract Closure
S-3	SLO-1	Process of Project Management	Project Management Institute Overview	Steps involved in Procurement Management	Risk in Sports Management	Release of Project Team
	SLO-2	Qualities of a sports event project manager	Introduction to Project Management Knowledge Areas	The Purpose of an Event Proposal	Risk Management In The Development of Sports Projects	Post Project Evaluation
S-4	SLO-1	Interpersonal Skills	Start Up	Progress Payment in Procurements	Projects	Post Project Evaluation
	SLO-2	How to become a project manager for sports events?	Scope Schedule	How to Implement an integrated approach of cost and budget management with procurement	Risk Monitoring And Creating Management Strategies	Schedule and Budget
S-5	SLO-1	Objectives of Project Management	Cost	Change Management in Procurements	Risk Management Process	Management
	SLO-2	Sports Events as Projects	Cost vs Quality	Principles for Successful Procurement Change Management	Risk Management Process	Risk Mitigation
S-6	SLO-1	Project Management Skills	Quality	Make or Buy Analysis in Procurements	Risk Identification	Customer Satisfaction
	SLO-2	What are the qualities of a sports event	Team	procurement governance	Qualitative Risk Assessment	Archiving of Document

		project manager?			Quantitative Risk Assessment	
S-7	SLO-1	Project Attributes	Communication	Understanding contract management	Risk Evaluation	Project Closure Checklist
	SLO-2	why certain attributes are important	Importance of effective communication	Contract Types in Procurement Management	Contingency Plan	Project Closure Checklist
S-8	SLO-1	Project Characteristics	Risk and Procurement	Different Types of Procurement Contracts	Project Risk by Phases: Initiation	Case Study
	SLO-2	Difference between General Management and Project Management	types of project risk	Different Types of Procurement Contracts	Planning, Implementation and Closeout	Case Study

<b>Learning Resources</b>	1. Adrienne Watt, Project Management, The Saylor Foundation, 2022	4. Sports Management, Project Management, and Sports Event Management Anestis Fotiadis (Zayed University, UAE), 2020. 5. The Sports Management Toolkit Paul Emery, Published April 13, 2011 by Routledge
	2. Erik Larson, Project Management: The Managerial Process, Mc Graw Hill Education, 2017	
	3. Christoph Schwindt, Project Management and Scheduling, Springer, 2015	

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test      CLA-2-Surprise Test      CLA-3-Mini Project      CLA-4-Class participation      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.ChandrasekarMenon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Jahira Parveen – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.UpamPushpak, IIM Tiruchirapalli</i>	Dr. Prem Kumar – Associate Professor

Course Code	MBS23204T	Course Name	Sports Event Management and Administration	Course Category	DSEC	Discipline Specific Elective Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

Course Learning Rationale (CLR):	The purpose of learning this course is to	Learning			Program Outcomes (PO)											
CO-1:	Understand the process of organizing major sports events.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Understand the importance of sport event management	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CO-3:	Analyze the logistical details relevant to organizing sports events															
CO-4:	Apply how to design a risk management plan															
CO-5:	Remember how to be able to effectively evaluate a major sport event															
Course Outcomes (CO):	at the end of this course, learners will be able to:															
CCLR-1:	To provide knowledge on behavior aspects in Healthcare organization.	1	75	65	3		2	3								
CCLR-2:	To learn the theories and practices associated with individual at behavior in Healthcare organization	2	70	65		3			2	3						
CCLR-3:	To know the aspects of group dynamics	3	70	60						3	2	3				
CCLR-4:	To understand leadership styles and power in Healthcare organization	2	70	65			3			2		3				
CCLR-5:	To learn the design of organizations and strategy involved in it	3	70	60						2	3	2				

Duration (hour)	6		6		6			6			6		
S-1	SLO-1	Introduction to Sports Event Management	Event Development and Implementation	Introduction to Designing Sports Event Experience	Marketing the Facility and Events			Event Execution					
	SLO-2	Definition of Event Management	Sports Event Planning	What is Event Designing	Why Marketing the Facility and Events?			Event Risk Management					
S-2	SLO-1	Event Organization	Issues and Challenges in Event Planning	Considering Event Stakeholder	Feasibility Study			Emergency Preparedness					
	SLO-2	Event Management Process	Basic Marketing Strategies	Characteristics of Designing a Sports Event	Event SWOT Analysis			Event Logistics					
S-3	SLO-1	Sports Event Industry	Event Development and Implementation	Dimensions of Sports Event	Developing the Marketing Strategy and Plan			Event Documents					
	SLO-2	Different Types of Sports Events	Marketing Mix in Sports Event	Steps in Designing a Sports Event	Marketing Process			Event food and Beverage					
S-4	SLO-1	Introduction to Sports Event Management	Event Development and Implementation	Engaging the Senses	Market Segmentation			Event Retail Sales					

	SLO-2	Engagement of Community and Volunteers	Sports Event Marketing using New Market Concepts and Communication Tools	Co-Creating	Event Customer Segmentation	Event Operations
S-5	SLO-1	Event Volunteering	Event Sponsorship	How to Plan a Sport Event	Managing the Customer	Event Warp Up
	SLO-2	Implementation of Event Volunteering	Event Management Key Elements	Stages of Sport event Planning	Managing the Staff	What are the Things to Consider in Event Execution
S-6	SLO-1	Sport Event Implementation	Event Management Categories	Elements of Sport Event Experience	The Essential Features of Event Marketing	Types of Event Management
	SLO-2	Case Study	Case Study	Case Study	Case Study	Case Study

<b>Learning Resources</b>	Williams, J. (2010). Event management blueprint: Creating and managing successful sports events. by Heather Lawrence and Michelle Wells. <i>Sport Management Education Journal</i> , 4(1), 106–107. <a href="https://doi.org/10.1123/smej.4.1.106">https://doi.org/10.1123/smej.4.1.106</a>	Fotiadis, A. (2020). Sports management, Project Management, and sports event management. <i>Advances in Business Strategy and Competitive Advantage</i> , 1–19. <a href="https://doi.org/10.4018/978-1-7998-4757-1.ch001">https://doi.org/10.4018/978-1-7998-4757-1.ch001</a>
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<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test      CLA-2-Surprise Test      CLA-3-Mini Project      CLA-4-Class participation      CLA-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. K. D. Balaji – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Megavanan – Assistant Professor

Course Code	MBS23205T	Course Name	Strategic Design Thinking & Management in Sports	Course Category	SRPCC	Social Responsibility & Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
<b>CO-1:</b>	<i>Remember how people innovate the work in organizations.</i>	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<b>CO-2:</b>	<i>Understand the practices followed in organizations to regulate individual behavior</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
<b>CO-3:</b>	<i>Apply the insight on design thinking and strategic planning organizations</i>															
<b>CO-4:</b>	<i>Analyze the design thinking process are properly innovated in the organizations</i>															
<b>CO-5:</b>	<i>Apply now to design thinking in organizations and what strategy to use to make it effective</i>															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>																
<b>CCLR-1:</b>	<i>To provide knowledge on strategic design thinking aspects in organizations.</i>	1	75	65	3												
<b>CCLR-2:</b>	<i>To learn the theories and practices associated with strategic design thinking in an organization</i>	2	70	65		3				2	3						
<b>CCLR-3:</b>	<i>To know the aspects of idea generations and the prospects of their organizations</i>	3	70	60							3	2	3				
<b>CCLR-4:</b>	<i>To understand their refinement and understand the importance of brainstorming in an organization</i>	2	70	65				3			2		3				
<b>CCLR-5:</b>	<i>To implement the learned concepts in the organizations and the strategy involved in it</i>	3	70	60							2	3	2				

<b>Duration(hour)</b>	6		6		6			6			6		
<b>S-1</b>	SLO-1	Introduction to design thinking	Introduction to context and framing	Basic Design	Introduction to Refinement in Design Thinking	Prototyping in Design Thinking							
	SLO-2	Definition of design thinking	Theoretical Context of Design Thinking	Directions for Idea Generation	Refinement in the Design Thinking process	Types Prototyping in Design Thinking							
<b>S-2</b>	SLO-1	Importance of design thinking	Relating Semiotics	Implementation of idea generation	Information Gathering	Developing Designs							
	SLO-2	Impact of Design Thinking in Sports Management	Types of semiotics	Themes of Thinking	Purpose of information Gathering	Steps Developing Designs							
<b>S-3</b>	SLO-1	Impact Conceptualization of Design Thinking	Hyper Reality	Inspiration and References	Thinking in Images and Signs	Types of Prototype							
	SLO-2	Conceptualization of Design Thinking in sports	Framing the Problem	Brainstorming	Basics Thinking in Images and Signs	implementation							
<b>S-4</b>	SLO-1	Stages of Design Thinking	Tools for Strategic Design	Types of brainstorming	Appropriation and Humor	Format for Implementation							
	SLO-2	Implementing the stages of design thinking practically	Design thinking Framework	Value of Idea Generation	Fundamentals Appropriation and Humor	Materials for Implementation							
<b>S-5</b>	SLO-1	Functions of design thinking	Models and Frameworks	Implementation of idea generation	Personification in Design Thinking	Finishing Stage							
	SLO-2	Elements of design thinking	Steps in the design think the ng process	Inclusion in Idea Generation	Modification of the Idea	Process of finishing stage							
<b>S-6</b>	SLO-1	Future of design thinking in management	Strategic Design on Organization Innovativeness	Sketching for Idea Generation	Steps of Modification of the Idea	Media and Scale for Implementation of Design Thinking							
	SLO-2	Application of Design Thinking	Impact Strategic Design on Organization Innovativeness	How to Present Ideas	Thinking in Shapes, Colors and Proportions	Importance of Media and Scale for Implementation of Design Thinking							

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Gowthorp, L., Ferkins, L., Parent, M. M., &amp; O'Brien, D. (2019). Strategic management in sport. Routledge.</li> <li>Mikael Krogerus. (2023). <i>The Decision Book (New Edition): Fifty models for strategic thinking (New Edition) Hardcover.</i></li> </ol>	<ol style="list-style-type: none"> <li>Fred Luthans. (2013). <i>Organizational Behavior</i>, McGraw-Hill.</li> <li>GarethR. Jones. (2011). <i>Organizational Theory, Design &amp; Change</i>. Pearson Education</li> <li>Richard L. Daft. (2012). <i>Understanding theory &amp; Design of Organizations</i>, Cengage, Western.</li> </ol>
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	3. biswoth saha. (2015). <i>Leading with Strategic Thinking - Four Ways Effective Leaders Gain Insight, Drive Change, and Get Results Hardcover 2015.</i>	
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		<b>Learning Assessment</b>											
		Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory Practice	
Bloom's Level of Thinking		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
Total		100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test                      CLA-2-Surprise Test                      CLA-3-Mini Project                      CLA -4-Class participation                      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Manivanan – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Sujatha – Associate Professor

Course Code	MBS23206T	Course Name	Sports Business & Leadership	Course Category	ESECC	Entrepreneurial Skill Enhancement Core Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
<b>CO-1:</b>	<i>Remember about how people lead the sports business.</i>	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<b>CO-2:</b>	<i>Understand the practices followed in leadership styles in sports management.</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge(BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions(CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
<b>CO-3:</b>	<i>Apply the strategies of sports leadership in the sports activities.</i>															
<b>CO-4:</b>	<i>Analyze the impact of leadership and sustainable performance in sports.</i>															
<b>CO-5:</b>	<i>Apply how to design structured approach in sports leadership.</i>															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>																	
<b>CCLR-1:</b>	<i>To provide knowledge on Strategic leadership aspects in sports management.</i>	1	75	65	3													
<b>CCLR-2:</b>	<i>To learn the theories and practices associated with Leadership styles in sports business.</i>	2	70	65		3			2	3								
<b>CCLR-3:</b>	<i>To know the importance of leadership behaviors.</i>	3	70	60						3	2	3						
<b>CCLR-4:</b>	<i>To understand leadership styles and power in sports management.</i>	2	70	65				3		2		3						
<b>CCLR-5:</b>	<i>To learn the design of Mentoring and strategy involved in it</i>	3	70	60						2	3	2						

<b>Duration(hour)</b>	6		6		6			6			6		
<b>S-1</b>	SLO-1	Introduction – Leadership	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	
	SLO-2	Trait theories of Leadership	Sport coach	Decision making	Historical Grounding	status of women in leadership							
<b>S-2</b>	SLO-1	Leadership styles	Leadership models	A structured approach	Determinants of innovation	International sport							
	SLO-2	Leadership teams Exchange	Organizational leadership approaches	sports in business ecosystem	Managerial Development	Reasons for underrepresentation of women in sport							
<b>S-3</b>	SLO-1	Leadership Exchange	Measuring leadership in sport coaching	global sporting bodies	Organizational Development	Strategies to increase							
	SLO-2	Destructive Leadership	Sustainable performance with empathy	stakeholders	Environmental Development	Social justice efforts							
<b>S-4</b>	SLO-1	Toxic Leadership	Future Trends in sports	federations & associations	sport for development and peace	The Rooney Rule							
	SLO-2	Strategic	Challenges in sport leadership	building sport engagement	Programs and conflict resolution	The Robinson Rule							
<b>S-5</b>	SLO-1	strategic planning	Mediational model of leadership behaviors	sport sponsorship	social cohesion and Educational awareness	Leadership opportunities on campus							
	SLO-2	leadership Diversity in sport leadership	Evaluation of leadership qualities	strategic aspects	Empower marginalized Groups and Drive Economic Development	Student athletes							
<b>S-6</b>	SLO-1	Scope of Leadership in Sports	Impact of leadership in Sports	crisis management	Infrastructure Development	Volunteering and Mentoring							
	SLO-2	Case study	case study/Guest lectures	Case study/Guest lectures	Livelihoods and Monitoring and Evaluation	Networking and relationship Building							

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Karnik Vinit(2022), Business of Sports, Popular Prakashan Pvt. Ltd.</li> <li>Russell Hoye, Katie Misener, Michael L. Naraine, Catherine Ordway (2022) , Sport Management: Principles and Applications, Routledge Publications.</li> <li>George Foster, Norm O'Reilly, Antonio Dávila (2020), Sports Business Management: Decision Making around the Globe, Publisher: Routledge; 2nd edition (10 August 2020).</li> </ol>	<ol style="list-style-type: none"> <li>Stephen Frawley, Laura Misener, Daniel Lock , Nico Schultenkorf, (2020) , Global Sport Leadership, Publisher: Routledge; 1st edition (18 December 2020)</li> <li>Rick Burton (2016), Sports Business Unplugged: Leadership Challenges from the World of Sports, Syracuse University Press (16 August 2016).</li> </ol>
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		<b>Learning Assessment</b>											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA-4-Class participation

CLA-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Santhosh Kumar – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Vijay Raja – Assistant Professor

Course Code	MBS23207T	Course Name	Data Interpretation for Sports Professionals	Course Category	SRPCC	Social Responsibility and Professional Core Courses	L	T	P	C
							4	0	0	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
CO-1:	Remember about data interpretation in sports	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Understand the data interpretation using graphs in sports	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CO-3:	Apply the insight on various Data interpretation using chart and graphs															
CO-4:	Analyze the issues faced by sports professional using data interpretation.															
CO-5:	Apply how a sports person solve problem a using caselet and Radar DI															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>																	
CCLR-1:	To provide knowledge on data interpretation in sports	1	75	65	3													
CCLR-2:	To learn about data interpretation using graphs in sports	2	70	65		3				2	3							
CCLR-3:	To know the aspects Data interpretation using chart and graphs	3	70	60							3	2	3					
CCLR-4:	To understand issues faced by sports professional using data interpretation.	2	70	65				3			2		3					
CCLR-5:	To learn how the problem is solved using caselet and Radar DI	3	70	60							2	3	2					

<b>Duration(hour)</b>	8		8		8			8				8			
S-1	SLO-1	Introduction to data Interpretation	Introduction	Meaning of Chart			Introduction				What is Caselet Data Interpretation				
	SLO-2	Definition of data Interpretation	Definition of Graph	Use of Chart			Historical Background of Data Interpretation				Uses of Caselet Data Interpretation				
S-2	SLO-1	Importance of Data Interpretation	Types of Graph	Use of Chart in data Interpretation			Traditional vs modern Data Interpretation				Need of caselet in DI				
	SLO-2	Importance of Data Interpretation in Sport	Bar Graph	Types of Chart in Data Interpretation			Issues in Data Interpretation				Importance of Caselet DI				
S-3	SLO-1	Objectives of Data Interpretation	Line Graph	Histograms heat maps,			Ethical issues during data collection				Significance Caselet DI				
	SLO-2	Purpose of data integration in sports	Purpose of Bar Graph	Scatter Plots			Ethical issues during data analysis				Application of Caselet DI				
S-4	SLO-1	Various Types of Data Interpretation	Significance of Bar Graph	Tables			Challenges in Data Interpretation				Application of Caselet DI in sports				
	SLO-2	Quantitative method	Need of Bar Graph	What is Pie Chart			Precaution measures for challenges				Radar Data Interpretation				
S-5	SLO-1	Qualitative method	Scope of Bar Graph	Significance of Pie Chart			Solution towards Issues in Data Interpretation				Uses of Radar Data Interpretation				
	SLO-2	quantitative method vs. qualitative method in sports	Application of bar Graph	Application for pie Chart			Solution towards Issues in Data Interpretation				Importance of Radar DI				
S-6	SLO-1	Evolution of Data Interpretation	Purpose Line Graph	What is Mixed Graph			What is Missing Data				Significance Radar DI				
	SLO-2	Ancient vs. modern data interpretation	Significance	Uses of Mixed Graph			Types of Missing Data				Application of Radar DI in Sports				
S-7	SLO-1	Sport Data Interpretation	Need of Line Graph	Importance of Mixed Graph			How to prevent Missing Data				Caselet DI vs. Radar DI				
	SLO-2	Steps for interpreting data	Scope of Line Graph	Significance of Mixed Graph			How to deal with Missing Data				Role of Data interpretation in sports professional				
S-8	SLO-1	Need of Data Interpretation	Application Line graph	Application of Mixed Graph			Reason for Missing Data Occurrence				Case Study-1				
	SLO-2	Scope of Data Interpretation	Bar Graph vs. Line Graph	Pie chart Vs. Mixes Graph			How to Avoid Missing Data				Case Study-2				

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Aashish Arora, <i>Data Interpretation and Analysis</i>, Institute of Career Excellence, 2020</li> <li>Gil Fried, <i>Sport Analytics</i>, Roultdedge, 2016</li> <li>Jacquelyn Cuneen, <i>Sport Industry Research and Analysis</i>, Roultdedge, 2020</li> </ol>	<ol style="list-style-type: none"> <li>Fried, G., &amp; Mumcu, C. (Eds.). (2016). <i>Sport analytics: A data-driven approach to sport business and management</i>. Taylor &amp; Francis.</li> <li>De Cruz, N. (2022). <i>Cultural sport psychology and elite sport in Singapore: An exploration of identity and practice</i>. Routledge.</li> </ol>
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		<b>Learning Assessment</b>											
		Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
Bloom's Level of Thinking		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
Total		100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA –4-Class participation

CL-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VIT, Chennai</i>	Dr. G. Kumar – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Dinesh, Assistant Professor

Course Code	MBS23208L	Course Name	Business Intelligence for Sports Professionals (Practical)	Course Category	ASEC	Analytical Skills Enhancement Courses	L	T	P	C
							0	0	4	2

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
<b>CO-1:</b>	Understand decision making process and how data visualization works	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<b>CO-2:</b>	Understand regression and forecast through moving average as well as through exponential form	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
<b>CO-3:</b>	Create models to optimize the problem within a situation															
<b>CO-4:</b>	Analyze data represented and implement statistical technique to explore the relationship															
<b>CO-5:</b>	Evaluate the data visualization tools and perform simple exercises to understand the tools associated															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>																
<b>CCLR-1:</b>	To provide knowledge on Business Intelligence	1	75	65	2	3										1	
<b>CCLR-2:</b>	To learn about regression and forecast through exponential form	2	70	65	2	1										3	
<b>CCLR-3:</b>	To know the aspects of optimization model	3	70	60		2								1		3	
<b>CCLR-4:</b>	To understand the statistical technique to analyze data and explore relationship	2	70	65		2								2		3	
<b>CCLR-5:</b>	To learn how to evaluate data through data visualization process	3	70	60	2	1										3	

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Jeffrey D. Camm, Business Analytics, Cengage, 2019</li> <li>Anil Maheswari, Data Analytics, McGraw Hill Education, 2019</li> <li>Mounia Khelfaoui, Big Data Analytics: Harnessing Data for New Business Models, Apple Academic Press Inc., 2021</li> <li>Barun K, Personality Development and Soft Skills, Oxford University Press, 2016</li> </ol>
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		<b>Learning Assessment</b>											
		Continuous Learning Assessment (50% weightage)										Final Examination(50%weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
Bloom's Level of Thinking		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember												
Level 2	Understand		60		40		20		20		20		20
Level 3	Apply						40		20		20		20
Level 4	Analyze						40		20		20		20
Level 5	Evaluate								20		20		20
Level 6	Create		40		60				20		20		20
Total		100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test      CLA-2-Surprise Test      CLA-3-Mini Project      CLA-4-Class participation      CLA-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	<i>Dr. G. Kumar – Assistant Professor</i>
<i>Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirappalli</i>	<i>Dr. T. Velmurugan – Assistant Professor</i>

Course Code	MBS23209L	Course Name	Personal Effectiveness and Relation Leadership (Practical)	Course Category	SSEC	Soft Skills Enhancement Courses	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
<b>CO-1:</b>	Understand the styles of CV preparation, resume writing, and oral presentation	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<b>CO-2:</b>	Understand the impact of stress in today's world and the importance of time management	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
<b>CO-3:</b>	Apply the styles of conducting group discussions for self															
<b>CO-4:</b>	Analyze the components of being assertive, mental scenario, and problem discovery															
<b>CO-5:</b>	Evaluate the techniques of re-skilling for effective personality traits and emotional intelligence															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>																
<b>CCLR-1:</b>	To gain insights into corporate presentation skills and develop a CV	1	75	65	1							3					
<b>CCLR-2:</b>	To identify the sources of stress and ways to cope with it	2	70	65				3	1								
<b>CCLR-3:</b>	To gain insights on the interview process and its dos and don'ts	3	70	60	1				2				3				
<b>CCLR-4:</b>	To highlight other person behavior and build a mental scenario	2	70	65				2	3					1			
<b>CCLR-5:</b>	To gain insights into life skills and prioritize it	3	70	60	3			1				2					

<b>Learning Resources</b>	1. Gajendra Singh, Soft Skills – An Integrated Approach to Maximize Personality, Wiley India, ISBN: 13:9788126556397	3. Mounia Khelifaoui, Big Data Analytics: Harnessing Data for New Business Models, Apple Academic Press Inc., 2021
	2. Prashant Sharma, Soft Skills: Personality Development for Life Success, BPB Publications, 2021	4. Seema Gupta, Soft Skills, V & S Publishers, 2019

		<b>Learning Assessment</b>											
		Continuous Learning Assessment (50% weightage)										Final Examination(50%weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember												20
Level 2	Understand		60		40		20		20		20		20
Level 3	Apply						40		20		20		20
Level 4	Analyze						40		20		20		20
Level 5	Evaluate		40		60				40		40		20
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test      CLA-2-Surprise Test      CLA-3-Mini Project      CLA-4-Class participation      CLA-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Chandrasekar Menon, Management Consultant	Dr.Reeves Wesley-Professor- VIT, Chennai	Mr. Rajasekar – Assistant Professor
Roshan Kuriyan, Consultant – Sports Marketing & Sponsorship	Dr.Upam Pushpak, IIM Tiruchirapalli	Dr. Sakthi Prasad – Assistant Professor

Course Code	MBS23301T	Course Name	Rise of E-Sports	Course Category	PCC	Professional Core Course	L	T	P	C										
							3	0	0	3										
<b>Pre-requisite Courses</b>		<b>Co-requisite Courses</b>		<b>Progressive Courses</b>																
<b>Course Offering Department</b>		<b>MBA</b>		<b>Data Book/Codes/Standards</b>																
<b>Course Learning Rationale (CLR):</b>		<i>The purpose of learning this course is to</i>			<b>Learning</b>															
<b>CO-1:</b>	Understand the history and development of Esports			1	2	3	<b>Program Outcomes (PO)</b>													
<b>CO-2:</b>	Understand the culture and impact of Esports and gaming as a Profession			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12		
<b>CO-3:</b>	Apply the insights on esports governance and marketing						Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of multidisciplinary knowledge of various functional areas in Hospital Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea		
<b>CO-4:</b>	Apply the insights on how to conduct and manage Esports events and sponsorship opportunities						3	2	3		2	3								
<b>CO-5:</b>	Analyze the scope and growth of career opportunities in Esports						3	70	60			3	2	3						
							4	70	60			2	3	2						
<b>Course Outcomes (CO):</b>		at the end of this course, learners will be able to:																		
<b>CCLR-1:</b>	To provide knowledge on the history and development of Esports			2	75	65														
<b>CCLR-2:</b>	To learn the prevailing culture and impact of gaming in Esports			2	70	65														
<b>CCLR-3:</b>	To understand the existing governance norms and marketing aspects in Esports			3	70	60														
<b>CCLR-4:</b>	To understand event management and sponsorship opportunities			3	70	65														
<b>CCLR-5:</b>	To provide knowledge on career opportunities in Esports			4	70	60														
<b>Duration (hour)</b>	6			6			6			6			6							
<b>S-1</b>	SLO-1	Introduction to Esports and Need of Esports	Levels of Esports and Culture	Esports Governance and Marketing			Esports Events and Sponsorship			Esports Team Management										
	SLO-2	Brief History of Video Games and Esports	Feature of esports culture	Types of Governance			Brainstorming			Player Management and Careers										
<b>S-2</b>	SLO-1	The Emergence of Esports	Youth Esports	Governing Professional Esports			Framework Creation			Rise of Esports Coaching										
	SLO-2	The Relevance of Esports	High Schools and Pathways to College	Indian Government support on Esports			Event Variables			Role of Coaches in Esports										
<b>S-3</b>	SLO-1	The Esports Ecosystem	Collegiate Esports	Sports Governance vs. Esports Governance			Bidding, Budgeting, Registration, Management			Esports Coaching as Profession										
	SLO-2	The Components of Esports	Collegiate Conferences	Five Ps of Esports Marketing			Post Event Evaluation			Benefits of professional Esports Coaching										
<b>S-4</b>	SLO-1	Esports Platforms	Professional Esports	Unique Aspects of Esports Marketing			Understanding Sponsorship			Health and Wellness Considerations in Esports										
	SLO-2	Esports startups in India VS Globe	Societal Perspectives of Gaming	Best practices for branding in eSports			Types of Esports Sponsorship			Careers in Esports										
<b>S-5</b>	SLO-1	Types of Esports Games	Positive Impact of Gaming	Marketing Esports to Players, Spectators and Fans			Growth in Esports Sponsorship			Careers in Event Production										
	SLO-2	Esports Industry Statistics	Negative Impact of Gaming	Esports Campaign			Sponsorship Opportunities			Careers in Esports Marketing										
<b>S-6</b>	SLO-1	Esports Management	How does gaming influence culture	Growth of Esports in B2C market			Issues in Sponsors			International Careers										
	SLO-2	Skill development in Esports	E-sports As A Culture And Career In India	Spectator Motivation			Sponsorship Evaluation			Growth opportunities in Esports career										
<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>Hedlund, D. P. (2020). Esports Business Management. In stjohs. <a href="https://www.academia.edu/44369055/Esports_Business_Management">https://www.academia.edu/44369055/Esports_Business_Management</a>.</li> <li>Scholz, T. M. (2019). eSports is Business. In Springer eBooks. Springer Nature. <a href="https://doi.org/10.1007/978-3-030-11199-1">https://doi.org/10.1007/978-3-030-11199-1</a></li> </ol>						<ol style="list-style-type: none"> <li>Andrejkovics, Z. (2018). A Newborn Business: Esports. Zoltan Andrejkovics.</li> </ol>													

		<b>Learning Assessment</b>											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA-4-Class participation

CLA-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	<i>Dr.R.Vijay Raja –Assistant Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	<i>Dr.Mohana Krishnan, Director, Sports</i>

Course Code	MBS23302T	Course Name	Sports Entrepreneurship and Sustainability	Course Category	ESECC	Entrepreneurial Skills Enhancement Core Courses	L	T	P	C											
							4	0	0	4											
<b>Pre-requisite Courses</b>		<b>Co-requisite Courses</b>		<b>Progressive Courses</b>																	
<b>Course Offering Department</b>		<b>MBA</b>		<b>Data Book/Codes/Standards</b>																	
<b>Course Learning Rationale (CLR):</b>		<i>The purpose of learning this course is to</i>			<b>Learning</b>																
<b>CO-1:</b>	Understand basics of Entrepreneurship and Social Responsibility in Sports				1	2	3	<b>Program Outcomes (PO)</b>													
<b>CO-2:</b>	Applying Innovations in the sports Entrepreneurship				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12		
<b>CO-3:</b>	Remember Entrepreneurship and Community							Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of multidisciplinary knowledge of various functional areas in Hospital Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea		
<b>CO-4:</b>	Analyze Corporate Social Responsibility							3	2	3											
<b>CO-5:</b>	Evaluate CSR Discussion																				
<b>Course Outcomes (CO):</b>		<i>at the end of this course, learners will be able to:</i>																			
<b>CCLR-1:</b>	To provide knowledge on Entrepreneurship and Social Responsibility in Sports				1	75	65														
<b>CCLR-2:</b>	To learn the Innovation in the sports entrepreneurship				2	70	65														
<b>CCLR-3:</b>	To know the elements of Entrepreneurship and Community				3	70	60														
<b>CCLR-4:</b>	To understand Corporate Social Responsibility				2	70	65														
<b>CCLR-5:</b>	To learn about CSR Discussion				3	70	60														
<b>Duration(hour)</b>	8		8		8			8				8									
<b>S-1</b>	SLO-1	Introduction	Introduction	Sport Entrepreneurship and Community	Introduction	CSR Communication in Sports															
	SLO-2	Definition of Sports Entrepreneurship	Definition of Entrepreneurship and Innovation	sport entrepreneurship and community development theories	What is Corporate Social Responsibility	Role of CSR Communication in Sports															
<b>S-2</b>	SLO-1	Importance of Sports Entrepreneurship	Types of innovative entrepreneurs	Coherence: Beginning and End	Four Rationales for CSR	Standardization of Sports CSR Communication															
	SLO-2	Sport facilities management and planning	Entrepreneurship vs. Innovation	Sport, Innovation and Public Policy	Moving beyond CSR: Corporate Advocacy	Format of CSR Communication															
<b>S-3</b>	SLO-1	Impact of Sports in Entrepreneurship	Incremental Innovation	Importance of Public Policy	CSR corporate advocacy strategies	Types of CSR Initiatives															
	SLO-2	Conceptualization of Sports Entrepreneurship	Concepts and Theory	Sociomaterial Perspective on Decision Review System in Cricket	Corporate Social Responsibility in Sports	Ethical/human rights social responsibility															
<b>S-4</b>	SLO-1	sports entrepreneurship strategy	Innovation Capability	Game Theory in the Decision Review System	Amendment of CSR Rules	Salient Stakeholders of Sports Organization															
	SLO-2	Connecting Sports and Entrepreneurship	Developing Innovation Capability in Organisations	Exploring Motivation of Runners	Integrative frame work for CSR	Stakeholder and Strategic decisions															
<b>S-5</b>	SLO-1	Connecting Sports and Entrepreneurship	Developing Innovation Capability in Organisations	Exploring Motivation of Runners	Integrative frame work for CSR	Stakeholder and Strategic decisions															
	SLO-2	Innovation in Sports	Influence of Sports events	Role of Sex, Age, Education, and Training Experience in Polish Runners	Impact of CSR on Fans	Stakeholders Pressure in CSR															
<b>S-6</b>	SLO-1	e-Sports	Innovation for Social Inclusion	Emergence of Opportunities	Theoretical Framework	Stakeholders Participation in CSR															
	SLO-2	e-Sports	Innovation for Social Inclusion	Emergence of Opportunities	Theoretical Framework	Stakeholders Participation in CSR															
<b>S-7</b>	SLO-1	Player and game graphics	Sport Leadership, Psychology and Innovation	Sports Management verticals	Community Relations	Presence of CSR Reports															

	SLO-2	Player and game graphics	Sport Leadership, Psychology and Innovation	Sports Management verticals	Community Relations	Presence of CSR Reports
S-8	SLO-1	Virtual reality	sports psychology leadership theories	League / Team / Athlete Management.	TYPES OF COMMUNITY RELATIONS PROGRAMS	Case Study
	SLO-2	Case Study	Case Study	Case Study	Case Study	Case Study

<b>Learning Resources</b>	1. Vanessa Ratten, Sport Entrepreneurship and Innovation, Routledge, 2016	3. Daniel Erickson, Corporate Social Responsibility in Sports, Marquette University, 2017
	2. Msn RN Smith, Sports Entrepreneur: A Guide to Bring your Sports Product, B180, Inc, 2017	4. Massimo Valeri, Corporate Social Responsibility and Reporting in Sports Organization, Springer, 2019

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA -4-Class participation

CL-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Poonguzhali – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Jawahar Philimis – Assistant Professor

Course Code	MBS23303T	Course Name	Sustainable Sports Organization	Course Category	SRPCC	Social Responsibility and Professional Core Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>
<b>CO-1:</b>	<i>Remember about how people behave in Sustainable Sports Organization</i>
<b>CO-2:</b>	<i>Understand the practices followed in organizations to regulate Sustainable Sports</i>
<b>CO-3:</b>	<i>Apply the insight in management of sports recreation</i>
<b>CO-4:</b>	<i>Analyze the sustainable sports in organization and leisure facilities</i>
<b>CO-5:</b>	<i>Apply how to design sustainable sports organizations and what strategies are used</i>

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPE)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of multidisciplinary knowledge of various functional areas in Hospital/Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
3	3		2	3	2	3					
						3	2	3			
			3			2	3				
							3				

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>
<b>CCLR-1:</b>	<i>To provide knowledge on behavior aspects in Sustainable Sports Organization</i>
<b>CCLR-2:</b>	<i>To learn the theories and practices followed in organizations to regulate Sustainable Sports</i>
<b>CCLR-3:</b>	<i>To know the aspects in management of sports recreation</i>
<b>CCLR-4:</b>	<i>To understand the sustainable sports in organization and leisure facilities</i>
<b>CCLR-5:</b>	<i>To learn the design sustainable sports organizations and what strategies are used</i>

<b>Duration(hour)</b>	6	6	6	6	6	
<b>S-1</b>	SLO-1	Introduction	Introduction to Perspectives of Sustainability	Introduction to Sustainable Development Goals	Introduction to Open Content Space	Transforming Education to Shape a more Sustainable World
	SLO-2	economic, social and environmental aspects in sports	4 types of sustainability	17 Sustainable Development Goals	Concept of space in sports	Importance of sports in education
<b>S-2</b>	SLO-1	What is Sports Sustainable Development	Need and Significance of Perspectives for Sustainable Development	Ethical Dimensions in SDG	Language as Power Tool in sports	Efficient Intervention
	SLO-2	5 Ps of sustainable development	7 Rs of sustainability	Need for Ethical Dimensions in SDG	Use of Language as Power Tool	Viable Intervention
<b>S-3</b>	SLO-1	Overview of Sustainable Development	Perspectives on Sports Sustainable Development	Issues in Sustainable Development	Language as an Effective Tool for Communication of Sustainable Development	Improving Content
	SLO-2	3 concepts in sustainable development	Types of Perspectives	How to overcome the problems in Sustainable development goals	communication strategies for sustainable development	3 ways to improve sustainability in sports
<b>S-4</b>	SLO-1	Need of Sports Sustainable Development	Personal Perspective	Interconnectedness in sports sustainability	What is engagement in sports?	Pedagogy
	SLO-2	Significance of Sports Sustainable Development	Social Perspective	Interconnectedness of Sustainability Issues	Real-time Engagement	Importance of pedagogy in sports
<b>S-5</b>	SLO-1	Various Measures of Sustainable Development	Economic Perspective	Learning Approach in sustainable sports	The role of media in sports	Developing Competency Based Learning Units
	SLO-2	Three ways of measuring sustainable development	Ecological Perspective	Problem Based Learning Approach	Media Literacy	What sustainable development goals would relate to the teacher education program
<b>S-6</b>	SLO-1	Steps to Apply Sustainable Development	Technological Perspective	Various Sports Activity that Favors SDG	Critical Interpretation	Making Sustainable Development Issues matter to Students
	SLO-2	Sustainable sports development in India – Case Study	Political Perspective.	Which SDG is related to sports – Case Study	Thinking Skills	Education for sustainable development (ESD) is UNESCO's education sector – Case study

<b>Learning Resources</b>	1. Triantafyllidis, S., & Mallen, C. (Eds.). (2022). <i>Sport and Sustainable Development: An Introduction</i> . Routledge	3. McCullough, B. P., Kellison, T., & Melton, E. N. (Eds.). (2022). <i>The Routledge handbook of sport and sustainable development</i> . Routledge.
	2. Mgiep, U. (2017). Textbooks for sustainable development: A guide to embedding. <i>Mahatma Gandhi Institute of Education for Peace and Sustainable Development: New Delhi, India</i> .	

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test                      CLA-2-Surprise Test                      CLA-3-Mini Project                      CLA –4-Class participation                      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VII, Chennai</i>	Dr. N. Santhosh Kumar – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	Dr. A. Celina – Assistant Professor

Course Code	MBS23304T	Course Name	Advanced Topics in Sports Management	Course Category	DSEC	Discipline Specific Elective Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

Course Learning Rationale (CLR):		Learning			Program Outcomes (PO)											
The purpose of learning this course is to		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-1:	Examine the sports management environment	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge of various functional areas in Hospital/Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CO-2:	Understand the sports governance															
CO-3:	Outline the service providers / organizations / stakeholders involved in a sports activity / business															
CO-4:	Establish initial planning process for a sports event															
CO-5:	Demonstrate the roles, skills and functions of management															

Course Outcomes (CO):		at the end of this course, learners will be able to:		
CCLR-1:	Knowing what is management in sports environment	1	75	65
CCLR-2:	Sports governance importance and its values	2	70	65
CCLR-3:	Business involved in the Sports activity	3	70	60
CCLR-4:	Detail Knowledge on Sports events planning	2	70	65
CCLR-5:	Deep knowledge on Skills and Functions of management	3	70	60

Duration (hour)	6		6		6		6		6	
S-1	SLO-1	History of Sports Management	Introduction	Introduction to Professional Sports	Introduction to Facility Management	What is Sporting Goods				
	SLO-2	Functions and main concepts	Athletics As An Industry	Definition	4 pillars of FM	Athletic good with examples				
S-2	SLO-1	Management Principles applied to Sports Management	Organization Structure and Governance	Key Concepts Involved in Professional Sports	Scope, Roles and Benefits	Introduction to Licensed Product Industries				
	SLO-2	Planning organizing directing	Policies and Processes	Competitive balance	Definition of Public Assembly Facilities	Industry and occupational license				
S-3	SLO-1	Controlling budgeting dealing	Career Opportunity	Professional Staff Positions	Discussion with examples	Examples of licensed product				
	SLO-2	Marketing Principles applied to Sports Management	Roles and responsibilities	Qualities and job role of Staff positions	Types of Public Assembly Facilities	Industry Structure				
S-4	SLO-1	Four P's of marketing	Application of Key Principles	What is Sport Agency	Facility Ownership and Management Staff Goal	Five components				
	SLO-2	Financial and Economic Principles applied to Sports Management	Individualization, Specificity, Variation, Overload, Reversibility	Their Role	Facility Financing	The Modern Recreational Movement				
S-5	SLO-1	3 assumption	Collegiate Sport Management	Need and Significance of Sport Agency	Refinancing facilities	Fitness as modern form				
	SLO-2	5 key principles	Business of sports and recreation	Characteristics of Agencies	Cash management financing facilities	Trends in Participation				
S-6	SLO-1	Legal Principles applied to Sports Management	Current Issues for Emerging Trends	Sports Agency Firms	Why Cities Subsidize Sports Facilities	Social Grouping				
	SLO-2	History growth	Disability inclusion, Athlete activism	Marketing of the Teams	Stadium subsidy	Club Organization and its structure				
	SLO-2	Moral values	Three pillars of Olympic	Discussion on present issues like doping	Sustainability and building efficiency	Components of leisure Activities				

<b>Learning Resources</b>	1. Lisa P. Master Alexis, (2012) “Principles and Practice of Sport Management”, Jones and Bartlett Learning publisher.	3. Manuel Alonso Dos Santos, (2014) “Strategies in Sports Marketing: Technologies and Emerging Trends”, Idea Group publishing.
	2. Vassilios Ziakas, (2022)” Tends and Advances in Sport and Leisure Management”, Cambridge Scholars Publishing.	

<b>Learning Assessment</b>													
	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA –4-Class participation

CL-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr. Chandrasekar Menon, Management Consultant</i>	<i>Dr. Reeves Wesley-Professor- VII, Chennai</i>	<i>Dr. R. Vijay Raja – Assistant Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	<i>Dr. Mohana Krishnan – Director, Sports</i>

Course Code	MBS23305T	Course Name	Research Methodology in Sports Management	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>
<b>CO-1:</b>	Understand the core aspects of Research
<b>CO-2:</b>	Analyze the Problems in sports and Management
<b>CO-3:</b>	Apply the Research techniques in data analysis
<b>CO-4:</b>	Create the Solutions to solve the business problems
<b>CO-5:</b>	Apply the concepts and Ethics in research

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	75	65
2	70	65
3	70	60
2	70	65
3	70	60

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of multidisciplinary knowledge of various functional areas in Hospital/Management to integrate business projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
3	3		2	3	2	3					
						3	2	3			
			3			2		3			
						2	3	2			

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>
<b>CCLR-1:</b>	Students will understand and appreciate scientific inquiry
<b>CCLR-2:</b>	Students would know to write research proposals
<b>CCLR-3:</b>	The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
<b>CCLR-4:</b>	Students would be able to analyze data and find solutions to the problems.
<b>CCLR-5:</b>	Students could prepare research reports

<b>Duration (hour)</b>	8	8	8	8	8	
<b>S-1</b>	SLO-1	Introduction to Research Methodology	Introduction to Research Process	What is Review of Literature	Introduction to Theories	Research Design - Meaning and need of Design
	SLO-2	What is Research Methodology	Steps involved in Research Process	Objectives, importance and Scope of literature reviews	Introduction to Theoretical frameworks	Objectives of Research design and Elements of Research Design
<b>S-2</b>	SLO-1	Characteristics of Research – Objectiveness, Accuracy	The Research Process - Analyze, Research tools, Search	Purpose of Review of Literature	Considering Approach	Types of Research Design
	SLO-2	Timeliness, relevance, clarity and Systematic	Evaluate, Record and Repeat	Refine idea and Concept, Identify key reference, standardize thoughts and finding the research gap	Identification of Variables, relationships and context factors	Descriptive, experimental, diagnostic, explanatory and correlational
<b>S-3</b>	SLO-1	Why Undertake Research	Nature of Knowledge	Sources of Review of Literature	Concepts and Conceptual Framework	What is Sampling Meaning and concept
	SLO-2	Types of Research – Pure Research	Theory knowledge and Experience knowledge	Strategies, process and methods, Concepts and Theories and Statistical data	Independent variable, dependent variable, moderating variable, mediating variable and control variable	Types of Sampling Methods
<b>S-4</b>	SLO-1	Empirical, Analytical	Quantitative Research	Finding the Literature	Operationalize Terms	Sample Size Determination
	SLO-2	Applied Research	Survey Research, Correlated Research and Experimental Research	Define keywords, find data base, list relevant sources	Table, narrow hypothesis, sample, observable and measurable variables and specific situation	Sample size for continues data, Discrete data and for known population
<b>S-5</b>	SLO-1	Difference between Pure Research and Applied Research	Qualitative Research	Relevant Databases	Reliability - Meaning, scope and importance	Methods of Data Collection
	SLO-2	Primary Research	Interview, case study method, focus group, Process of observation	Primary sources, Secondary sources and Tertiary Sources	Types and Reliability and Measurement of Reliability	Primary data collection, secondary data collection, Qualitative data collection and quantitative data collection
<b>S-6</b>	SLO-1	Secondary Research	Choose of Research Type	Assessing the Literature	Validity - Meaning, scope and importance	Issues in Sampling

	SLO-2	<i>Difference between Primary and Secondary Research</i>	<i>Reality, Theory, Hypothesis, Applications and data</i>	<i>Journals, Technical reports, Thesis, conference proceedings and editorials</i>	<i>Types of Validity and Measurement of validity</i>	<i>Non-Response Bias</i>
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<b>Learning Resources</b>	1. Jones, I. (2014). <i>Research methods for sports studies</i> . Routledge.	3. Andrew, D. P., Pedersen, P. M., & McEvoy, C. D. (2019). <i>Research methods and design in sport management</i> . Human Kinetics.
	2. Jones, I. (2022). <i>Research methods for sports studies</i> . Routledge.	

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50% weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		60				20		20		20	
Level 2	Understand	60		40		20		20		20		20	
Level 3	Apply					40		40		20		20	
Level 4	Analyze					40		20		40		40	
Level 5	Evaluate												
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test                      CLA-2-Surprise Test                      CLA-3-Mini Project                      CLA –4-Class participation                      CL-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	<i>Dr. K. Santhana Lakshmi, Associate Prfoessor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	<i>Dr.R.Krishnaraj, Professor</i>

Course Code	MBS23306T	Course Name	Evolution of Olympics	Course Category	PCC	Professional Core Course	L	T	P	C
							4	0	0	4

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	<i>The purpose of learning this course is to</i>	<b>Learning</b>			<b>Program Outcomes (PO)</b>											
CO-1:	Understand basic history of Olympic games	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Analyze the strategic moves of Olympic committee and system	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary knowledge for various functional areas in Hospital/Management/IT/Finance/Business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea
CO-3:	Remember the reinvention and challenges in Olympics															
CO-4:	Analyze the politics and future of Olympics															
CO-5:	Evaluate the legacy of new emerging forces and conflicts in Olympics															

<b>Course Outcomes (CO):</b>	<i>at the end of this course, learners will be able to:</i>															
CCLR-1:	To provide knowledge on evolution of Olympics	1	75	65												
CCLR-2:	To learn the Innovative strategies formulated by Olympic committee	2	70	65												
CCLR-3:	To know the outcome of reinvention in Olympics	3	70	60												
CCLR-4:	To understand the political stability and the road ahead.	2	70	65												
CCLR-5:	To learn about disruptions in Olympics	3	70	60												

<b>Duration(hour)</b>	8		8		8		8		8	
S-1	SLO-1	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction	Introduction
	SLO-2	Beginnings and Evidence	International Olympic committee	Sport is about emotion	Games and the legacies	Legitimacy of the International Olympic committee	Resolving International conflicts	Legacy of new emerging forces	Independent Olympics athletes	Sole anti-democratic federation
S-2	SLO-1	Athletic Events	Sports federation	Symbols & rituals in Olympic arena	IOC political economy	Resolving International conflicts	Legacy of new emerging forces	Independent Olympics athletes	Sole anti-democratic federation	Commercialization and Democratization
	SLO-2	Athletic Events	Classical, Extended, Regulated Olympic system	Modern Olympic games	Games bidding process	Legacy of new emerging forces	Independent Olympics athletes	Sole anti-democratic federation	Commercialization and Democratization	Media and politics
S-3	SLO-1	Combat events	Olympic governance	reinvention of the Olympic games	Television and commercialization	Independent Olympics athletes	Sole anti-democratic federation	Commercialization and Democratization	Media and politics	Impact of Intercultural Exchange
	SLO-2	Equestrian events	IOC organization chart	Challenges	Urban development	Sole anti-democratic federation	Commercialization and Democratization	Media and politics	Impact of Intercultural Exchange	Elite sport disclosure
S-4	SLO-1	Body, Mind and Greek Athletics	Development of Staff at IOC administration	Olympics as a spectacle	City branding and the environment	Commercialization and Democratization	Media and politics	Impact of Intercultural Exchange	Elite sport disclosure	Red road to Olympus
	SLO-2	Later centuries of Olympia	Evolution of TOP Program	lost worlds of post war Olympics	Reviving the Olympics	Media and politics	Impact of Intercultural Exchange	Elite sport disclosure	Red road to Olympus	Cold war Olympics commence
S-5	SLO-1	Origin of the modern Olympic games	Olympic solidarity Budget	spectacle vs anti-spectacle	Internationalist spirit	Impact of Intercultural Exchange	Elite sport disclosure	Red road to Olympus	Cold war Olympics commence	Operation Griffin
	SLO-2	Authenticity of the modern Olympic games	Comparison of Olympic system	Bankruptcy, Boycotts	National contestation	Elite sport disclosure	Red road to Olympus	Cold war Olympics commence	Operation Griffin	The freedom tour
S-6	SLO-1	Modern issues	Red cross movement	End of amateurism	Spectacle, Carnival and Consumption	Red road to Olympus	Cold war Olympics commence	Operation Griffin	The freedom tour	The freedom tour
	SLO-2	Chronology of the Athletic circuit	Voting rights of Executive WADA, IUCN, IRCRCM	Globalization of Olympics after the cold war	Level playing fields	Cold war Olympics commence	Operation Griffin	The freedom tour	The freedom tour	Case Study
S-7	SLO-1	Schedule of the Athletic circuit	Voting rights of Executive WADA, IUCN, IRCRCM	Olympics in New world war	Dark side of the Olympics	Operation Griffin	The freedom tour	Case Study	Case Study	Case Study
	SLO-2	Greek and Roman worlds	Redistribution of Television Rights	An air of Hopelessness	Dark side of the Olympics	The freedom tour	Case Study	Case Study	Case Study	Case Study
S-8	SLO-1	Pindar and Immortality	Allocation of Revenues	An air of Hopelessness	Case Study	Case Study	Case Study	Case Study	Case Study	Case Study
	SLO-2	Case Study	Case Study	Case Study	Case Study	Case Study	Case Study	Case Study	Case Study	Case Study

<b>Learning Resources</b>	1. Bailey, S. (2008). <i>Athlete first: A history of the Paralympic movement</i> . John Wiley & Sons, Ltd.	3. Home, J., & Whannel, G. (2020). <i>Understanding the Olympics</i> . Routledge.
	2. Goldblatt, D. (2018). <i>The games: A global history of the Olympics</i> . Pan Books.	4. Blustein, H. (2022). <i>Cold War Olympics: A new battlefield in psychological warfare, 1948-1956</i> . McFarland & Company, Inc., Publishers

<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50%weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		25		25		20		20		10	
Level 2	Understand	20		15		20		20		20		10	
Level 3	Apply	20		15		25		20		20		25	
Level 4	Analyze	20		20		15		20		20		25	
Level 5	Evaluate	20		25		15		20		20		30	
Level 6	Create												
	Total	100%		100%		100%		100%		100%		100%	

CLA-1-Cycle Test

CLA-2-Surprise Test

CLA-3-Mini Project

CLA –4-Class participation

CL-5-Model examination

CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VIT, Chennai</i>	Dr. Mohana Krishnan, Director, Sports
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Louis Raj, Assistant Professor

Course Code	MBS23307L	Course Name	Community Wellness and Yoga (Practical)	Course Category	ASEC	Analytical Skills Enhancement Courses	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b> <i>The purpose of learning this course is to</i>		<b>Learning</b>			<b>Program Outcomes (PO)</b>												
CO-1:	Understand the importance of having good health	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CO-2:	Remember the techniques in practicing mental hygiene	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Implementation of Multidisciplinary Knowledge of various functional areas in Sports Management to integrate business Projects	Evaluation of operations using business metrics to develop growth strategies	To create a strategic plan for execution of business idea	
CO-3:	Create strategies to possess mental stability																
CO-4:	Analyze the moral values incorporated in yoga																
CO-5:	Remember the techniques in attaining higher level of consciousness																
<b>Course Outcomes (CO):</b> <i>at the end of this course, learners will be able to:</i>																	
CCLR-1:	To provide knowledge on health and wellness	1	75	65	2	3										1	
CCLR-2:	To learn about techniques of emotional stability and mental hygiene	2	70	65	2	1										3	
CCLR-3:	To know the significance of mental stability	3	70	60	2	2								1		3	
CCLR-4:	To understand the basic moral values	2	70	65	2	2								2		3	
CCLR-5:	To learn and leap in attaining saturated level of consciousness	3	70	60	2	1										3	

<b>Learning Resources</b>	1. Heather Mason, Yoga for Mental Health, Handspring, 2018 2. Swami Vivekananda, The Complete Book of Yoga, Fingerprint Publishing, 2019	3. Edward Clark, Teaching Contemporary Yoga Physical Philosophy and Critical Issues, 2022
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<b>Learning Assessment</b>													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination(50%weightage)	
		CLA-1(20%)		CLA-2(10%)		CLA-3(30%)		CLA-4(10%)		CLA-5(30%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		15		15		25		20		10		10
Level 2	Understand		15		15		15		15		15		10
Level 3	Apply		15		25		25		15		15		20
Level 4	Analyze		15		15		10		15		15		20
Level 5	Evaluate		15		15		20		25		20		20
Level 6	Create		25		15		5		10		25		20
	Total		100%		100%		100%		100%		100%		100%

CLA-1-Cycle Test      CLA-2-Surprise Test      CLA-3-Mini Project      CLA-4-Class participation      CLA-5-Model examination  
 CLA-4 can be from any one or combination of these: Class Participation, Assignments, Seminars, Tech Talks, Case-Studies, MOOCs Certifications, Conference Papers, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Dr.Chandrasekar Menon, Management Consultant</i>	<i>Dr.Reeves Wesley-Professor- VII, Chennai</i>	Dr. Jahira Parveen – Assistant Professor
<i>Roshan Kuriyan, Consultant – Sports Marketing &amp; Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	Dr. Prabhu – Assistant Professor

Course Code	MBS23308L	Course Name	Immersion Trips and Industry Visits (Sports Goods Company)	Course Category	ICC	Industry Collaborative Courses	L	T	P	C
							0	0	6	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	The Purpose of learning this Course is to:
CLR-1:	To have knowledge on Experiential Learning
CLR-2:	To gain first hand exposure on industrial Insights
CLR-3:	To able to foster cultural sensitivity
CLR-4:	To connect with industry experts, entrepreneurs and professionals.
CLR-5:	To enable students for a critical thinking and problem-solving ability
CLR-6:	To learn the insights of personal growth and adaptability.

<b>Course Learning Outcomes: (CLO):</b>	At the end of the Course, the learners will be able to:
CLO-1:	Demonstrate critical and analytical thinking skills by evaluating and synthesizing information across all functional areas of a sports industry in both local and global contexts.

Assessment (100%) [100 marks]	Continuous Learning Assessment (50% weightage) [50 marks]	Final Evaluation (50% weightage) [50 marks]
Social relevance/converted research	10 marks	-
Review 1	10 marks	-
Review 2	10 marks	-
Review 3	10 marks	-
Innovation / Contribution	10 marks	-
<b>Total marks awarded by Internal examiner</b>	<b>50 marks</b>	-
<b>Evaluation of Report and Viva by External experts</b>	---	<b>50 marks</b>
<b>TOTAL</b>	<b>100 marks</b>	

Course Code	MBS23309L	Course Name	Summer Internship	Course Category	ICC	Industry Collaborative Courses	L	T	P	C
							0	0	8	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	The Purpose of learning this Course is to:
CLR-1:	To have knowledge transfer beyond classroom
CLR-2:	To learn the regular activities of a sport facility
CLR-3:	To able to identify, analyse and solve problems in various departments in day to day activities
CLR-4:	To acquire knowledge on improving profitability of the concerned sport institution.
CLR-5:	To make suggestions on improving services to customers
CLR-6:	To learn the latest technology used in the Institutions in real time basis.

<b>Course Learning Outcomes: (CLO):</b>	At the end of the Course, the learners will be able to:
CLO-1:	Demonstrate critical and analytical thinking skills by evaluating and synthesizing information across all functional areas of sport organization's business in both local and global contexts.

Assessment (100%) [100 marks]	Continuous Learning Assessment (50% weightage) [50 marks]	Final Evaluation (50% weightage) [50 marks]
Social relevance/converted research	10 marks	-
Review 1	10 marks	-
Review 2	10 marks	-
Review 3	10 marks	-
Innovation / Contribution	10 marks	-
<b>Total marks awarded by Internal examiner</b>	<b>50 marks</b>	-
<b>Evaluation of Report and Viva by External experts</b>	---	<b>50 marks</b>
<b>TOTAL</b>	<b>100 marks</b>	

Course Code	MBS23401L	Course Name	Advanced Seminar Presentation (Practical)	Course Category	DSEC	Discipline Specific Elective Courses	L	T	P	C
							0	0	8	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	The Purpose of learning this Course is to:
CLR -1:	To remember how to deliver powerful and impactful introductions and summaries
CLR-2:	To understand how to structure your presentation to deliver your key messages
CLR-3:	To create engaging, clear, and persuasive presentations using various media and communication techniques
CLR-4:	To analyze critically about their topic, evaluate information from various sources, and construct coherent arguments to support their presentations
CLR-5:	To understand how to conduct thorough research using academic and reputable sources, leading to well-informed and substantiated presentations
CLR-6:	To evaluate feedback on their presentation skills and content, with an emphasis on continuous improvement

<b>Course Learning Outcomes: (CLO):</b>	At the end of the Course, the learners will be able to:
CLO-1:	To develop students' skills in delivering comprehensive and engaging presentations on complex topics, fostering critical thinking and effective communication

Assessment (100%) [100 marks]	Continuous Learning Assessment (50% weightage) [50 marks]	Final Evaluation (50% weightage) [50 marks]
Social relevance/converted research	10 marks	-
Review 1	10 marks	-
Review 2	10 marks	-
Review 3	10 marks	-
Innovation / Contribution	10 marks	-
<b>Total marks awarded by Internal examiner</b>	<b>50 marks</b>	-
<b>Evaluation of Report and Viva by External experts</b>	---	<b>50 marks</b>
<b>TOTAL</b>	<b>100 marks</b>	

Course Code	MBS23402L	Course Name	Project Sports Meet (Conducting Sports Event)	Course Category	AEC	Ability Enhancement Courses	L	T	P	C
							0	0	8	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA		Data Book/Codes/Standards	

<b>Course Learning Rationale (CLR):</b>	The Purpose of learning this Course is to:
CLR-1:	Understand the fundamentals of event planning
CLR-2:	Develop leadership and teamwork skills
CLR-3:	Promote physical and sportsmanship
CLR-4:	Develop effective communication and public speaking skills
CLR-5:	Understand event safety and risk management
CLR-6:	Promote community engagement and reflect on the learning process

<b>Course Learning Outcomes: (CLO):</b>	At the end of the Course, the learners will be able to:
CLO-1:	students will be able to plan, organize, and execute a successful sports meet event, showcasing effective leadership, event management skills, and fostering teamwork and sportsmanship among participants.

Assessment (100%) [100 marks]	Continuous Learning Assessment (50% weightage) [50 marks]	Final Evaluation (50% weightage) [50 marks]
Social relevance/converted research	10 marks	-
Review 1	10 marks	-
Review 2	10 marks	-
Review 3	10 marks	-
Innovation / Contribution	10 marks	-
<b>Total marks awarded by Internal examiner</b>	<b>50 marks</b>	-
<b>Evaluation of Report and Viva by External experts</b>	---	<b>50 marks</b>
<b>TOTAL</b>	<b>100 marks</b>	

Course Code	MBS23403L	Course Name	Capstone Project	Course Category	ICC	Industry Collaborative Courses	L	T	P	C
							0	0	20	10

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	MBA	Data Book/Codes/Standards

<b>Course Learning Rationale (CLR):</b>	The Purpose of learning this Course is to:
CLR -1:	To apply fundamental and disciplinary concepts/ techniques to their principal fields of research.
CLR-2:	To able to identify, analyze and solve problems doing research through critical investigation.
CLR-3:	To employ models and tools through data based decision making for managing organizational growth
CLR-4:	To Foster Analytical and critical thinking abilities for data-based decision making
CLR-5:	To know the use of tools and techniques for exploratory, conclusive and causal research.
CLR-6:	To understand the concept of measurement in empirical systems and to use statistical techniques for analysis of research data.

<b>Course Learning Outcomes: (CLO):</b>	At the end of the Course, the learners will be able to:
CLO-1:	Integrate quantitative and qualitative research processes and methods by defining, analyzing, and solving business problems through research.

Assessment (100%) [300 marks]	Continuous Learning Assessment (50% weightage) [150 marks]	Final Evaluation (50% weightage) [150 marks]
Social relevance/converted research	10 marks	-
Review 1	40 marks	-
Review 2	40 marks	-
Review 3	40 marks	-
Innovation / Contribution	20 marks	-
<b>Total marks awarded by Internal examiner</b>	<b>150 marks</b>	-
<b>Evaluation of Report and Viva by External experts</b>	---	<b>150 marks</b>
<b>TOTAL</b>	<b>300 marks</b>	