

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

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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

PO #	Key Deliverables	Be critical Thinkers and Business thought leaders	Collaborate to innovate and enterprise with diverse multi-cultural teams	Make Responsible Decisions that positively impacts all Stakeholders	Nurture personal growth and career success
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

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

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
Total Learning Credits					36

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
Total Learning Credits					18

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
Total Learning Credits					17

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
Total Learning Credits					7

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
Total Learning Credits					2

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
Total Learning Credits					7

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
Total Learning Credits					5

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
Total Learning Credits					10

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

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

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																
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)											
CO-1:	Understand the value of sports in the economic perspectives					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Remember the practices followed in sports organizations to obey the policies					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 Hospital Management into integrated 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 supply of sports participation																			
CO-4:	Analyze the market to build scope for professional sports																			
CO-5:	Create the awareness of economics of sports events																			
Course Outcomes (CO):		at the end of this course, learners will be able to:																		
CCLR-1:	To provide knowledge on sports and gain the demand of economics of sports					1	75	65	3			2	3							
CCLR-2:	To learn the theories and practices associated with policies followed by sports organization					2	70	65		3				2	3					
CCLR-3:	To know the sports events and participation in different major leagues					3	70	60						3	2	3				
CCLR-4:	To understand the market demand or professional sports and career development					2	70	65			3					3				
CCLR-5:	To make the decisions in the aspects of economics and sports					3	70	60							2	3				
Duration(hour)		6		6		6			6			6			6					
S-1	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								
S-2	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								
S-3	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								
S-4	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								
S-5	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								
S-6	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								
Learning Resources	1. Paul Downward, Sports economics: Theory, Evidence and policy, Elsevier sabre Foundation, 2015. 2. Dennis Coates, Sports Economics, Management policy, Springer, 2022 3. Sergiy Butenko, Optimal Strategies in sports Economics and Management, Springer, 2010					4. A Research Agenda for Sport Management; David shilbury, 2022. 5. A Modern guide to sports Economics, Ruud H. koning, Stefan kesenne, 2021. 6. Historical perspectives on Sports Economics, John k. Wilson, 2019. 7. The economics of competitive Sports, Placido Rodriguez, 2015.														

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	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.

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>	DR. Anbu – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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																		
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)															
CO-1:	Remember about how a league structure is formed.					Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CO-2:	Understand the finance practices followed in sports.																							
CO-3	Apply the insight on ways which help for financial accountability.																							
CO-4:	Analyze the behavior of sports person in finance management																							
CO-5:	Apply the financial management in sports.																							
Course Outcomes (CO):		at the end of this course, learners will be able to:							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				
CCLR-1:	To provide knowledge on application of financial management in sports					1	75	65	3				3								2			
CCLR-2:	To learn the theories and practices associated with finance in sports					2	70	65		3					3						2			
CCLR-3:	To know the aspects of finance in sports					3	70	60		3						2	3							
CCLR-4	To understand Functions, Emerging trends and financial disruptive forces					2	70	65				3			2		3							
CCLR-5:	To learn the Financial Challenges and Risk management					3	70	60							2	3	2							
Duration(hour)		6		6		6		6		6		6		6		6								
S-1	SLO-1	Introduction	Introduction	Introduction	Introduction	Introduction		Introduction		Introduction		Introduction		Introduction		Introduction								
	SLO-2	concept of sports economics	Emerging trends and financial disruptive forces	Financial management	Financial management	Financial accountability and analysis - 1		Financial accountability and analysis - 1		Financial accountability and analysis - 1		Financial accountability and analysis - 1		Financial accountability and analysis - 1		Risk management								
S-2	SLO-1	Importance and significance	Functions	Application of financial management in sport	Application of financial management in sport	Financial accountability and analysis - 2		Financial accountability and analysis - 2		Financial accountability and analysis - 2		Financial accountability and analysis - 2		Financial accountability and analysis - 2		Taxation								
	SLO-2	professional team sport	Revenue generation	Time value of money	Time value of money	Financial planning – 1		Financial planning – 1		Financial planning – 1		Financial planning – 1		Financial planning – 1		technology’s impact on recreation in sport finances								
S-3	SLO-1	market structure	Cost structure	Capital Budgeting	Capital Budgeting	Financial planning – 2		Financial planning – 2		Financial planning – 2		Financial planning – 2		Financial planning – 2		Affiliated Fund-raising organizations								
	SLO-2	Types of market structure	Holistic performance management	Debt financing	Debt financing	purchasing and inventory management - 1		purchasing and inventory management - 1		purchasing and inventory management - 1		purchasing and inventory management - 1		purchasing and inventory management - 1		Grantsmanship								
S-4	SLO-1	league structure	interpretation of annual reports	equity financing	equity financing	purchasing and inventory management - 2		purchasing and inventory management - 2		purchasing and inventory management - 2		purchasing and inventory management - 2		purchasing and inventory management - 2		Ticket sales								
	SLO-2	Types of league structure	Financial statements	Feasibility studies	Feasibility studies	understanding the revenue streams - 1		understanding the revenue streams - 1		understanding the revenue streams - 1		understanding the revenue streams - 1		understanding the revenue streams - 1		Retail and sales operations - 1								
S-5	SLO-1	uncertainty of outcome	Ownership structure	Economic impact analysis - 1	Economic impact analysis - 1	understanding the revenue streams - 2		understanding the revenue streams - 2		understanding the revenue streams - 2		understanding the revenue streams - 2		understanding the revenue streams - 2		Retail and sales operations - 2								
	SLO-2	competitive balance	governance and regulation	Economic impact analysis - 2	Economic impact analysis - 2	licensing and branding		licensing and branding		licensing and branding		licensing and branding		licensing and branding		Customer retention: A key to financial stability -								
S-6	SLO-1	models of professional team sport	Financial rise in private equity	valuation	valuation	Financial accountability and planning for development		Financial accountability and planning for development		Financial accountability and planning for development		Financial accountability and planning for development		Financial accountability and planning for development		Customer retention: A key to financial stability - 2								
	SLO-2	profit maximization & Utility maximization	regulation reforms	Facility financing	Facility financing	Commercial and Corporate sponsorships		Commercial and Corporate sponsorships		Commercial and Corporate sponsorships		Commercial and Corporate sponsorships		Commercial and Corporate sponsorships		Outsourcing services								
Learning Resources	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.																		

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		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.

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>	Dr. Velmurugan, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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																					
Course Learning Rationale (CLR):		The purpose of learning this course is to			Learning			Program Outcomes (PO)																		
CO-1:	Understand the sports management environment scenario and intervention of the government.			Level of Thinking (Bloom)	1	2	Expected Proficiency (%)	75	65	Level of Thinking (Bloom)	1	2	3	Expected Proficiency (%)	70	60	Level of Thinking (Bloom)	4	5	6	7	8	9	10	11	12
CO-2:	Remember the sports management principles and the influence of structure in sports management.																									
CO-3:	Understand the governance models and the drivers for change regarding sports management.																									
CO-4:	Analyze the cultural complexities in sports and measures to overcome it.																									
CO-5:	Create a performance management model.																									
Course Outcomes (CO):		at the end of this course, learners will be able to:																								
CCLR-1:	To provide knowledge on the development and the current scenario of sports management.						1			75			65													
CCLR-2:	To learn the principles and strategies of sports management.						2			70			65													
CCLR-3:	To know how sports management is being governed and the various rules attached to it.						3			70			60													
CCLR-4:	To understand the cultural aspects and complexities in sports and measures to rectify them.						2			70			65													
CCLR-5:	To learn recent trends in performance management and how to create a performance management model.						3			70			60													
Duration(hour)		6		6		6		6		6		6		6		6		6		6		6		6		
S-1	SLO-1	Introduction to Sports Management	Introduction to Sport 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																
S-2	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																
S-3	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																
S-4	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																
S-5	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																
S-6	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																
Learning Resources	1.	Hoye, R., Westerbeek, 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 th 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 th Edition). Routledge																				
	3.	Gillentine, A., & Crow, R. B. (2022). <i>Foundations of Sport Management</i> . FIT Publishing.																								

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		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.

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>	Dr. Vijay Raja, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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			
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:	Remember how sports technologies are improved.				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	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
CO-3:	Apply the insight on ways in which technologies of sports promote innovations																		
CO-4:	Analyze the impact of sports technologies and their management for future innovations																		
CO-5:	Apply how to promote advanced research makes it very effective for sports management																		
Course Outcomes (CO):		at the end of this course, learners will be able to:				1	75	65	3		2	3							
CCLR-1:	To provide knowledge on sports technologies and management.				2	70	65		3			2	3						
CCLR-2:	To learn the different technologies & trends and their innovations				3	70	60						2	3					
CCLR-3:	To know the aspects of future emerging trends of sports management				2	70	65				3			2	3				
CCLR-4:	To understand the impact and sustainable sports improvements and their advancements				3	70	60						2	3	2				
CCLR-5:	To learn the overall perspectives on sports management education													2	3	2			
Duration(hour)		6		6		6		6		6		6		6		6		6	
S-1	SLO-1	Introduction – What is Technology in Sports	What is Instrumentation Technology	What is Sustainable Design	Convolutional 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												
S-2	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												
S-3	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												
S-4	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												
S-5	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												
S-6	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												
Learning Resources	1. M. R. Dhinu. (2018). Sports technology: physical Education Textbook 2. Prof. Jaswinder Singh Brar. (2020). Sports Technology (M. P. Ed New Syllabus)					4. Chris Brady, karl Tuyls & Shayegan Omid shafiei. (2022). AI for Sports (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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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		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.

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>	Dr. G. Kumar, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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													
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)										
CO-1:	understand identification sports marketing and strategies				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	apply marketing strategies in the current scenario 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:	analyze an era of sports marketing and uncertainty																		
CO-4:	understand the international brand and its management																		
CO-5:	create more sales and promotion opportunities in sports																		
Course Outcomes (CO):		at the end of this course, learners will be able to:																	
CCLR-1:	To provide knowledge on sport marketing and strategies				1	75	65	3			2	3							
CCLR-2:	To learn the theories and practices associated with sports marketing and uncertainty				2	70	65		3				2	3					
CCLR-3:	To know the implementation of marketing strategy				3	70	60							3	2	3			
CCLR-4:	To understand the international brand and values				2	70	65				3			2		3			
CCLR-5:	To analyze more sales and promotion opportunities in sports				3	70	60							2	3				
Duration(hour)		6		6		6		6		6		6		6		6		6	
S-1	SLO-1	Introduction to Sports Marketing		Introduction		Introduction		Introduction		Introduction		Introduction		Introduction		Introduction		Introduction	
	SLO-2	Defining Sports marketing		Key drivers & trends revisited		strategy defined		Building sports brands		Defining sales management		Defining sales management		Defining sales management		Defining sales management		Defining sales management	
S-2	SLO-1	strategic sport		Shifting sands within revenue system		Benefits and limitations		Internationalization of sports brands as teams		Recruitment		Recruitment		Recruitment		Recruitment		Recruitment	
	SLO-2	marketing planning process		potential threats		strategy development and formulation		sponsorship and branding		selection		selection		selection		selection		selection	
S-3	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		training of sales personnel		training of sales personnel		training of sales personnel		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		Motivating sales force		Motivating sales force		Motivating sales force		Motivating sales force	
S-4	SLO-1	sport brand and products		Relationship between Fans and stakeholders		PESTEL analysis and appraisal		manufacturers of equipment		Compensating sales force		Compensating sales force		Compensating sales force		Compensating sales force		Compensating sales force	
	SLO-2	sport and pricing techniques		Technology and its impact on sport		SWOT analysis		neo-marketing approach		Integrated marketing communication		Integrated marketing communication		Integrated marketing communication		Integrated marketing communication		Integrated marketing communication	
S-5	SLO-1	media distribution		changing consumption patterns		competitive positioning		Branding and Ethic		Advertising strategy		Advertising strategy		Advertising strategy		Advertising strategy		Advertising strategy	
	SLO-2	sport sponsorship		Confluence of sport		Developing core marketing strategy		Internet and Social media branding		promotional media and tools		promotional media and tools		promotional media and tools		promotional media and tools		promotional media and tools	
S-6	SLO-1	Future trends		Future trends and developments in sport sector		Evaluation and control		Graphic design in branding		affinity measures		affinity measures		affinity measures		affinity measures		affinity measures	
	SLO-2	service quality and satisfaction.		wearables		Case studies/Guest lectures		case study/guest lectures		broadcast sponsoring		broadcast sponsoring		broadcast sponsoring		broadcast sponsoring		broadcast sponsoring	
Learning Resources		1. Karg, A., Shilbury, D., Westerbeek, H., Funk, D. C., & Naraine, M. L. (2022). <i>Strategic sport marketing</i> . Routledge.				3. Desbordes, M., & Richelieu André. (2014). <i>Global Sport Marketing: Contemporary Issues and Practice</i> . Routledge													
		2. Ennis, S. (2020). <i>Sports marketing: A global approach to theory and Practice</i> . Palgrave Macmillan.																	

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												
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

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>	Dr. Yaseen Maswood, Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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:	Remember about how people Specialized knowledge and skills for research, and/or professional practice, and/or further learning				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
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-cultured 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			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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Learning Resources	1. <i>Fried, G., & Mumcu, C. (Eds.). (2016). Sport analytics: A data-driven approach to sport business and management. Taylor & Francis.</i> 2. <i>MacLean, L. C., & Ziemba, W. T. (2022). The COVID-19 NFL Playoffs and Super Bowl, 2020–2021. In Sports Analytics (pp. 201-237).</i>	3. <i>Miller, T. W. (2015). Sports Analytics and Data Science: Winning the Game with Methods and Models. FT Press.</i>
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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		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.

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>	Dr. G. Kumar – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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

Course Learning Rationale (CLR):	The purpose of learning this course is to	Learning	Program Outcomes (PO)
CO-1:	Understand sports ethics practices	1	1
CO-2:	Analyze the history of sports	2	2
CO-3:	Apply ethical duties in sports	3	3
CO-4:	Evaluate problems and solutions in sports		4
CO-5:	Remember ethical and legal issues in sports		5

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 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
CCLR-1:	To apply ethics in sports	1	75	65	3			2	3							
CCLR-2:	To understand the history of sports	2	70	65		3				2	3					
CCLR-3:	To remember ethical duties of sports	3	70	60						3	2	3				
CCLR-4:	To create solution to problems in sports	2	70	65			3			2		3				
CCLR-5:	To evaluate ethical and legal issues in sports	3	70	60						2	3	2				
Duration(hour)	2	2	2	2	2	2	2	2	2	2	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										

Learning Resources	1. Harvey, A., & McNamee, M. J. (2020). <i>Sport integrity: Ethics, policy and practice</i> . Routledge.	3. Ruddell, L. S., Champion, W. T., & Karcher, R. T. (2020). <i>Sports ethics for sports management professionals</i> . Jones and Bartlett Learning.
	2. Lumpkin, A. (2017). <i>Modern Sport Ethics: A reference handbook</i> . ABC-CLIO An Imprint of ABC-CLIO, LLC.	4. Margaritis, K. (2019). <i>Law, ethics, and integrity in the sports industry</i> . IGI Global, Business Science Reference (an imprint of IGI Global).
		5. Abanazir, C. (2022). <i>Political Expression in Sport</i> . London, England: Taylor & Francis.

		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		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

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>	Dr. K. Santhanalakshmi – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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															
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)											
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-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 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																			
Course Outcomes (CO):		at the end of this course, learners will be able to:																		
CCLR-1:	To provide knowledge on behavior aspects on following the proper law.					1	75	65	3			2	3							
CCLR-2:	To learn the theories and practices associated with the ethics of sports					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 Gamesmanship and Sportsmanship					2	70	65				3				3				
CCLR-5:	To learn the way how law, ethics and compliance would benefit effectively in sports					3	70	60						2	3	2				
Duration(hour)		6		6		6			6			6			6					
S-1	SLO-1	Introduction		Introduction		Introduction			Introduction			Introduction								
	SLO-2	History of sport and law		Court of arbitration in sport		Implied sporting consent			Moral Victories			compliance statement								
S-2	SLO-1	Civilising process		The Gundel effect		Thuggery			Elements of sport											
	SLO-2	Popplewell principle		Administrative Independence		Law of sporting assault			Nature and philosophy of sport			sportsmanship statement								
S-3	SLO-1	preclusion of public law		practical acceptance		Medical considerations			Broad internalism and moral foundations pf sport			compliance committee								
	SLO-2	comparable jurisdictions		World anti-doping agency, WADA, History		Legal and Jurisprudential considerations			Normativity of sport			compliance responsibilities for other staff								
S-4	SLO-1	Quasi-public law		Codification and prohibition		sporting negligence			Intentional rules violation			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			Sports wagering & cooperative principle								
S-5	SLO-1	Quasi-public sporting authorities		Strict liability & Chain of custody		Sportsman’s Charter			Gamesmanship			certification tests								
	SLO-2	Restraint of trade		Liberalism & Resource implications		Measure of damage & Vicarious liability			Sportsmanship			contact periods								
S-6	SLO-1	approach in private law claims		Paternalism		Unlawful interference with economic relations			Defining Strategic Liability			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			Reporting violations								
Learning Resources	1. Nancy Borkowski and Katherine Meese. (2021). <i>Organizational Behavior. Theory and Designing Healthcare</i> . Jones and Bartlett Learning. 2. StephenP. Robins. (2016). <i>Organizational Behavior</i> .PHI Learning/ Pearson Education. 3. Udai Pareek (2011). <i>Understanding Organizational Behaviour</i> . Oxford Higher Education.					4. Fred Luthans. (2013). <i>Organizational Behavior</i> , McGraw-Hill. 5. GarethR. Jones. (2011). <i>Organizational Theory, Design & Change</i> . Pearson Education 6. Richard L. Daft. (2012). <i>Understanding theory & Design of Organizations</i> , Cengage, Western.														

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		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.

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>	<i>Dr. K. Santhanalakshmi – Associate Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	<i>Dr. S. Arun Kumar – Associate Professor</i>

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																	
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)													
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-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 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																					
Course Outcomes (CO):		at the end of this course, learners will be able to:																				
CCLR-1:	Understand the characteristics of strategic management				1	75	65	3	1											2		
CCLR-2:	Attain knowledge of strategic tools, processes, and choices				2	70	65		2				1					3				
CCLR-3:	Gain insights on applied strategic performance management				3	70	60			3							1		2			
CCLR-4:	Attain political ideology and implement it in sports development				2	70	65	3	2				1									
CCLR-5:	Expertise in strategic leadership practices				3	70	60	1					3		2							
Duration(hour)		6		6		6		6		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														
Learning Resources		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																

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		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.

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>	<i>Dr. R. Vijay Raja - Assistant Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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

Course Learning Rationale (CLR):		The purpose of learning this course is to			Learning			Program Outcomes (PO)											
CO-1:	Understand the importance of self-development and career planning	1	2	3	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Understand the techniques of verbal and non-verbal communication, listening, and reading skills																		
CO-3:	Apply the learnings of presentation and writing skills																		
CO-4:	Analyze the techniques of leadership, team building, and conflict resolution																		
CO-5:	Create a learning module in understanding etiquette and work ethics																		
Course Outcomes (CO):		at the end of this course, learners will be able to:			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12
CCLR-1:	To attain expertise in managing self							1	75	65									
CCLR-2:	Acquire knowledge of communication to compete in the corporate							2	70	65									
CCLR-3:	Gain insights on presentation and delivery skills							3	70	60									
CCLR-4:	Identify self-leadership style and develop inter-personal relations							2	70	65									
CCLR-5:	Gain knowledge regarding the absence of work ethics and their impact							3	70	60									

Learning Resources	<ol style="list-style-type: none"> Gajendra Singh, Soft Skills – An Integrated Approach to Maximize Personality, Wiley India, ISBN: 13:9788126556397 Prashant Sharma, Soft Skills 3rd Edition: Personality Development for Life Success, BPB Publications, 2021 	<ol style="list-style-type: none"> Shikha Kapoor, Personality Development and Soft Skills: Preparing for Tomorrow, Dreamtech Press, 2020 Barun K, Personality Development and Soft Skills, Oxford University Press, 2016
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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		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-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.

Course Designers		
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	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

Course Learning Rationale (CLR):	The purpose of learning this course is to	Learning	Program Outcomes (PO)
CO-1:	Remember the challenges of organizational behavior, culture, and climate	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12
CO-2:	Understand the various sources of conflict and negotiation techniques		
CO-3:	Apply the concepts of human resource management in managing sports		
CO-4:	Analyze the implications of planning in sports management followed by recruitment and selection		
CO-5:	Apply the techniques of training incorporated with sports technology		

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

Duration(hour)	6	6	6	6	6
S-1	SLO-1 Introduction	Introduction	Introduction	Introduction	Introduction
	SLO-2 What is OB	Conflict in Sports	Definition of HRM	Definition of HR Planning	Meaning of Training
S-2	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
S-3	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
S-4	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
S-5	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
S-6	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
S-7	SLO-1 Case Study (OB)	Case Study (OB)	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)
S-8	SLO-1 Case Study (OB)	Case Study (OB)	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)

Learning Resources	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	

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		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.

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>	Dr. Santhosh Kumar – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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														
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)										
CO-1:	Remember about how people behave in organizations.				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	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-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 behave and work within organizations																		
CO-4:	Analyze the behavior of leaders and sources of power																		
CO-5:	Apply how to design organizations and what strategy to use to make it effective																		
Course Outcomes (CO):		at the end of this course, learners will be able to:																	
CCLR-1:	To provide knowledge on behavior aspects in Sports organization.				1	75	65	3			2	3							
CCLR-2:	To learn the theories and practices associated with individual al behavior in Sports 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 Sports 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		6		6		6		6	
S-1	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									
S-2	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									
S-3	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									
S-4	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									
S-5	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

Learning Resources	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.	

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		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.

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>	Dr. Arivazhagan – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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

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

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

Learning	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	2	3	
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)	3			2	3	2	3					
Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)		3										
Global Exposure and Cross-cultural understanding (GECCU)				3			2	3				
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												

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
	SLO-2	Definition	Initiation	Procurement in Professional Sports	Introduction of Risk in sports project management
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?
	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
S-3	SLO-1	Process of Project Management	Project Management Institute Overview	Steps involved in Procurement Management	Risk in Sports Management
	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
S-4	SLO-1	Interpersonal Skills	Start Up	Progress Payment in Procurements	Projects
	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
S-5	SLO-1	Objectives of Project Management	Cost	Change Management in Procurements	Risk Management Process
	SLO-2	Sports Events as Projects	Cost vs Quality	Principles for Successful Procurement Change Management	Risk Management Process
S-6	SLO-1	Project Management Skills	Quality	Make or Buy Analysis in Procurements	Risk Identification
	SLO-2	What are the qualities of a sports event	Team	procurement governance	Qualitative Risk Assessment

		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

Learning Resources	1. Adrienne Watt, Project Management, The Saylor Foundation, 2022 2. Erik Larson, Project Management: The Managerial Process, Mc Graw Hill Education, 2017 3. Christoph Schwindt, Project Management and Scheduling, Springer, 2015	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
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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		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.

Course Designers		
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 & 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																		
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:			Level of Thinking (Bloom)														
CCLR-1:	To provide knowledge on behavior aspects in Healthcare organization.				1	75	65	3	Business Environment& Domain Knowledge(BEDK)	3									
CCLR-2:	To learn the theories and practices associated with individual al behavior in Healthcare organization				2	70	65		Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions(CBPI)		3								
CCLR-3:	To know the aspects of group dynamics				3	70	60		Global Exposure and Cross-cultured understanding (GECCU)					3	2	3			
CCLR-4:	To understand leadership styles and power in Healthcare organization				2	70	65		Social Responsiveness and Ethics (SRE)					2		3			
CCLR-5:	To learn the design of organizations and strategy involved in it				3	70	60		Effective Communication (EC)					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

Learning Resources	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. https://doi.org/10.1123/smej.4.1.106	Fotiadis, A. (2020). Sports management, Project Management, and sports event management. <i>Advances in Business Strategy and Competitive Advantage</i> , 1–19. https://doi.org/10.4018/978-1-7998-4757-1.ch001
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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		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.

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>	Dr. K. D. Balaji – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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			
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:	Remember how people innovate the work in organizations.				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	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
CO-3:	Apply the insight on design thinking and strategic planning organizations																		
CO-4:	Analyze the design thinking process are properly innovated in the organizations																		
CO-5:	Apply now to design thinking in organizations and what strategy to use to make it effective																		
Course Outcomes (CO):		at the end of this course, learners will be able to:																	
CCLR-1:	To provide knowledge on strategic design thinking aspects in organizations.				1	75	65	3			2	3							
CCLR-2:	To learn the theories and practices associated with strategic design thinking in an organization				2	70	65		3			2	3						
CCLR-3:	To know the aspects of idea generations and the prospects of their organizations				3	70	60						3	2	3				
CCLR-4:	To understand their refinement and understand the importance of brainstorming in an organization				2	70	65				3			2		3			
CCLR-5:	To implement the learned concepts in the organizations and the strategy involved in it				3	70	60							2	3	2			
Duration(hour)		6		6		6			6			6			6				
S-1	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									
S-2	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									
S-3	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									
S-4	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									
S-5	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									
S-6	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									
Learning Resources	1. Gowthorp, L., Ferkins, L., Parent, M. M., & O'Brien, D. (2019). Strategic management in sport. Routledge. 2. Mikael Krogerus. (2023). The Decision Book (New Edition): Fifty models for strategic thinking (New Edition) Hardcover.				4. Fred Luthans. (2013). Organizational Behavior, McGraw-Hill. 5. GarethR. Jones. (2011). Organizational Theory, Design & Change. Pearson Education 6. Richard L. Daft. (2012). Understanding theory & Design of Organizations, Cengage, Western.														

	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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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		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.

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>	Dr. Manivanan – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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																
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)												
CO-1:	Remember about how people lead the sports business.				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12		
CO-2:	Understand the practices followed in leadership styles 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 the strategies of sports leadership in the sports activities.																				
CO-4:	Analyze the impact of leadership and sustainable performance in sports.																				
CO-5:	Apply how to design structured approach in sports leadership.																				
Course Outcomes (CO):		at the end of this course, learners will be able to:																			
CCLR-1:	To provide knowledge on Strategic leadership aspects in sports management.				1	75	65	3			2	3									
CCLR-2:	To learn the theories and practices associated with Leadership styles in sports business.				2	70	65		3			2	3								
CCLR-3:	To know the importance of leadership behaviors.				3	70	60						3	2	3						
CCLR-4	To understand leadership styles and power in sports management.				2	70	65				3			2		3					
CCLR-5:	To learn the design of Mentoring and strategy involved in it				3	70	60							2	3	2					
Duration(hour)		6		6		6		6		6		6		6		6		6			
S-1	SLO-1	Introduction – Leadership		Introduction		Introduction		Introduction		Introduction		Introduction		Introduction		Introduction		Introduction			
	SLO-2	Trait theories of Leadership		Sport coach		Decision making		Historical Grounding		Historical Grounding		status of women in leadership		status of women in leadership		status of women in leadership		status of women in leadership			
S-2	SLO-1	Leadership styles		Leadership models		A structured approach		Determinants of innovation		Determinants of innovation		International sport		International sport		International sport		International sport			
	SLO-2	Leadership teams Exchange		Organizational leadership approaches		sports in business ecosystem		Managerial Development		Managerial Development		Reasons for underrepresentation of women in sport		Reasons for underrepresentation of women in sport		Reasons for underrepresentation of women in sport		Reasons for underrepresentation of women in sport			
S-3	SLO-1	Leadership Exchange		Measuring leadership in sport coaching		global sporting bodies		Organizational Development		Organizational Development		Strategies to increase		Strategies to increase		Strategies to increase		Strategies to increase			
	SLO-2	Destructive Leadership		Sustainable performance with empathy		stakeholders		Environmental Development		Environmental Development		Social justice efforts		Social justice efforts		Social justice efforts		Social justice efforts			
S-4	SLO-1	Toxic Leadership		Future Trends in sports		federations & associations		sport for development and peace		sport for development and peace		The Rooney Rule		The Rooney Rule		The Rooney Rule		The Rooney Rule			
	SLO-2	Strategic		Challenges in sport leadership		building sport engagement		Programs and conflict resolution		Programs and conflict resolution		The Robinson Rule		The Robinson Rule		The Robinson Rule		The Robinson Rule			
S-5	SLO-1	strategic planning		Mediational model of leadership behaviors		sport sponsorship		social cohesion and Educational awareness		social cohesion and Educational awareness		Leadership opportunities on campus		Leadership opportunities on campus		Leadership opportunities on campus		Leadership opportunities on campus			
	SLO-2	leadership Diversity in sport leadership		Evaluation of leadership qualities		strategic aspects		Empower marginalized Groups and Drive Economic Development		Empower marginalized Groups and Drive Economic Development		Student athletes		Student athletes		Student athletes		Student athletes			
S-6	SLO-1	Scope of Leadership in Sports		Impact of leadership in Sports		crisis management		Infrastructure Development		Infrastructure Development		Volunteering and Mentoring		Volunteering and Mentoring		Volunteering and Mentoring		Volunteering and Mentoring			
	SLO-2	Case study		case study/Guest lectures		Case study/Guest lectures		Livelihoods and Monitoring and Evaluation		Livelihoods and Monitoring and Evaluation		Networking and relationship Building		Networking and relationship Building		Networking and relationship Building		Networking and relationship Building			
Learning Resources	1. Karnik Vinit(2022), Business of Sports, Popular Prakashan Pvt. Ltd. 2. Russell Hoyer, Katie Misener, Michael L. Naraine, Catherine Ordway (2022) , Sport Management: Principles and Applications, Routledge Publications. 3. George Foster. Norm O'Reilly, Antonio Dávila (2020), Sports Business Management: Decision Making around the Globe, Publisher: Routledge; 2nd edition (10 August 2020).				4. Stephen Frawley, Laura Misener, Daniel Lock , Nico Schulenkorf, (2020) , Global Sport Leadership, Publisher: Routledge; 1st edition (18 December 2020) 5. Rick Burton (2016), Sports Business Unplugged: Leadership Challenges from the World of Sports, Syracuse University Press (16 August 2016).																

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		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.

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>	Dr. Santhosh Kumar – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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																
Course Learning Rationale (CLR):		The purpose of learning this course is to			Learning			Program Outcomes (PO)													
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																				
Course Outcomes (CO):		at the end of this course, learners will be able to:																			
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							
Duration(hour)		8		8		8		8		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													
Learning Resources	1. Aashish Arora, <i>Data Interpretation and Analysis</i> , Institute of Career Excellence, 2020 2. Gil Fried, <i>Sport Analytics</i> , Routledge, 2016 3. Jacquelyn Cuneen, <i>Sport Industry Research and Analysis</i> , Routledge, 2020			4. Fried, G., & Mumcu, C. (Eds.). (2016). <i>Sport analytics: A data-driven approach to sport business and management</i> . Taylor & Francis. 5. De Cruz, N. (2022). <i>Cultural sport psychology and elite sport in Singapore: An exploration of identity and practice</i> . Routledge.																	

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		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.

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>	Dr. G. Kumar – Assistant Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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

Course Learning Rationale (CLR):		The purpose of learning this course is to			Learning			Program Outcomes (PO)											
CO-1:	Understand decision making process and how data visualization works				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	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
CO-3:	Create models to optimize the problem within a situation																		
CO-4:	Analyze data represented and implement statistical technique to explore the relationship																		
CO-5:	Evaluate the data visualization tools and perform simple exercises to understand the tools associated																		
Course Outcomes (CO):		at the end of this course, learners will be able to:																	
CCLR-1:	To provide knowledge on Business Intelligence				1	75	65	2	3									1	
CCLR-2:	To learn about regression and forecast through exponential form				2	70	65	2	1									3	
CCLR-3:	To know the aspects of optimization model				3	70	60		2								1	3	
CCLR-4:	To understand the statistical technique to analyze data and explore relationship				2	70	65		2								2	3	
CCLR-5:	To learn how to evaluate data through data visualization process				3	70	60	2	1									3	

Learning Resources	1. Jeffrey D. Camm, Business Analytics, Cengage, 2019 2. Anil Maheswari, Data Analytics, McGraw Hill Education, 2019	3. Mounia Khelfaoui, Big Data Analytics: Harnessing Data for New Business Models, Apple Academic Press Inc., 2021 4. Barun K, Personality Development and Soft Skills, Oxford University Press, 2016
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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												
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 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
Dr.Chandrasekar Menon, Management Consultant	Dr.Reeves Wesley-Professor- VIT, Chennai	Dr. G. Kumar – Assistant Professor
Roshan Kuriyan, Consultant – Sports Marketing & Sponsorship	Dr.Upam Pushpak, IIM Tiruchirapalli	Dr. T. Velmurugan – Assistant Professor

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

Course Learning Rationale (CLR):	The purpose of learning this course is to	Learning	Program Outcomes (PO)
CO-1:	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
CO-2:	Understand the impact of stress in today's world and the importance of time management		
CO-3:	Apply the styles of conducting group discussions for self		
CO-4:	Analyze the components of being assertive, mental scenario, and problem discovery		
CO-5:	Evaluate the techniques of re-skilling for effective personality traits and emotional intelligence		

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 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
CCLR-1:	To gain insights into corporate presentation skills and develop a CV	1	75	65	1				2			3				
CCLR-2:	To identify the sources of stress and ways to cope with it	2	70	65				3	1		2					
CCLR-3:	To gain insights on the interview process and its dos and don'ts	3	70	60	1				2			3				
CCLR-4:	To highlight other person behavior and build a mental scenario	2	70	65				2	3			1				
CCLR-5:	To gain insights into life skills and prioritize it	3	70	60	3			1			2					

Learning Resources	<ol style="list-style-type: none"> Gajendra Singh, Soft Skills – An Integrated Approach to Maximize Personality, Wiley India, ISBN: 13:9788126556397 Prashant Sharma, Soft Skills: Personality Development for Life Success, BPB Publications, 2021 Mounia Khelfaoui, Big Data Analytics: Harnessing Data for New Business Models, Apple Academic Press Inc., 2021 Seema Gupta, Soft Skills, V & S Publishers, 2019
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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												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 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
Dr.Chandrasekar Menon, Management Consultant
Roshan Kuriyan, Consultant – Sports Marketing & Sponsorship
Experts from Higher Technical Institutions
Dr.Reeves Wesley-Professor- VIT, Chennai
Dr.Upam Pushpak, IIM Tiruchirapalli
Internal Experts
Mr. Rajasekar – Assistant Professor
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				
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 history and development of Esports			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12		
CO-2:	Understand the culture and impact of Esports and gaming as a Profession			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 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-3:	Apply the insights on esports governance and marketing						3	70	60		3				3	2	3			
CO-4:	Apply the insights on how to conduct and manage Esports events and sponsorship opportunities						3	70	65				3		2		3			
CO-5:	Analyze the scope and growth of career opportunities in Esports						3	70	65						2	3	2			
							4	70	60						2	3	2			
Course Outcomes (CO):		at the end of this course, learners will be able to:																		
CCLR-1:	To provide knowledge on the history and development of Esports			2	75	65														
CCLR-2:	To learn the prevailing culture and impact of gaming in Esports			2	70	65						2	3							
CCLR-3:	To understand the existing governance norms and marketing aspects in Esports			3	70	60							3	2	3					
CCLR-4:	To understand event management and sponsorship opportunities			3	70	65							2		3					
CCLR-5:	To provide knowledge on career opportunities in Esports			4	70	60							2	3	2					
Duration (hour)		6		6		6		6		6		6		6		6		6		
S-1	SLO-1	Introduction to Esports and Need of Esports	Levels of Esports and Culture	Esports Governance and Marketing		Esports Events and Sponsorship		Esports Team Mangement												
	SLO-2	Brief History of Video Games and Esports	Feature of esports culture	Types of Governance		Brainstorming		Player Management and Careers												
S-2	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												
S-3	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												
S-4	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												
S-5	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												
S-6	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												
Learning Resources		1. Hedlund, D. P. (2020). Esports Business Management. In stjohs. https://www.academia.edu/44369055/Esports_Business_Management . 2. Scholz, T. M. (2019). eSports is Business. In Springer eBooks. Springer Nature. https://doi.org/10.1007/978-3-030-11199-1				3. Andrejkovics, Z. (2018). A Newborn Business: Esports. Zoltan Andrejkovics.														

		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		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.

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>	<i>Dr.R.Vijay Raja –Assistant Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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				
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 basics of Entrepreneurship and Social Responsibility in Sports			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CO-2:	Applying Innovations in the sports Entrepreneurship			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 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-3:	Remember Entrepreneurship and Community																		
CO-4:	Analyze Corporate Social Responsibility																		
CO-5:	Evaluate CSR Discussion																		
Course Outcomes (CO):		at the end of this course, learners will be able to:																	
CCLR-1:	To provide knowledge on Entrepreneurship and Social Responsibility in Sports			1	75	65	3	3		2	3								
CCLR-2:	To learn the Innovation in the sports entrepreneurship			2	70	65		3				2	3						
CCLR-3:	To know the elements of Entrepreneurship and Community			3	70	60							3	2	3				
CCLR-4:	To understand Corporate Social Responsibility			2	70	65				3			2		3				
CCLR-5:	To learn about CSR Discussion			3	70	60							2	3	2				
Duration(hour)		8		8		8		8		8		8		8		8		8	
S-1	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											
S-2	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											
S-3	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											
S-4	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											
S-5	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											
S-6	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											
S-7	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

Learning Resources	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

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		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.

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>	<i>Dr. Poonguzhali – Assistant Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & Sponsorship</i>	<i>Dr.Upam Pushpak, IIM Tiruchirapalli</i>	<i>Dr. Jawahar Philimis – Assistant Professor</i>

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														
Course Learning Rationale (CLR):		The purpose of learning this course is to			Learning			Program Outcomes (PO)										
CO-1:	Remember about how people behave in Sustainable Sports Organization			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Understand the practices followed in organizations to regulate Sustainable 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 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-3:	Apply the insight in management of sports recreation																	
CO-4:	Analyze the sustainable sports in organization and leisure facilities																	
CO-5:	Apply how to design sustainable sports organizations and what strategies are used																	
Course Outcomes (CO):		at the end of this course, learners will be able to:			1	75	65	3			2	3						
CCLR-1:	To provide knowledge on behavior aspects in Sustainable Sports Organization			2	70	65		3				2	3					
CCLR-2:	To learn the theories and practices followed in organizations to regulate Sustainable Sports			3	70	60						3	2	3				
CCLR-3:	To know the aspects in management of sports recreation			4	75	70			3			2		3				
CCLR-4:	To understand the sustainable sports in organization and leisure facilities			3	70	60						2	3	2				
CCLR-5:	To learn the design sustainable sports organizations and what strategies are used			6			6			6			6			6		
S-1	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								
S-2	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								
S-3	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								
S-4	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								
S-5	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								
S-6	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								

Learning Resources	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>	

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		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.

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>	Dr. N. Santhosh Kumar – Associate Professor
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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):		The purpose of learning this course is to				Learning			Program Outcomes (PO)											
CO-1:	Examine the sports management environment				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CO-2:	Understand the sports governance							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-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	3					2	3						
CCLR-2:	Sports governance importance and its values				2	70	65		3					3	2	3				
CCLR-3:	Business involved in the Sports activity				3	70	60							3						
CCLR-4:	Detail Knowledge on Sports events planning				2	70	65				3			2		3				
CCLR-5:	Deep knowledge on Skills and Functions of management				3	70	60							2	3	2				
Duration (hour)		6		6		6		6		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										

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

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>	<i>Dr. R. Vijay Raja – Assistant Professor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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														
Course Learning Rationale (CLR):		The purpose of learning this course is to				Learning			Program Outcomes (PO)										
CO-1:	Understand the core aspects of Research				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CO-2:	Analyze the Problems in sports and 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 (ECU)	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-3:	Apply the Research techniques in data analysis																		
CO-4:	Create the Solutions to solve the business problems																		
CO-5:	Apply the concepts and Ethics in research																		
Course Outcomes (CO):		at the end of this course, learners will be able to:																	
CCLR-1:	Students will understand and appreciate scientific inquiry				1	75	65	3			2	3							
CCLR-2:	Students would know to write research proposals				2	70	65		3				2	3					
CCLR-3:	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				3	70	60							3	2	3			
CCLR-4:	Students would be able to analyze data and find solutions to the problems.				2	70	65				3			2		3			
CCLR-5:	Students could prepare research reports				3	70	60							2	3	2			
Duration (hour)		8		8		8		8		8		8		8		8			
S-1	SLO-1	Introduction to Research Methodology	Introduction to Research Process	What is Review of Literature		Introduction to Theories		Research Design - Meaning and need of Desing											
	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											
S-2	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											
S-3	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											
S-4	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											
S-5	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											
S-6	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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Learning Resources	1. Jones, I. (2014). <i>Research methods for sports studies</i> . Routledge. 2. Jones, I. (2022). <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.
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Learning Assessment													
Continuous Learning Assessment (50% weightage)												Final Examination(50% weightage)	
	Bloom's Level of Thinking	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.

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>	<i>Dr. K. Santhana Lakshmi, Associate Prfoessor</i>
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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								
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 basic history of Olympic games				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	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							Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultural understanding (GECU)	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/Engineering/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							3			2	3		2	3									
CO-4:	Analyze the politics and future of Olympics													3	2	3								
CO-5:	Evaluate the legacy of new emerging forces and conflicts in Olympics										3			2	3	2	2							
Course Outcomes (CO):		at the end of this course, learners will be able to:																						
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		3															
CCLR-3:	To know the outcome of reinvention in Olympics				3	70	60					3	2	3										
CCLR-4:	To understand the political stability and the road ahead.				2	70	65				3			3										
CCLR-5:	To learn about disruptions in Olympics				3	70	60						2	3	2									
Duration(hour)		8		8		8		8		8		8		8		8		8		8		8		
S-1	SLO-1	Introduction		Introduction		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		Legitimacy of the International Olympic committee		Legitimacy of the International Olympic committee		Legitimacy of the International Olympic committee		Legitimacy of the International Olympic committee		Legitimacy of the International Olympic committee		Legitimacy of the International Olympic committee		
S-2	SLO-1	Athletic Events		Sports federation		Symbols & rituals in Olympic arena		IOC political economy		Resolving International conflicts		Resolving International conflicts		Resolving International conflicts		Resolving International conflicts		Resolving International conflicts		Resolving International conflicts		Resolving International conflicts		
	SLO-2	Athletic Events		Classical, Extended, Regulated Olympic system		Modern Olympic games		Games bidding process		Legacy of new emerging forces		Legacy of new emerging forces		Legacy of new emerging forces		Legacy of new emerging forces		Legacy of new emerging forces		Legacy of new emerging forces		Legacy of new emerging forces		
S-3	SLO-1	Combat events		Olympic governance		reinvention of the Olympic games		Television and commercialization		Independent Olympics athletes		Independent Olympics athletes		Independent Olympics athletes		Independent Olympics athletes		Independent Olympics athletes		Independent Olympics athletes		Independent Olympics athletes		
	SLO-2	Equestrian events		IOC organization chart		Challenges		Urban development		Sole anti-democratic federation		Sole anti-democratic federation		Sole anti-democratic federation		Sole anti-democratic federation		Sole anti-democratic federation		Sole anti-democratic federation		Sole anti-democratic federation		
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		Commercialization and Democratization		Commercialization and Democratization		Commercialization and Democratization		Commercialization and Democratization		Commercialization and Democratization		Commercialization and Democratization		
	SLO-2	Later centuries of Olympia		Evolution of TOP Program		lost worlds of post war Olympics		Reviving the Olympics		Media and politics		Media and politics		Media and politics		Media and politics		Media and politics		Media and politics		Media and politics		
S-5	SLO-1	Origin of the modern Olympic games		Olympic solidarity Budget		spectacle vs anti-spectacle		Internationalist spirit		Impact of Intercultural Exchange		Impact of Intercultural Exchange		Impact of Intercultural Exchange		Impact of Intercultural Exchange		Impact of Intercultural Exchange		Impact of Intercultural Exchange		Impact of Intercultural Exchange		
	SLO-2	Authenticity of the modern Olympic games		Comparison of Olympic system		Bankruptcy, Boycotts		National contestation		Elite sport disclosure		Elite sport disclosure		Elite sport disclosure		Elite sport disclosure		Elite sport disclosure		Elite sport disclosure		Elite sport disclosure		
S-6	SLO-1	Modern issues		Red cross movement		End of amateurism		Spectacle, Carnival and Consumption		Red road to Olympus		Red road to Olympus		Red road to Olympus		Red road to Olympus		Red road to Olympus		Red road to Olympus		Red road to Olympus		
	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		Cold war Olympics commence		Cold war Olympics commence		Cold war Olympics commence		Cold war Olympics commence		Cold war Olympics commence		Cold war Olympics commence		
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		Operation Griffin		Operation Griffin		Operation Griffin		Operation Griffin		Operation Griffin		Operation Griffin		
	SLO-2	Greek and Roman worlds		Redistribution of Television Rights		An air of Hopelessness		Dark side of the Olympics		The freedom tour		The freedom tour		The freedom tour		The freedom tour		The freedom tour		The freedom tour		The freedom tour		
S-8	SLO-1	Pindar and Immortality		Allocation of Revenues		An air of Hopelessness		Case Study		The freedom tour		The freedom tour		The freedom tour		The freedom tour		The freedom tour		The freedom tour		The freedom tour		
	SLO-2	Case Study		Case Study		Case Study		Case Study		Case Study		Case Study		Case Study		Case Study		Case Study		Case Study		Case Study		
Learning Resources		1. Bailey, S. (2008). <i>Athlete first: A history of the Paralympic movement</i> . John Wiley & Sons, Ltd. 2. Goldblatt, D. (2018). <i>The games: A global history of the Olympics</i> . Pan Books.				3. Horne, J., & Whannel, G. (2020). <i>Understanding the Olympics</i> . Routledge. 4. Blutstein, H. (2022). <i>Cold War Olympics: A new battlefield in psychological warfare, 1948-1956</i> . McFarland & Company, Inc., Publishers																		

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	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.

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>	Dr. Mohana Krishnan, Director, Sports
<i>Mr. Roshan Kuriyan, Consultant – Sports Marketing & 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

Course Learning Rationale (CLR):		<i>The purpose of learning this course is to</i>			Learning			Program Outcomes (PO)											
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																		
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																		
Course Outcomes (CO):		<i>at the end of this course, learners will be able to:</i>			<i>Level of Thinking (Bloom)</i>			<i>Expected Proficiency (%)</i>											
CCLR-1:	To provide knowledge on health and wellness				1	75	65	1	2	3	4	5	6	7	8	9	10	11	12
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								1	3	
CCLR-4:	To understand the basic moral values				2	70	65		2								2	3	
CCLR-5:	To learn and leap in attaining saturated level of consciousness				3	70	60	2	1									3	

Learning Resources	1. Heather Mason, Yoga for Mental Health, Handspring, 2018	3. Edward Clark, Teaching Contemporary Yoga Physical Philosophy and Critical Issues, 2022
	2. Swami Vivekananda, The Complete Book of Yoga, Fingerprint Publishing, 2019	

		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		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.

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

Course Learning Rationale (CLR):	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.

Course Learning Outcomes: (CLO):	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	-
Total marks awarded by Internal examiner	50 marks	-
Evaluation of Report and Viva by External experts	---	50 marks
TOTAL	100 marks	

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	

Course Learning Rationale (CLR):	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.

Course Learning Outcomes: (CLO):	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	-
Total marks awarded by Internal examiner	50 marks	-
Evaluation of Report and Viva by External experts	---	50 marks
TOTAL	100 marks	

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	

Course Learning Rationale (CLR):	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

Course Learning Outcomes: (CLO):	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	-
Total marks awarded by Internal examiner	50 marks	-
Evaluation of Report and Viva by External experts	---	50 marks
TOTAL	100 marks	

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	

Course Learning Rationale (CLR):	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

Course Learning Outcomes: (CLO):	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	-
Total marks awarded by Internal examiner	50 marks	-
Evaluation of Report and Viva by External experts	---	50 marks
TOTAL	100 marks	

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

Course Learning Rationale (CLR):	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.

Course Learning Outcomes: (CLO):	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	-
Total marks awarded by Internal examiner	150 marks	-
Evaluation of Report and Viva by External experts	---	150 marks
TOTAL	300 marks	