



SCHOOL OF BUSINESS

BBA (Sports Management)

Credit Definition

Type	Duration (in Hour)	Ceedit
Lecture (L)	1	1
Tutorial (T)	1	1
Practical (P)	1	1

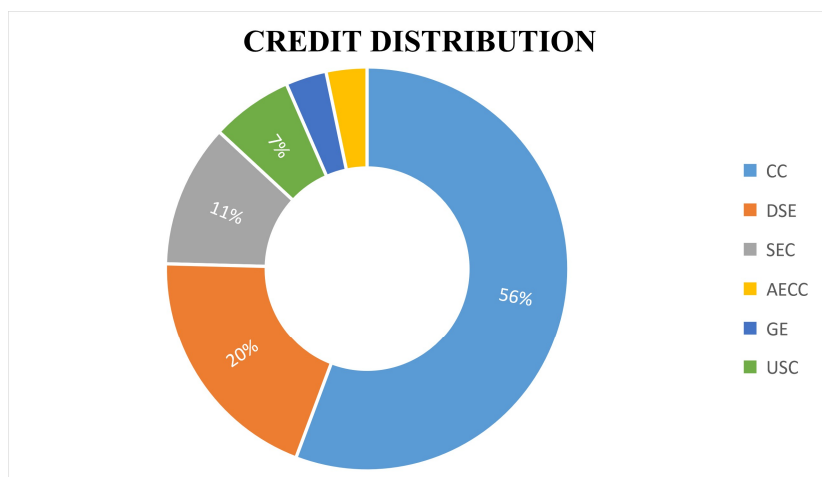
Total Credit

Year	Semester	Hours/ Week	Credit
1st	1st	35	35
	2nd	31	31
2nd	3rd	28	28
	4th	28	28
Total			122

Category Codification with Credit Break up

Definition of Category	Code	No.	Credit
Core Course	CC	1	68
Discipline Specific Elective	DSE	2	24
Skill Enhancement Course	SEC	3	14
Ability Enhancement Compulsory Course	AECC	4	4
Generic Elective	GE	5	4
University Specified Course	USC	6	8
Total			122

Category wise Credit Distribution



SEMESTER: I

Student Engagement Programme - Duration: 2 weeks

Personal Branding
 Body Language in Public Speaking and Presentation
 The Story of Iconic Companies
 Importance of Self-control and Resilience
 Personal Fund Management
 Introduction to Numerical Analysis
 Team Building
 Importance of Listening and Body Language in communication

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Principles & Practice of Management	1030080101	4	3	1	0
2	Managerial Accounting	1030080102	4	3	1	0
3	Economics for Managerial Decisions	1030080103	4	3	1	0
4	Statistics & Data Analysis	1030080104	4	3	1	0
5	Business Ethics & Corporate Governance	1030080105	4	3	1	0
6	Organization Behaviour	1030080106	4	3	1	0
7	Dissertation & Mentored Seminar-I	5030080401	1	0	0	1
8	Effective Business Communication	4030080101	4	3	1	0
9	Generic Elective		4	3	1	0
10	Foreign Language-I (Spanish/German/Japanese/French)	6150010101	2	2	0	0
		6150010102				
		6150010103				
		6150010104				
Total (CC: 24, SEC: 01, AECC: 04, GE: 04, USC: 02)			35	35 hours/week		

SEMESTER: II

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Financial Management	130068106	4	3	1	0
2	Marketing Management	130068107	4	3	1	0
3	Production & Operations Management	130068108	4	3	1	0
4	Human Resource Management	130068109	4	3	1	0
5	MIS & ERP	130068110	4	3	1	0
6	Business Environment	130068111	4	3	1	0
7	Research Methodology & Optimisation Techniques	130068112	4	3	1	0
8	Dissertation & Mentored Seminar-II	5030080402	1	0	0	1
9	Foreign Language-II (Spanish/German/Japanese/French)	6030061101	2	2	0	0
		6030061102				
		6030061103				
		6030061104				
Total (CC: 28, SEC: 01, USC: 02)			31	31 hours/week		

SEMESTER: III

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Business Policy & Strategic Management	1030082114	4	3	1	0
2	Design Thinking	1030082115	4	3	1	0
3	Sports Science	2030082101	4	3	1	0
4	Sports Law & Governance	2030082102	4	3	1	0
5	Managing Sports Business & Event	2030082103	4	3	1	0
6	Summer Internship & Project Viva	5030080403	6	0	0	6
9	Foreign Language-III (Spanish/German/Japanese/French)	6120022101	2	2	0	0
		6120022102				
		6120022103				
		6120022104				
Total (CC: 08, DSE: 12, SEC: 06, USC: 02)			28	28 hours/week		

SEMESTER: IV

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Application of Analytics in Business	1030083117	4	3	1	0
2	Entrepreneurship Development & Family Business	1030083116	4	3	1	0
3	Sports Facilities Planning & Management	2030083104	4	3	1	0
4	Sports Media Broadcasting & Journalism	2030083105	4	3	1	0
5	Sports Marketing, Promotions & Sales	2030083106	4	3	1	0
6	Comprehensive Viva	5030083404	6	0	0	6
7	Foreign Language-IV (Spanish/German/Japanese/French)	6170013101	2	2	0	0
		6170013102				
		6170013103				
		6170013104				
Total (CC: 08, DSE: 12, SEC: 06, USC: 02)			28	28 hours/week		