



TILAK MAHARASHTRA VIDYAPEETH

(Declared as Deemed to be University U/S 3 of the UGC Act 1956 vide Notification No.F-9-19/85-U-3 dated 24 April 1987 by the Government of India)

Marketing & Technical
Knowledge Partner:

***Institute of
Sports Science
& Technology***

Bachelors in Business Administration BBA, Sports Management

UGC Recognized Degree Program

Duration: 3 Years; Eligibility: 12th Pass

***Jump-start
your Career in
Sports***

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Bachelor of Business Administration BBA (Sports Management) A.Y. 2021-2024

Overview:

The sport industry is growing exponentially in this modern era. With the use of science backed technology and management, sport played today has gone to a new level. Sports is not just about on field performance but also about managerial practices off the field. With the growing importance of business principles in improving performance of sports organizations, it is important for sports managers to study the science behind sports management.

Course Aims:

The Bachelors of Business Administration in Sports Management course aims to provide individuals with a consolidated knowledge of the various managerial and administrative aspects involved in the field of sports. The knowledge of operations, finance, marketing, business strategy, to name a few, to understand performance of sport organizations is of utmost importance. This course also aims to promote entrepreneurship and innovation in the sports industry.

Duration: 3 Years degree program; **Eligibility:** 12th Pass

Course Fees: INR 4,66,000/- inclusive of taxes.

COURSE STRUCTURE:

Semester – 1

Subject Code	Name of Subject	Core/ Complimentary	Credits Allotted	Mid Exam Marks	Term End Exam Marks
S1.1	Principles of Management	Core	4	40	60
S1.2	Principles of Financial Accounting	Core	4	40	60
S1.3	Introduction to Business Management	Core	4	40	60
S1.4	Practice of Sports Management	Complimentary	2	40	60
S1.5	Sports Ethics & Governance	Complimentary	2	40	60
S1.6	Introduction to Business English	Complimentary	2	40	60
S1.7	MS Office	Complimentary	2	40	60
		Total Credits	20		
		Total Marks		280	420

Semester - 2

Subject Code	Name of Subject	Core/ Complimentary	Credits Allotted	Mid Exam Marks	Term End Exam Marks
S2.1	Marketing Management	Core	4	40	60
S2.2	Financial Management & Accounting	Core	4	40	60
S2.3	Environmental Studies	Core	4	40	60
S2.4	Principles of Leadership in Sports	Complimentary	2	40	60
S2.5	Business Economics	Complimentary	2	40	60
S2.6	Sports Business Communication	Complimentary	2	40	60
S2.7	Fundamentals of Spoken English	Complimentary	2	40	60
		Total Credits	20		
		Total Marks		280	420

Semester - 3

Subject Code	Name of Subject	Core/ Complimentary	Credits Allotted	Mid Exam Marks	Term End Exam Marks
S3.1	Physical Education in Sports	Core	4	40	60
S3.2	Organisational Behaviour	Core	4	40	60
S3.3	Sports Event Management	Core	4	40	60
S3.4	Business Statistics	Complimentary	2	40	60
S3.5	Risk & Disaster Management	Complimentary	2	40	60
S3.6	Funding & Sponsorship in Sports	Complimentary	2	40	60
S3.7	Presentation Skills	Complimentary	2	40	60
		Total Credits	20		
		Total Marks		280	420

Semester - 4

Subject Code	Name of Subject	Core/ Complimentary	Credits Allotted	Mid Exam Marks	Term End Exam Marks
S4.1	Business Environment	Core	4	40	60
S4.2	Production & Operations of Management	Core	4	40	60
S4.3	Social Media & Digital Marketing	Core	4	40	60
S4.4	Athlete & Brand Management	Complimentary	2	40	60
S4.5	Sports Facilities Planning & Management	Complimentary	2	40	60
S4.6	Leadership skills and Team Building	Complimentary	2	40	60
S4.7	Advanced Excel for Data Analysis and Presentation	Complimentary	2	40	60
		Total Credits	20		
		Total Marks		280	420

Semester - 5

Subject Code	Name of Subject	Core/ Complimentary	Credits Allotted	Mid Exam Marks	Term End Exam Marks
S5.1	Human Resource Management	Core	4	40	60
S5.2	Sports Coaching & Training	Core	4	40	60
S5.3	Sports Nutrition	Core	4	40	60
S5.4	Sports Psychology	Complimentary	2	40	60
S5.5	Sports Technology	Complimentary	2	40	60
S5.6	Management of Sports Teams & Leagues	Complimentary	2	40	60
S5.7	Image Management and Grooming	Complimentary	2	40	60
		Total Credits	20		
		Total Marks		280	420

Semester - 6

Subject Code	Name of Subject	Core/ Complimentary	Credits Allotted	Mid Exam Marks	Term End Exam Marks
S6.1	Sports Journalism, Media & Broadcasting	Core	4	40	60
S6.2	Business Research Methodology	Core	4	40	60
S6.3	Entrepreneurship & Innovation	Core	4	40	60
S6.4	Sports Law & Arbitration	Complimentary	2	40	60
S6.5	Production and Total Quality Management	Complimentary	2	40	60
S6.6	Logistics & Supply chain Management	Complimentary	2	40	60
S6.7	Project Management	Complimentary	2	40	60
		Total Credits	20		
		Total Marks		280	420

EVALUATION SCHEME

The evaluation will be done in two parts viz. Internal Assessment with 40% weightage by way of continuous comprehensive evaluation (CCE) and 60% with semester end examination.

A) Internal Evaluation – 40 Marks

a. One Class Test	10 Marks
b. PPT presentation Test/Lab Test	10 Marks
c. Home Assignment	10 Marks
d. Attendance	5 Marks
e. Participation in all activities or CSR or Institutional activities OR Academic activity	5 Marks

B) End Semester Examination – 60 Marks

It is the theory examination based on all the units of the subject. It is the written examination evaluation with 50 marks descriptive types and 10 marks for objective type questions. There will be 7 questions of 10 marks in descriptive type of which students are to attend any 5 based on internal options. Any 10 questions with multiple choices are 1 mark each.

CARRY FORWARD AND BACKLOG PATTERN

No student can appear more than specified number of subjects i.e. 7 in each semester and in addition to this number of subjects with 10 credits. Backlog or failure in any course is completed only when the subject will be offered in odd or even semesters as per syllabus and not on an external evaluation only on adhoc basis.

CARRY FORWARD AND BACKLOG PATTERN

The core subjects under the faculty of management are the subjects offering business and managerial concepts and ideas which will make them more employable. The concept of complimentary arises on the basis of support to the core areas and subjects of management. Being the budding managers, they should be conversant with the computers, tally package, good ability etc. The electives with the complimentary will build the support system for the managers. While designing the pattern, attendance has been given due credits to enhance learning ability by physical presence and making them work on the floor. The core subjects will be given more hours in the time table as compared to complimentary subjects.



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Technical Knowledge Partner:



BACHELOR IN BUSINESS ADMINISTRATION (BBA) SPORTS MANAGEMENT, A.Y. 2021-2024 Three Year Degree Course

PROSPECTUS AND APPLICATION FORM

Kindly ensure you fill in all details in **BLOCK** letters, and sign the last page after reading the terms and conditions. Incorrectly filled, incomplete or unsigned forms are liable to be rejected.

Personal Information

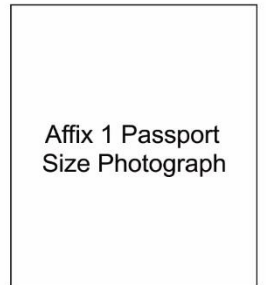
First Name

Middle Name

Last Name

Date of Birth

Male Female (Please Tick)



Permanent Address

Address in Pune

Telephone Numbers

Residence	
Mobile No. (1) <input type="text"/>	Mobile No. (2) <input type="text"/>

Email Address (1) <input type="text"/>
Email Address (2) <input type="text"/>

Educational Qualification (Immediate Preceding Exam)

Qualification	Name of Board/University/Institution	Year of Passing	Grade Percentage

T-shirt Size: (Please tick):

SMALL	MEDIUM	LARGE	X-LARGE	XX-LARGE
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Application Procedure

- 1) All aspiring candidates must complete & submit Application Form with required documents.
- 2) Selected candidates are granted admission on payment of Requisite Fee.

Eligibility: 12th Pass

List of documents to be attached (Attested xerox copies)

For Indian Students	For International Students
<ol style="list-style-type: none"> 1. Original LC/TC/Migration. 2. SSC/HSC/ISC Marksheet 3. Diploma Certificate 4. Medical Certificate for Differently abled 5. Two Passport Size Photos 6. Aadhaar Card 7. Pan Card 	<ol style="list-style-type: none"> 1. SSC/ HSC Mark sheet/ Degree/ PG Degree Mark sheet 2. Passport and Visa 3. 'C' Form 4. Residence/ Rent/ lease Agreement 5. Residential Permit 6. Two Passport size Photos 7. Original LC/ TC/ Migration

Fee Structure:

Total Fees in (INR) On or before 30th Sep, 2023	Payable at the time of Admission First Year Fees	Payable by 30th Sep, 2022 Second Year Fees	Payable by 30th Sep, 2023 Third Year Fees
Rs 4,66,000/- (In words Rupees Four Lakh Sixty Six Thousand Only)	Total - Rs 1,50,500/- (In words Rupees One Lakh Fifty Thousand Five Hundred Only) Rs. 18,500/- to be paid in favour of Tilak Maharashtra Vidyapeeth, Pune via Demand Draft (DD) only. Rs. 1,32,000/- to be paid in favour of ISST Sports & Fitness Pvt Ltd via Cheque/ NEFT/ Demand Draft(DD)	Total - Rs 1,52,500/- (In words Rupees One Lakh Fifty-Two Thousand Five Hundred Only) Rs. 20,500/- to be paid in favour of Tilak Maharashtra Vidyapeeth, Pune via Demand Draft (DD) only. Rs. 1,32,000/- to be paid in favour of ISST Sports & Fitness Pvt Ltd via Cheque/ NEFT/ Demand Draft(DD)	Total - Rs 1,63,000/- (In words Rupees One Lakh Sixty-Three Thousand Only) Rs. 23,000/- to be paid in favour of Tilak Maharashtra Vidyapeeth, Pune via Demand Draft (DD) only. Rs. 1,40,000/- to be paid in favour of ISST Sports & Fitness Pvt Ltd via Cheque/ NEFT Demand Draft(DD)

Disclaimer

- Fees do not include: Travel/Transport/accommodation, F&B and other personal incidentals.
- Fees once paid are non-refundable.

Placements

The Institute is not liable for securing jobs for its enrolled students. Placement opportunities will be given to deserving meritorious candidates and is based on the final discretion of the company hiring the candidate.

Admission

Admissions granted on incorrect information will be construed null and void. In all matters regarding admission to the programme, the decision of the Institute will be final and binding on the applicant. No correspondence from the applicant with respect to his/her non selection will be entertained.

Applicant Details

The candidate must supply all contact details to the Institute at the time of admission. Alternate telephone numbers, email addresses should be supplied for the record of the Institute. Any change in your address/telephone number should be intimated to the Institute immediately. The Institute is not responsible for the Postal/Courier delays, loss in transit, or wrong address.

Fees

- All fees once paid will not be refunded for any reason whatsoever.
- The student/parent/guardian authorizes the Institute to deposit cheques on due dates without recourse to them. If the cheque is not honoured by the issuing bank for any reason, the Institute shall initiate such steps including legal action to recover the same.
- In the event of non-receipt of fees on due date, the Institute reserves the right to initiate such steps including refraining the students from attending lectures, participating in events /workshops, appearing for assessments /exams etc. at its sole discretion. The student/parent/guardian waives their right to initiate any steps against the Institute arising out of steps initiated for the same.
- Delay in payment of fees will result in the levying of an additional financial penalty by the Institute.

Cancellation of Admission

The Institute reserves its right to cancel the admission of successful applicants under any of the following circumstances:

- If the applicant's cheques are dishonoured.
- If the applicant fails to furnish the proof of the stipulated minimum qualifications/eligibility criteria.
- If the applicant fails to meet the minimum attendance criteria or the same is found not to be genuine.
- If the applicant brings to disrepute the name of the Institute, or if the Institute deems that educational standards/class decorum are not being maintained by the applicant.
- If the applicant has committed a breach of any of the terms of this agreement or any rule framed subsequent to these terms, and has failed to rectify such breach despite the Institute calling upon him/her to do so.
- Student not paying fees by stipulated due date will be debarred from the institute.
- Bank account not to be closed & no stop payment of the cheque.

Decorum

No applicant shall be allowed to stay or sleep in the premises. Alcoholic drinks, smoking and any products injurious to health shall not be consumed in the premises. The applicants shall also ensure that he/she shall not cause any noise/nuisance to the other offices in the building.

Practical Training/Internship

- The Institute will consistently endeavour to provide practical training opportunities to its students with various agencies/allied partners.
- However, the Institute's association with other agencies/partners shall not be taken to constitute a partnership or joint venture or contract of employment between the parties and nothing contained in this agreement shall authorize either party to incur any liabilities on behalf of the other.
- The Institute will not be responsible for any incident which may occur when a student is working on a project for a company.
- The Institute will not be held liable if a third party partner promises to pay monies/dues to the applicant for work carried out/expenses met for work carried out and defaults of the same. The applicant will have to deal with the third party company directly for the same, however the Institute will endeavour to facilitate and ensure that the entire matter is handled suitably.
- The Institute will also not be held liable if a third party company agrees to delegate work to the applicant of a certain nature, and then delegates' alternative work. The applicant will have to deal with the third party company directly for the same, however the Institute will endeavour to facilitate and ensure that the entire matter is handled suitably.

Lectures/Faculty

- The Institute is not responsible for the views/opinions/ideas of any faculty /guest lecturer/speaker/third party over and above the course curriculum. The Institute does not endorse in anyway the opinion/ statement /comment of such third parties with context to non-related opinions. The Institute shall neither be responsible nor liable for any consequential damages arising on account of the applicant relying on views/ideas/opinions/statements of the above.
- The Institute reserves the right to cancel or reschedule lectures in line with faculty schedules in the best interest of the applicants.

Liability

- The Institute shall in no way be responsible or liable for any damages, loss, or injury caused to the applicant or to his property from any cause whatsoever.
- The Institute shall in no way be liable for any damages, loss or injury or death or any claim from them regarding loss or injury or death caused to the applicants in the premises.
- The applicant shall maintain to his/her best the premises including equipment, fixtures, fittings, etc. provided by the Institute or otherwise in good working condition.
- Any damage, other than the due course of wear and tear, to the premises caused by the applicant shall be borne and reimbursed by the applicant to the Institute. The applicant is solely responsible for his behaviour/responsibility during any practical training/internship/job opportunity provided by the Institute.
- The Institute does not take any responsibility for the students' actions.

Right of Alteration/Modification

- The Institute reserves its right to alter or modify the structure of its programme within the current broad outline to attain the objective of excellence.
- The Institute reserves its right to modify/alter and/or include any other 'Terms and Conditions' that may be deemed fit in the interest of the Institution.

Jurisdiction

Any dispute pertaining to admission or any other matter as a student of Institute of Sports Science & Technology (ISST) shall be subjected to the jurisdiction of the Pune Court only.

Declaration:

I have read the prospectus and promise to abide by the rules and regulations of the Institute and any other rules the Institute may legislate from time to time.

I certify that the information furnished in this application form is correct to the best of my knowledge and belief. I also assure I will contribute effectively to this course.

Place & Date:**Signature of Parent/Legal Guardian****Signature of Applicant**

To,
Registrar,
Tilak Maharashtra Vidyapeeth

A. Declaration

I hereby declare that,

1. I have carefully read and understood the Rules and Regulations of TMV (Deemed to be University) governing my admission to **Bachelors in Business Administration (BBA, Sports Management)** and have understood the them;
2. I have carefully read and understood the Rules and Regulations of Conduct and Discipline of the Vidyapeeth;
3. My conduct and behaviour in the Vidyapeeth and outside Vidyapeeth campus shall always be sincere, polite, proper and above board;
4. I shall NOT indulge/engage myself in any activity which is against and detrimental to the reputation and interest of the Vidyapeeth;
5. I have not been admitted as a student for any other degree course in a Regular or in External Mode in any other University/Institute;
6. I shall not request for any special concession such as a change in the timings and/or days for the Vidyapeeth's examination/s, on any religious and/or other grounds;
7. I am physically and mentally fit to undertake and complete the course to which I have taken admission;
8. I am fully aware that my admission to the said course will be provisional and will be subject to confirmation after fulfilling all the conditions of eligibility along with the other documents, asked for by the university;
9. In the event, I participate in any study and other tours/trips organized by the Vidyapeeth/ Institute and meet with any accident/misfortune, the Vidyapeeth/ Institute will not be responsible in that event, neither shall I claim any compensation/damages etc. in the said event.

B. Undertaking

I hereby also undertake,

1. To abide by the Rules and Regulations prescribed by the Vidyapeeth and to strictly follow them failing which I am liable for punishment as per Rules and shall not complain about it;
2. That I shall produce all the necessary documents together with true copies thereof regarding my eligibility to the course to which I have taken admission at the time of submission of the application for the admission;
3. That I shall not appear for any tests/examinations etc; if I fail to produce my original degree transference certificates, statement of marks, papers regarding qualifying examinations for eligibility and all other necessary documents;
4. To furnish any other declaration/undertaking to the Vidyapeeth/institute as and when the occasion arises;
5. I shall not indulge in any illegal activity or any activity which is against and detrimental to the interest of the Vidyapeeth/ Institute, members of the faculty, non-teaching staff, my colleagues and nation;

I also declare that all the information given in this declaration and undertaking is true, complete and correct to the best of my knowledge and belief. I am also aware and understand that in the event of any information/paper being found false or incorrect, my admission is liable to be cancelled or rejected and that the Vidyapeeth/ Institute shall not entertain any complaint in this regard.

I hereby submit myself to the disciplinary jurisdiction of the Vice Chancellor of Tilak Maharashtra Vidyapeeth (Deemed to be University), Pune – 411037.

Place –

Date –

**Name of the Student & Signature
(Declarant)**

(Note – This will be a part of the Prospectus/ Admission Form)