HSNC University Mumbai

(2024-2025)

Ordinances and Regulations

For

Choice-Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

The Faculty of Humanities

For the subject

Bachelor of Vocational in Sports and Entertainment Management

(BVoC in SEM)

With effect from the Academic year

2024-2025

Semester I & Semester II

Mass Media

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FYB.Voc Sports & Entertainment Management (S & EM)

SEMESTER 1: -

Course Name	Course Type	Type of Course	Credits	Internal/ Practical Marks	Semester End Examination	Total
Fundamentals Of Sports Management	MAJOR 1	Theory -2 Practical -2	2+2	50	50	100
Principles Of Management	MAJOR 2	Theory- 2 Practical -2	2+2	50	50	100
Introduction To Mass Media	MINOR	Theory- 2 Practical- 2	2+2	50	50	100
Basics Of Photography	Vocational Skills Course (Dept. Subject based on Major & Minor)	Practical- 1	1	25	-	25
Contemporary India: Values and Issues -I	Value Added Course	Theory- 2	2	20	30	50
Introduction to Business Communication	Ability Enhancement Course (AEC)	Theory- 2	2	20	30	50
Nutrition	General /Open Elective (Other Faculty) GE	Theory- 2	2	20	30	50
Introduction to Indian Knowledge Systems	Indian Knowledge System (IKS)	Theory- 1	1	25	-	25
			20			**500**

FYB.Voc Sports & Entertainment Management (S&EM)

SEMESTER II: -

Course Name	Course Type	Type of Course	Credits	Internal/ Practical Marks	Semester End Examination	Total
Sports Human Resources and Leadership	MAJOR 1	Theory- 2 Practical-2	2+2	50	50	100
Introduction to Sports Marketing	MAJOR 2	Theory- 2 Practical-2	2+2	50	50	100
Introduction to Entertainment Industry	MINOR	Theory- 2 Practical-2	2+2	50	50	100
Introduction to Sports Psychology	Vocational Skills Course (Dept. Subject based on Major & Minor)	Practical-1	1	25	-	25
Contemporary India: Values and Issues -II	Value Added Course	Theory-2	2	20	30	50
Script Writing	Ability Enhancement Course (AEC)	Theory- 2	2	20	30	50
IT in Business Management	General /Open Elective (Other Faculty)	Theory- 2	2	20	30	50
Introduction to Indian Knowledge Systems	Indian Knowledge System (Basket)	Theory- 1	1	25	-	25
			20			**500**

FYB.Voc Sports & Entertainment Management (S & EM)

Year 1: Semester 1

I: Fundamentals of Sports Management (MAJOR 1)

Course Objectives:

1. Furnish students with a comprehensive introduction to the sports industry, encompassing its historical background, essential participants, and many sectors
2. Introduce students to the organizational structures, governance models, and legal issues of sports management
3. Provide students with a comprehensive understanding of sports marketing techniques, brand management, and audience engagement
4. Offer analysis on the current state of sports in India, including the obstacles faced by the business and the potential for growth

Learning Outcomes:

1. Apply management, leadership, and organizational concepts, principles, and theories to effectively direct a   port organization
2. Conduct research in the field of sports to create, examine, and assess data that can be used to make informed decisions and enhance practices
3. Legal and Ethical Understanding: Comprehend, employ, and evaluate legal principles associated with sports, such as contracts and intellectual property rights
4. Operate as an ethical professional in the field of sports, taking into account the moral and legal consequences

Unit	Content
Unit 1	**Theory**: History and Evolution of Modern Sports: Overview of modern sports, their historical evolution, and the relationship between physical education and sports, along with exercise physiology, Roles and Functions of Sports Organizations: Focuses on the roles of various national and international sports organizations like FIFA, BCCI, ICC, and others, including their functions and their importance in sports promotion and management
Unit 2	**Theory:** Professional Team Sports: Covers team sports such as football, basketball, cricket, hockey, and rowing, including the guiding principles for the conduct of these sports, and the organization of tournaments, leagues, and knockout competitions,

	Physical Education and Sports: Discusses the history and principles of physical education, administration methods in physical education, elements of statistics, supervision, and curriculum design
Unit 3	**Practical:** Study one sport as guided by the faculty, and submit a report on: Rules, Governance structure, Key players, World champion, Olympic champion, Indian champion, The timing /championship benchmark tactical
Unit 4	**Practical:** Compare the timing of the first finisher and last finisher in the last 5 summer Olympics: 100 m men athletics ,100 m women athletics ,100 M freestyle swimming men, 100 M freestyle women, compare time in seconds and percentage, Compare the time with the Indian national championship

Self-Learning Component:

Learning various Sports Management techniques from a business perspective

Online Component:

TrendFeedrhttps://trendfeedr.com › reports › s... Sports Management Report: TrendFeedr | AI Insights into 20K+ Trends | Technologies idrottsforum.orghttps://idrottsforum.org › journal-of...Journal of Sport Management, Volume 36, 2022, Issue

Course Objectives:

1. To understand the nature and importance of Management

2. To understand the concept of Group Dynamics and Decision Making

3. Analyze organizational structures and decision-making frameworks for efficiency

4. Apply strategic planning methods to drive business growth and sustainability

Learning Outcome:

1. Be acquainted with different approaches to Management

2. Understand the recent trends in management

3. Analyze organizational structures and decision-making processes

4. Apply strategic planning techniques for business success

Unit	Content
Unit 1	**Management-Definition, Nature and Concept:** Management-Concept, nature, process overview of functional areas of managerial roles, The Management Environment, Managing Change and Innovation, Ethics and Social Responsibility, Globalization and Management, Organizational Culture
Unit 2	**Approaches to Management:** Contributions of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought, Industrial Revolution and its impact on management theories, Hawthorne Experiment, Current trends in Management
Unit 3	**Practical:** Role of Managers-Conduct a role-playing exercise where students act out different managerial roles (e.g., supervisor, team leader) to understand their responsibilities and challenges; Create an organizational chart for a small business; Analyse case studies of real-world managerial decisions and discuss alternative courses of action.
Unit 4	**Practical:** Analyse and discuss the organizational culture of a well-known company through case studies; Conflict Resolution-Role-play conflict resolution scenarios between team members or departments within an organization

Self-Learning Component:

AI and its advent in Management, Management Theories and their current applications

Online Component:

https://kanchiuniv.ac.in/coursematerials/T1MC1%20Pronciples%20of%20management.pdf

References:

Principles of Management" by Peter Drucker; Principles of Management" by Charles W. L. Hill and Steven L. McShane

III.Introduction to Mass Media (MINOR)

Course Objectives:

1. To familiarise the students with the various aspects of mass media
2. To acquaint the students with different forms of mass media
3. To introduce them to the role of mass media in society
4. To acquaint them with the theoretical framework of mass media

Learning Outcomes:

1. Demonstrate an understanding of different aspects involving mass media
2. Examine the role of mass media in shaping society
3. Critically view various forms of mass media
4. Recognise the global impact of mass media

Unit	Content
Unit 1	**Introduction to Mass Media**: History, evolution and scope of Mass Media,Functions and Need of Mass Media,,Mass media as a tool for development Major Forms/ Industries of Mass Media-Ownership/Regulations/Ethics, Traditional – Newspaper, Magazine, Radio, Film and Television, Public Relations, Advertising, New media-Digital and social media, Convergence; Relationship between Sports and Mass Media
Unit 2	**Media Theories:** Limited Effects paradigms, Normative theory, Cultivation Theory, Agenda Setting, Uses and Gratification theory, Rasa Theory, Network society
Unit 3	**Practical:** Media's role in shaping society, Media audiences, Media and Gender-The students will make a podcast/visual essay/ keep a blog/ on role of media in shaping society/ media audiences/ how media impacts gender debates. These will be done in conjunction with the teacher concerned where weekly meeting with students' group and teacher concerned shall take place. Weekly meetings will go towards checking the progress and shall be marked

Unit 4	**Practical:** Globalizationof media , Internet's effect on the mediaeconomies, Digital Divide in global economyStudents will present case studies on various media organisations, the impact of globalisation. These will be done in conjunction with the teacher concerned where weekly meeting with students group and teacher concerned shall take place. Weekly meetings will go towards checking the progress and shall be marked

Self-Learning topics (Module wise)	
Module	**Topics**
1	History of Mass Media
2	History of Newspaper, Magazines, TV and Film
5	Economics of globalization

Online Resources:

1	HTTPS://OPEN.LIB.UMN.EDU/MEDIAANDCULTURE/
2	HTTPS://OPEN.LIB.UMN.EDU/MEDIAANDCULTURE/CHAPTER/1-3-THE-EVOLUTION-OF-MEDIA/
3	HTTPS://COURSES.LUMENLEARNING.COM/SUNY-HCCC-MASSMEDIA/
4	HTTPS://SOCIALSCI.LIBRETEXTS.ORG/BOOKSHELVES/COMMUNICATION/JOURNALISM_AND_MASS_COMMUNICATION/BOOK%3A_MASS_COMMUNICATION_MEDIA_AND_CULTURE

References:

1. Mass Communication Theory: Denis McQuail

2. The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)

3. Mass Communication Effects: Joseph Klapper

4. Media & Culture: An Introduction to Mass Communication: Richard Campbell, Christopher R, Martin and Bettina Fabos

5. The Myth of Mass Media: Alan Swinegwood

6. Fundamental of Mass Communication: Keval J Kumar

IV. Basic of Photography (VOCATIONAL SKILLS)

Course Objectives:

1. Learn camera functions, exposure, and composition fundamentals
2. Understand lighting principles and their application in photography
3. Explore diverse photographic genres and styles
4. Develop editing skills to refine and enhance images

Learning Outcome:

1. Master camera settings for creative control
2. Understand composition principles for compelling images
3. Grasp lighting techniques to enhance photos
4. Develop post-processing skills for polished results

Unit	Content
Unit 1	**Basic Principles of Camera (Practical):** Introduction to Photography, Properties of light, different light sources and its applications, Types of Lens, Mechanism of Aperture, Shutter Speed and Camera Viewfinder. Application of ISO, Exposure Triangle, Classification of Cameras, Camera Operations, Composition and its Importance, Use of Different Camera accessories, Use of Different lights accessories, Movement in Art & Photography, Editing with Light room & Photoshop, Advent of AI in editing
Unit 2	**Different Frames (Practical):** Sports, Events, Street, Photojournalism, Fashion, Architectural, Interiors, Product & Food, Landscape, Portrait, Astro & Long Exposure

Self-Learning Component:

Research camera types: DSLR, mirror less, and their functionalities, Practice shooting in different lighting conditions: natural, artificial, and low light

References:

The Camera- Ansel Adams; On Photography- Susan Sotang; The Passionate Photographer- Steve Simon; Ways of Seeing- John Berger

Online Component:

https://elearningindustry.com/inform-and-inspire-with-images-in-online-learning

https://www.agora-gallery.com/artgalleryblog/

https://www.behindtheshutter.com/

https://expertphotography.com/

V. Introduction to Business Communication (AEC)

Course Objectives:

1. To understand the nature and importance of Business Communication in an organization
2. To understand the importance of collective bargaining and participation
3. Enhance clarity and effectiveness in professional interactions and presentations
4. Develop skills for persuasive and impactful business correspondence

Learning Outcome:

1. Be acquainted with the concepts, principles and issues connected with Business Communication
2. Understand the various processes and procedures of writing letters.
3. Enhanced ability to craft clear, concise, and professional messages.
4. Greater proficiency in using digital communication tools

Unit	Content
Unit 1	**Concept of Communication**: Meaning, Definition, Process, Need, Feedback the Emergence of Communication is a key concept in the Corporate and Global World **Impact of technology Enabled Communication:** Types - Internet, Blogs, E-Mail, Social Media, Facebook, Twitter & WhatsApp- Advantages and Disadvantages **Problems in Communication / Barriers to Communication:** Physical / Semantic / Language / Sociocultural / Psychological Barriers, Ways to Overcome these Barriers **Importance of listening in the corporate world:** Features and importance of listening skills, Active and Passive Listening, Barriers to listening, Impact on Business Communication
Unit 2	**Corporate Business Correspondence -** **Theory of Business Letter Writing:** Commercial Terms used in Business Communication Writing, Parts, Structure, Layouts - Principles of Effective Letter Writing, Principles of Effective E-mail Writing **Personal Correspondence:** Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (to be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation

Self-Learning Component:

Writing Skills, Soft Skills, Communication at workplace

VI. Nutrition (GENERAL ELECTIVE)

Course Objectives:

1. To understand the nature and importance of Nutrition

2. To understand the importance of Healthy eating

3. Identify and describe the roles of essential nutrients

4. Develop strategies to encourage healthy eating habits and lifestyles

Learning Outcome:

1. Be acquainted with the concepts, principles of meal planning.

2. Understand the various elements of general health and wellness

3. Ability to identify and explain essential nutrients' functions

4. Apply knowledge to promote and maintain healthy dietary habits

Unit	Content
Unit 1	**Basic Introduction to Exercise** Nutrition, Sleep, Rest and mental health; 2 Importance of Exercise; Components Of Fitness & Exercise (Health and Skill Related) ;Advantages And Disadvantages ;Tips To Stay Active All Day with Sedentary Lifestyle ;10 Min Workout Practical
Unit 2	**Fundamentals of Nutrition** Difference Between Healthy and Unhealthy Food; Types Of Unhealthy Food Harmful Effects of Unhealthy Food ;Practical On How to Read Labels ;Benefits Of Eating Healthy Food ;Importance Of Balanced Diet; My Pyramid; Categories of Nutrients; Introduction To Classification of Nutrients; Interlinked Between Lack of Exercise, Unhealthy Diet and High Stress That Affects Health and Overall Lifestyle Components Of Psychological Exercise And Mental Health Assessment Tools to Understand Psychological Health ,Food And Mood Types Of Food That Affect Mood Foods That Elevate Mood
Unit 3	**Introduction to Sports Nutrition** Categories of Sports; Periodization of Sports; Nutritional Requirements of each Sports Category

	Meal Planning Practical (Journal Submission)
	Standardization Of Ingredients and Food; Create a journal for practical Exchange List of Food for Meal Planning ,Nutrient Calculation, BMR Calculation for Sports Person ,Meal Planning; Case Study of Any One Sport for a Beginner

Self-Learning Component:

Nutrition and Healthy eating, curating diet charts for sportsmen

References:

1. The Vegetarian's Sports Nutrition Guide-Lisa Dorfman
2. Nutritive Value of Indian Food (Course Book) C Gopalan
3. Nutrition and Dietetics |5th Edition Shubhangini Joshi
4. Principles of Therapeutic Nutrition and Dietetics (Pb 2017) [Paperback]

Online Component:

https://onlinecourses.swayam2.ac.in/aic22_ge01/preview

https://www.eatright.org/

http://psychologyofeating.com/

https://www.allaccessdietetics.com/real-world-sports-nutrition/

FYBVOC - SEMESTER 2

I: Sports Human Resources and Leadership (MAJOR 1)

Course Objectives:

1. To introduce students with the working concepts of HR in Sports and Entertainment management
2. To impart and elucidate a foundation of basic principles of human resource management
3. Equip students with essential skills in human resource management
4. Enable students to apply HR strategies to organizational goals

Learning Outcome:

1. To prepare students to envision, understand and incorporate best HR practices in workplaces
2. Ensure efficiency and productivity are aligned to the organizational objectives
3. Demonstrate competence in core human resource management practices
4. Apply HR strategies to enhance organizational performance effectively

Unit	Content
Unit 1	**Human Resource Management Fundamentals** What is Human Resource management, Definition, Evolution, Scope and characteristics; Employee Cycle,Recruitment and training - Steps and Relevance, Induction, On the job training, Training the trainer, Training for Promotions and new roles, for overseas travel, assisting people during difficult times, Human Leadership Management
Unit 2	**Human Resource Essentials** Understanding Salaries and allowances, pay hikes, Workload, Incentives, Managing a crisis- Pandemic, Attrition, Company's financial Crises, Managing Resignations, Retirement, Post retirement benefits, finding suitable personnel to fit in, New trends in HR
Unit 3	**Practical** Job Interview Process: conducting a structured job interview, evaluating candidates and making a hiring decision; Welcoming a new employee; Mediating a conflict between two employees; Addressing workplace disputes
Unit 4	**Practical** Diversity and Inclusion Training; Addressing biases and promoting inclusive practices; Handling Workplace Harassment; Developing a simple training module or presentation on a relevant HR topic -Case studies and class discussions and role plays on the topics

Self-Learning Component:

Case Study Analysis of real-world HR case studies

Online Component:
https://onlinecourses.swayam2.ac.in/nou22_hs20/preview
References:
Human Resource Management by Gary Dessler; Human Resource Management: Gaining a Competitive Advantage- by Raymond Noe, John Hollenbeck, Barry Gerhart, and Patrick Wright

II: Introduction to Sports Marketing (MAJOR 2)

Course Objectives:
1. To understand sports marketing and sports publicity concepts
2. To define and apply key marketing concepts and strategies within collegiate and professional sport
3. To understand key consumer behaviour concepts and their implications for sport behaviour
4. To evaluate sport marketing packages and sports campaigns

Learning Outcome:
1. Demonstrate an understanding of sports marketing concepts
2. Apply key marketing concepts and strategies within collegiate and professional sports contexts
3. Apply key consumer behaviour concepts and sports behaviour within the Indian context
4. Evaluate sports marketing campaigns and use those as references to create a draft campaign

Unit	Content
Unit 1	**Basics of Marketing** Introduction to Marketing, Principles of Marketing and the Marketing Mix, Defining and understanding sports products, Applying the Marketing Mix to Sports Products and Services, Market Segmentation and Targeting concerning sports marketing, key stakeholders in the Indian sports industry: teams, leagues, sponsors and fans
Unit 2	**Introduction to Sports Marketing** Introduction to Sports Marketing, The Special Nature of Sports Marketing – Traditional Marketing Vs Sports Marketing, Using sports for marketing non-sports products, and marketing sports as a product. An Overview, Need and evolution of sports marketing in India and abroad., understanding consumers, Difference between a common consumer and sports consumer, Factors influencing consumer decisions in sports purchases
Unit 3	**Practical** Understanding the Sports Industry; Consumer Behaviour in Sports, Brand Management in Sports- Discuss how sports teams, athletes, and events manage their brands, including image, reputation, and endorsement deals; Digital

	Marketing and Social Media-Examine the role of digital platforms and social media in sports marketing strategies, including content creation, fan engagement, and influencer partnerships; Event Marketing and Sponsorship-Study the strategies behind sports event marketing and sponsorship deals, including sponsor selection, activation, and evaluation-Case Studies and class discussions
Unit 4	**Practical** Fan Engagement Strategies-Explore techniques for enhancing fan engagement through promotions, contests, fan clubs, and interactive experiences; Sports Advertising and Promotions- Analyse effective advertising campaigns and promotional tactics used in the sports industry, including traditional media, digital ads, and experiential marketing; Data Analytics in Sports Marketing: Introduce the use of data analytics and metrics to measure ROI, fan engagement, and sponsorship effectiveness in sports marketing campaigns; Ethical and Legal Issues in Sports Marketing- Discuss ethical considerations and legal issues specific to sports marketing, such as sponsorship conflicts, image rights, and intellectual property; Emerging Trends in Sports Marketing- Explore current trends and innovations in sports marketing, such as esports, virtual reality experiences, and personalized fan engagement strategies, Case studies and Class discussions

Self-Learning Component:
Branding, Brand vs Product, Public Service Ads, Political Advertising, Financial Advertising
Online Component:
https://onlinecourses.swayam2.ac.in/nou22_ge16/preview
https://www.classcentral.com/course/brand-3929

III: Introduction to Entertainment Industry (MINOR)

Course Objectives:

1. To understand the nature and importance of Entertainment Industry
2. To understand the concept of Gaming and Animation, Radio and Television and Films
3. Provide a comprehensive overview of the entertainment industry
4. Introduce essential concepts and roles within the entertainment industry

Learning Outcome:

1. Be acquainted with History of Print
2. Understand the recent trends in events and other media industries
3. Demonstrate understanding of entertainment industry structure and dynamics
4. Apply knowledge to real-world entertainment industry scenarios

Unit	Content
Unit 1	**Print, Radio and Television:** Beginning of printing in India: early origins of newspapers in India, Birth of the Indian news agencies. A brief overview of Print Newspapers advertisement and magazines (The Times of India -Hindustan Times -The Hindu -The Indian Express -The Tribune -Statesman -India Today, Outlook, Frontline) **Radio& Television:** Radio as a medium of mass communication, History of radio in India, Major top radio programs in the world AIR, Emergence of commercial broadcasting, Private FM radio Channels, Industry size and growth rate for satellite broadcasting. Advent of television in the world, and in India Early days of Doordarshan, major channels and media houses. Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs.
Unit 2	**Films, Gaming, Animation and Events** **Films** Indian and Global Film Industry: Market Size, growth rate, international trends, etc., Product Life Cycle for filmed entertainment: Music release, theatrical release, home video rights, DTH, New Media (VOD, IPTV), mobile rights, satellite, cable and terrestrial telecast, merchandising and licensing rights, overseas release, sequels. **Gaming & Animation -Indian and Global Gaming Industry**: Market Size, growth rate, international trends, major international gaming studios, etc., Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi-player gaming and their potential **Indian and Global Animation Industry** Market Size, growth rate, international trends, major international animation studios, etc., Case studies of International and Indian successful animation films: Spiderman, Batman, Krrish, Hanuman.

	Merchandising and Licensing: Sales Potential, case studies of International and Indian properties.
Unit 3	**Practical** Understanding Entertainment Markets: Explore different segments of the entertainment industry (film, music, television, gaming, live events) and analyse their current trends, audience demographics, and economic factors; Role of Digital Media in Entertainment-Discuss how digital platforms (streaming services, social media, online distribution channels) have transformed the production, distribution, and consumption of entertainment content; Marketing Strategies in Entertainment-Analyse successful marketing campaigns in various entertainment sectors. Case studies could include blockbuster movie releases, viral music promotions, or innovative television show launches
Unit 4	**Practical** Branding and Celebrity Endorsements- Examine how celebrities and influencers are utilized in marketing campaigns to enhance brand visibility and credibility within the entertainment industry; Event Management-Cover the planning, organization, and execution of entertainment events such as concerts, film festivals, award shows, and conventions. Discuss logistics, budgeting, promotion strategies, and attendee engagement; Legal and Ethical Issues- Explore copyright and intellectual property rights in entertainment, as well as ethical considerations related to content creation, representation, and audience impact; Emerging Technologies- Investigate how technologies like virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) are being integrated into entertainment content creation and audience engagement. Career Paths and Industry Networking: Provide insights into different career paths within the entertainment industry (e.g., production, marketing, talent management) and strategies for building a professional network

Self-Learning Component:
Films, New Media, Theatrical Releases and Events
Online Component:
https://onlinecourses.swayam2.ac.in/cec22_cs01/preview

IV: Introduction to Sports Psychology (VOCATIONAL)

Course Objectives:

1. Enhance mental resilience for peak performance.
2. Develop focus, confidence, and stress management skills.
3. Explore team dynamics and motivation strategies.
4. Apply psychological principles to optimize athletic performance.

Learning Outcome:

1. Improve athletes' mental toughness and resilience.
2. Enhance concentration and focus during competition.
3. Foster effective team communication and cohesion.
4. Develop strategies for managing performance anxiety and stress

Unit	Content
Unit 1	**Basics of Sport Psychology (Practical)** Introduction and importance of Sport Psychology for Athletes, Coaches; Psychological factors affecting sport performance, Factors influencing the mental demands of a given sport, Sport and exercise psychology as an academic discipline, what do sport psychologist do? The mental/psychological side of sports - physical activity and mental health-Case studies and discussions
Unit 2	**Techniques (Practical)** Developing Motivation, Goal Setting and Exercise Adherence, Sport and exercise psychology as an academic discipline, what do sport psychologist do? The mental/psychological side of sport - physical activity and mental health; Practical - Case studies and interviews with coaches and Counselors, Case Studies on Sports Psychology: Mary Kom, Sachin Tendulkar, Virat Kohli, Mithila Raj etc.

Self-Learning Component:

Importance of Sport Psychology for Athletes, Coaches and other related to Sport Setting
(Case Study: Mary Kom, Sachin Tendulkar, Virat Kohli, Mithila Raj)

References

Sr. No. Title and Publisher

1. Jervis, M. (2005). Social Psychology: A Student Handbook. New York: Routledge Publication.
2. Tenenbaum, G., & Robert C. (2007) Handbook of sport psychology (3rd ed). USA: John Wiley

Online Component:

https://learninglink.oup.com/access/sport-psychology-student-resources#tag_chapter-07

V: Script Writing (AEC)

Course objectives:

1. Help the learners develop a comprehensive understanding of the fundamental principles of Script writing for various mediums
2. Assist the learners understand basics of non-fiction writing
3. Help the learners develop understanding of fundamentals of fiction script writing
4. Help learners create domain specific scripts in both fiction and non-fiction Formats

Learning outcomes:

1. Recall and summarize key concepts and principles of script writing for the domain, and different formats and mediums
2. Understand the fundamental techniques and elements of script writing for non-fiction format
3. Understand the fundamental techniques and elements of script writing for fiction storytelling
4. Apply script writing principles to create original scripts for different mediums, incorporating feedback and revisions to enhance narrative quality

Unit	Content
Unit 1	**Introduction to Script Writing** Overview of script writing fundamentals- fiction and non-fiction, various mediums Importance of storytelling in sports and entertainment management Identification and analysis of various sports and entertainment-related content on different media platforms, Basic Principles of writing for visuals and sound; Non-fiction Scripts Elements of non-fiction scripts: Narrative structure, theme, treatment, structure and organization of material, symbolism, point of view; Fiction Scripts-Elements of fiction scripts: Log line, genre, theme, story, characterization, setting, conflict; Narrative Structures- Three act and Four Act Structure
Unit 2	**Script writing for Sports and Entertainment** Idea generation for fiction and non-fiction script development Developing a short story, and a corresponding screenplay for a one-minute-long short film Developing 5-episode script for a YouTube channel/ Video podcast on Sports.

Self-Learning Component:
Content, Presentation, Types and Attributes of content models, editorial experience
Online Component:
https://onlinecourses.swayam2.ac.in/ntr22_ed19/preview
https://onlinecourses.swayam2.ac.in/nou22_lb11/preview

VI: IT in Business Management (GENERAL ELECTIVE)

Course Objectives:

1. To understand the nature and importance of IT in Business Management
2. To understand the basic concept of computer
3. Introduce essential IT concepts relevant to business management
4. Explore the integration of IT in business processes

Learning Outcomes:

1. Be acquainted with different computer software
2. Understand the recent trends in the IT industry
3. Apply IT solutions to enhance business operations effectively
4. Utilize IT strategically for decision-making and competitive advantage

Unit	Content
Unit 1	**Basic Computer Concepts** Modern taxonomy of Computers-Hardware and software; Programming languages; Problem solving and algorithms; General idea of information and communication technologies; Memory (or storage) devices; Central Processing Unit. Input / Output devices, Storage devices; Software- Meaning of software; broad classification of software; system software and application software; Operating systems: Basic idea Application software – System development tools; Networks and Internet- Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers.
Unit 2	**Computer Applications** Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks

Self-Learning Component:
Computer Networks, Operating Systems, OS as a resource manager

Online Component:
https://onlinecourses.swayam2.ac.in/nou22_hs20/preview