



HSNC University Mumbai

(2023-2024)

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 Arts in Entertainment and Sports Management

(B.A.E &SM)

With effect from the Academic year

2023-2024

Semester I & Semester II

Board of Studies – Mass Media

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Semester – I

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Fundamentals of Sports Management ii) Principles of Management	4+4
2	Minor Courses- Introduction to Mass Media	4
3	Multi-disciplinary Elective Course- Free and Open Source Software	2
4	Vocational Courses- Basics of Photography	1
5	Ability Enhancement Courses- Communication Skills in English-1	2
6	Indian Knowledge System	1
7	Value Added Course	2

Sr No	Subject Code & Title	Subject Unit Title	Credit	Total Marks
1	MAJOR-I Fundamentals of Sports Management	History and Evolution of Modern Sports	4	100
		Professional Team Sports		
		Practicals		
		Practicals		
2	MAJOR-II Principles of Management	Management-Definition, Nature and Concept	4	100
		Approaches to Management		
		Practicals		
		Practicals		
3	MINOR Introduction to Mass Media	Introduction To Mass Media	4	100
		Media Theories		
		Practicals		
		Practicals		
4	ME- Free and Open Source Software	Introduction to Open Source	2	50
		Open Source Ethics and Social Impact		
		Understanding Open Source Ecosystem		
5	VOCATIONAL- Basics of Photography	Basic Principles of Camera	1	(50) converted to 25
		Different Frames		
6	AEC- Communication Skills in English	Letters	2	50
		Data Interpretation		
		Essay		

Semester – II

Sr. No.	Choice Based Credit System	Credits
1	Major Courses- i) Sports Human Resources and Leadership ii) Introduction to Sports Marketing	4+4
2	Minor Courses- Introduction to Entertainment Industry	4
3	Multi-disciplinary Elective Course- Handling Data Using Excel	2
4	Vocational Courses- Introduction to Sports Psychology	1
5	Ability Enhancement Courses- Communication Skills in English II	2
6	Indian Knowledge System	1
7	Value Added Course	2

Sr No	Subject Code & Title	Subject Unit Title	Credit	Total Marks
1	MAJOR-I Sports Human Resources and Leadership	Human Resource Management Fundamentals	4	100
		Human Resources Essential		
		Practical		
		Practical		
2	MAJOR-II Introduction to Sports Marketing	Basics of Marketing	4	100
		Introduction to Sports Marketing		
		Practical		
		Practical		
3	MINOR Introduction to Entertainment Industry	Print ,Radio and Television	4	100
		Films Gaming Animation and Events		
		Practical		
		Practical		
4	ME- Handling Data Using Excel	Introduction to Excel	2	50
		Spreadsheet Charts		
5	VOCATIONAL- Introduction to Sports Psychology	Basics Of Sports Psychology	1	(50) Converted to 25
		Techniques -Practical		
6	AEC- Communication Skills In English II	Emails	2	50
		Report Writing		
		Creative Writing		