



**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 Arts in Entertainment & Sports Management (B.A.E.S.M)**

With effect from the Academic year

2024-2025

**Semester III & Semester IV**

### Board of Studies – Mass Media

Sr	Name	Designation	Contact
1	Dr Shalini R Sinha	Chairperson	shalini.sinha@kccollege.edu. in
2	Ms Surya Gune	Co-Chairperson	surya.gune@kccollege.edu.in
3	Dr Vidhi Agrawal	Member	vidhi.agrawal@kccollege.edu.in
4	Ms Anjuman Sharma	Member	anjuman.sharma@kccollege.edu.in
5	Ms Rifa Patel	Member	rifapatel@hrcollege.edu
6	Ms Jasmine Tamboli	Member	jasmine.tamboli@hrcollege.edu
7	Ms Sneha Subhedar	Member	sneha.subhedar@kccollege.edu.in
8	Mr Sagar Karande	Member	sagar.karande@kccollege.edu.in
9	Ms Shruti Joshi	Member	shruti.joshi@kccollege.edu.in
10	Ms Delaveen Tarapore	Member	delaveen.tarapore@kccollege.edu.in
11	Ms Nikita Hiwalkar	Member	nikita.hiwalkar@kccollege.edu.in
12	Dr Hanif Lakdawala	Academic Expert	haniflakdawala@gmail.com
13	Dr. Rommani Sen- Shitak	Academic Expert	rommani.shitak@hindujacollege.com
14	Ms. Vibha Singh	Industry Expert	vibhajourno9@gmail.com
15	Mr Sanket Limkar	Industry Expert	slimkar70@gmail.com
16	Mr. Saurav Vats	Industry Expert	vats_saurav@yahoo.com
17	Mr Aditya Mehendale	Alumni Member	aditya.s.mehendale@gmail.com
18	Ms. Rhea Mistry	Alumni Member	rhea.mistry11@gmail.com

### **SEMESTER – III**

<b>Sr. No.</b>	<b>Choice Based Credit System</b>	<b>Credits</b>
1	Major Courses-  i) Entrepreneurial Strategy & Business Planning ii) Fundamentals of Public Relations	4+4
2	Minor Courses- Organization Conflicts and Negotiations	4
3	Skill Enhancement Courses- Event Management	3

<b>Sr No</b>	<b>Course Code &amp; Title</b>	<b>Course Unit Title</b>	<b>Credit</b>	<b>Total Marks</b>
1.	MAJOR - I Entrepreneurial Strategy & Business Planning	Foundations of Business Planning and Entrepreneurship in Sports and Entertainment	4	100
		Strategic Business Planning and Market Viability		
		Business Model Development and Value Creation(Practical)		
		Modern Management Practices and Entrepreneurial Success(Practical)		
2.	MAJOR - II Fundamentals of Public Relations	Public Relations - Meaning and Practices	4	100
		PR in Multiple Sectors		
		PR Tools and Techniques (Practical)		
		Media Relations (Practical)		
3.	MINOR - I Organization Conflicts and Negotiation	Foundations of Conflict and Resolution Strategies	4	100
		Core Principles and Strategies in Negotiation		
		Negotiation Techniques and Ethical Considerations (Practical)		
		Practical Applications in Negotiation and Ethics (Practical)		
4.	SEC - Event Management	Fundamentals of Event Planning	3	75
		Marketing and Sponsorship in Events		
		Risk Management and Emerging Trends (Practical)		

**SEMESTER -IV**

<b>Sr. No.</b>	<b>Choice Based Credit System</b>	<b>Credits</b>
1	Major Courses- i) Celebrity Management in Sports and Entertainment  ii) Logistics and Supply Chain Management	4+4
2	Minor Courses- Organizational Behavior	4
3	Skill Enhancement Courses- Writing for Sports and Entertainment	3

<b>Sr No</b>	<b>Course Code &amp; Title</b>	<b>Course Unit Title</b>	<b>Credit</b>	<b>Total Marks</b>
1.	MAJOR I  Celebrity Management in Sports and Entertainment	Understanding Celebrity and Celebrity Management	4	100
		Media Relations for Celebrities (Practical)		
		Brand Associations, Entrepreneurship and Appearances		
		Crisis Management (Practical)		
2.	MAJOR - II Logistics and Supply Management	Basics of Logistics & SCM	4	100
		Inventory, Warehousing, and Distribution Management		
		Fundamentals of Supply Chain Management (Practical)		
		Sustainable Logistics (Practical)		
3.	MINOR - I Organizational Behaviour	Introduction to Organizational Behaviour	4	100
		Individual Behaviour and Motivation		
		Teamwork & Conflict Management (Practical)		
		Leadership and Motivation (Practical)		
4	SEC – Writing For Sports and Entertainment	Introduction to Script Writing	3	75
		Non-Fiction Scriptwriting (Practical's)		
		Fiction Scriptwriting (Practical's)		