

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA(Sports Management)
Effective from academic session 2023-24

L T P - Indicates Theory Lectures (L), Tutorial(T) and Practical (P) classes per week.

1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-IV							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-7	BSMC401	Sports Marketing	4	1	0	5
2	DSC-8	BSMC402	Human Resource Management	3	1	0	4
3	DSC-9	BSMC403	Sports Communication	3	1	0	4
4	MINOR-4	MIC401	Basics of Operating System/ Database Management with SQL	3	1	0	4
5	MINOR-5	MIC402	Graphic Design with Photoshop & Illustrator Graphic Design with Photoshop & Illustrator Lab	2	0	2	4
6	AEC-4	AECC401	Society Culture and Human Behaviour	2	0	0	2
Total Credits							23