

SYLLABI AND SCHEME OF EXAMINATIONS
FOR
SKILL ENHANCEMENT COURSES (SEC)
FOR
UNDERGRADUATE PROGRAMES
(INTERDISCIPLINARY) IN B.P.E.H.E.S

(Based on Curriculum and Credit Framework and formative assessment guidelines for UG Programs
under NEP 2020)



MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

To be applicable on the students w.e.f. session 2026-27 (1st semester onwards)

**Syllabi and Scheme of Examinations for Skill Enhancement Courses (SEC) of
Under Graduate (Interdisciplinary) in B.P.E.H.E.S**

Skill Enhancement Courses (SEC)	TYPE OF PROGRAM	Nomenclature of Course	Course Code	Credits Distribution			Total Credits	Workload			Total Workload	Marks		Total Marks		
	SINGLE MAJOR PROGRAM SEMESTER			L	T	P		L	T	P		Theory			Practical	Formative assessment
				Internal	External											
SEC 1 @ 3 credits	1	Artificial Intelligence in Sports	26PHS401SE01	0	0	3	3	0	0	6	6	0	0	75	75	
SEC 2 @ 3 credits	2	Marketing in Sports Goods	26PHS402SE01	0	0	3	3	0	0	6	6	0	0	75	75	
SEC 3 @ 3 credits	3	Reporting of Importance Social Events	27PHS403SE01	0	0	3	3	0	0	6	6	0	0	75	75	
SEC 4 @ 4 credits	7	Use of Basic Digital Gadgets in Sports	29PHS404SE01	2	0	2	4	2	0	4	6	15	35	50	50	
SEC 5 @ 4 credits	8	Basic Gymnastics	29PHS405SE01	2	0	2	4	2	0	4	6	15	35	50	50	

L: Lecture; T: Tutorial; P: Practical

Syllabi for Skill Enhancement Courses (SEC) Under Graduate Programs for (Interdisciplinary) in B.P.E.H.E.S

Semester: I

Name of Program	B.P.E.H.E.S	Program Code	
Name of the Course	Artificial Intelligence in Sports	Course Code	26PHS401SE01
Hours per Week	06 Hours	Credits	03 (L:0,T:0,P:3)
Maximum Marks	75 (Formative Assessment)		
Distribution of Marks will be as follows:			
Regular assessment through observation and class discussion:		10	
Lab work (practical file)/ Field work (Report)/ Portfolio:		30	
Assignment/Case study/ Mini project (2x10):		20	
Seminar/ Presentation:		10	
Attendance:		05	
Total:		75	
Course Learning Outcomes (CLO):			
After completing this course, the learner will be able to:			
CLO1 Explain the basic concepts, importance, and applications of Artificial Intelligence in sports.			
CLO2: Analyze sports performance and training methods using AI-based tools and technologies.			
CLO3 Explain the role of AI in fitness assessment, injury prevention, rehabilitation, and athlete health management.			
CLO4: Describe the use of AI in sports management, officiating, ethical decision-making, and future developments in sports.			
Unit 1: Introduction to Artificial Intelligence in Sports			
<ul style="list-style-type: none"> • Meaning of Artificial Intelligence • Importance of Artificial Intelligence in modern sports • Role of AI in sports • Advantages of using Artificial Intelligence in sports • Advantages and limitations of AI in sports 			
Unit 2: AI in Sports Performance and Training			
<ul style="list-style-type: none"> • Use of AI in player's performance enhancement • Use of AI in official's monitoring • Use of wearables and sensors in sports training • AI in skill acquisition and technique correction 			
Unit 3: AI in Sports Health, Fitness, and Injury Management			
<ul style="list-style-type: none"> • AI in fitness assessment and monitoring • Injury prediction and prevention using AI • AI-based workload monitoring and fatigue analysis • Role of AI in sports nutrition and wellness monitoring 			
Unit 4 AI in Sports Management and Officiating			
<ul style="list-style-type: none"> • AI in match analysis and strategy planning • AI in sports officiating and decision-making systems • Use of AI in sports scheduling and event management • Future prospects of Artificial Intelligence in sports 			
References:			
1. Bhatia, R. (2021). Artificial intelligence and data analytics in sports. BPB Publications.			
2. Kumar, S., & Sharma, A. (2020). Applications of artificial intelligence in sports science. Kalyani Publishers.			
3. Mehta, P., & Gupta, R. (2022). Artificial intelligence in physical education and sports. Friends Publications.			
4. Pillai, R. S., & Menon, V. (2019). Sports analytics and artificial intelligence. McGraw Hill Education.			
5. Shetty, P., & Nayak, S. (2023). Emerging technologies in sports management. New Age International Publishers.			

Semester: II

Name of Program	B.P.E.H.E.S	Program Code	
Name of the Course	Marketing in Sports Goods	Course Code	26PHS402SE01
Hours per Week	06 Hours	Credits	03 (L:0,T:0,P:3)
Maximum Marks	75 (Formative Assessment)		
Distribution of Marks will be as follows:			
Regular assessment through observation and class discussion:		10	
Lab work (practical file)/ Field work (Report)/ Portfolio:		30	
Assignment/Case study/ Mini project (2x10):		20	
Seminar/ Presentation:		10	
Attendance:		05	
Total:		75	
Course Learning Outcomes (CLO):			
After completing this course, the learner will be able to:			
CLO1: Explain the concept, scope, and importance of marketing in the sports goods industry.			
CLO2: Describe and apply the marketing mix (product, price, place, and promotion) in relation to sports goods..			
CLO3: Analyze consumer behaviour, branding, advertising, and digital promotion strategies for sports goods.			
CLO4: Evaluate emerging trends, ethical issues, challenges, and future prospects in sports goods marketing.			
Unit 1: Introduction to Marketing in Sports Goods			
<ul style="list-style-type: none"> • Meaning and concept of marketing • Nature and scope of sports goods industry • Importance of marketing in sports goods • Types of sports goods and equipment • Role of marketing in growth of sports industry 			
Unit 2: Marketing Mix in Sports Goods			
<ul style="list-style-type: none"> • Product planning and product life cycle of sports goods • Pricing strategies of sports goods • Distribution channels (wholesalers, retailers, online platforms) • Promotion of sports goods • Packaging and branding of sports goods 			
Unit 3: Consumer Behaviour and Promotion Strategies			
<ul style="list-style-type: none"> • Consumer behaviour in sports goods market • Market segmentation and targeting • Advertising and sales promotion of sports goods • Role of endorsements and sponsorship • Digital marketing and social media promotion 			
Unit 4: Emerging Trends and Challenges in Sports Goods Marketing			
<ul style="list-style-type: none"> • E-commerce and online marketing of sports goods • Globalization and international sports goods market • Ethical issues in sports goods marketing • Challenges faced by sports goods manufacturers and marketers • Future trends in sports goods marketing 			
References:			
1. Kothari, C. R., & Garg, G. (2019). Marketing management: Concepts and cases. Khanna Publishers.			
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). Marketing management (Indian adaptation). Pearson Education India.			
3. Majumdar, B., & Mehta, N. (2020). Sports marketing. Pearson Education India.			
4. Mullin, B. J., Hardy, S., Sutton, W. A., & Chadwick, S. (2019). Sport marketing (Indian edition). McGraw Hill Education.			
5. Sharma, R., & Singh, M. (2021). Marketing of sports goods and services. Kalyani Publishers.			

Semester: III

Name of Program	B.P.E.H.E.S	Program Code	
Name of the Course	Reporting of Importance Social Events	Course Code	27PHS403SE01
Hours per Week	06 Hours	Credits	03 (L:0,T:0,P:3)
Maximum Marks	75 (Formative Assessment)		
Distribution of Marks will be as follows:			
Regular assessment through observation and class discussion:		10	
Lab work (practical file)/ Field work (Report)/ Portfolio:		30	
Assignment/Case study/ Mini project (2x10):		20	
Seminar/ Presentation:		10	
Attendance:		05	
Total:		75	
Course Learning Outcomes (CLO):			
After completing this course, the learner will be able to:			
CLO1: Understand the concept and importance of reporting social events in society.			
CLO2: Identify different types of social events and their significance for reporting.			
CLO3: Demonstrate the basic skills and structure of writing a simple report on social events.			
CLO4: Apply ethical principles and social responsibility while reporting important social events.			
Unit 1: Introduction to Social Events and Reporting			
<ul style="list-style-type: none"> • Meaning and concept of social events • Types of social events (sports events, cultural events, social movements, public functions, community programmes) • Meaning and importance of reporting • Role of reporting in society • Ethics and responsibility of a reporter 			
Unit 2: Basics of Event Reporting			
<ul style="list-style-type: none"> • Characteristics of good reporting • Sources of information for social event reporting • Elements of news: who, what, when, where, why, and how • Structure of a report (headline, introduction, body, conclusion) • Language and style used in event reporting 			
Unit 3: Reporting of Different Social Events			
<ul style="list-style-type: none"> • Reporting of sports events • Reporting of cultural and social programmes • Reporting of national and international social events • Reporting of seminars, conferences, and public meetings • Use of photographs and audio-visual aids in reporting 			
Unit 4: Modern Trends and Practical Aspects of Reporting			
<ul style="list-style-type: none"> • Print media and electronic media reporting • Social media and digital platforms for event reporting • Challenges faced in reporting social events • Fake news and responsible reporting • Practical writing of a social event report 			
References:			
<ol style="list-style-type: none"> 1. Kumar, K. J. (2020). Mass communication in India (6th ed.). Jaico Publishing House. 2. Mehta, D. S. (2019). Mass communication and journalism in India. Allied Publishers. 3. Menon, M. (2021). Reporting and editing for the print and digital media. Sage Publications India. 4. Sharma, D. R. (2018). Journalism and mass communication. National Book Trust. 5. Singh, K., & Singh, R. (2022). Media ethics and social responsibility. Kanishka Publishers. 			