

Module Specification

Module Title: Entrepreneurship in Sport	Module Code: UD7005 Level: 7 Credit: 30 ECTS credit: 15	Module Leader: Diego Borrás
Pre-requisite: None	Pre-cursor: None	
Co-requisite: None	Excluded combinations: None	
Location of delivery: UCFB Wembley and Online		
Summary of module for applicants:		
<p>As a sport business professional, you will be immersed in an industry that is full of potential for growth and innovation. Perhaps you will feel there is a better way of conducting business, perhaps you feel there should be a different way to approaching a specific activity; or perhaps you just prefer to have your own business, in which case this module is for you.</p> <p>From business model development to presentation skills, this module will provide you with essential skills to succeed as an entrepreneur in the sport industry. Not only that, it will also cover the fundamental aspects and areas you should consider in order to best approach the world and the life of an entrepreneur in the sport industry.</p>		
Main topics of study:		
<ul style="list-style-type: none"> • Business model analysis and development • Exploration of financial forecasting and planning • Integration of project management skills • Qualitative and quantitative research and data analysis • Business development practices • Relevance of brand management and social media • The effect and influence of big data and innovation in modern times • Presentation and public speaking skills 		
This module will be able to demonstrate at least one of the following examples/ exposures		
<p>Live, applied project <input checked="" type="checkbox"/></p> <p>Company/engagement visits <input type="checkbox"/></p> <p>Company/industry sector endorsement/badging/sponsorship/award <input type="checkbox"/></p>		
Learning Outcomes for the module		
<p>Where a LO meets one of the UEL core competencies, please put a code next to the LO that links to the competence.</p> <ul style="list-style-type: none"> • Digital Proficiency - Code = (DP) • Industry Connections - Code = (IC) • Emotional Intelligence Development - Code = (EID) • Social Intelligence Development - Code = (SID) • Physical Intelligence Development - Code = (PID) • Cultural Intelligence Development - Code = (CID) • Community Connections - Code = (CC) • UEL Give-Back - Code = (UGB) • Cognitive Intelligence – Code = (COI) <p>At the end of the module students will be able to:</p> <p><i>Knowledge</i></p> <ol style="list-style-type: none"> 1. Evidence a range of professional sport business and management knowledge through both academic and practice-based learning. (EID) (SID) (PID) (CID) 2. Comprehend key business development and business modeling theories and principles to apply them in a sporting context. (SID) (PID) <p><i>Thinking skills</i></p> <ol style="list-style-type: none"> 3. Intellectualise the value and contribution of management theories, concepts and frameworks in a sport context. (EID) (SID) 		

4. Demonstrate an applied understanding of the nature, role and importance of market research and data analysis. (IC)

Subject-based practical skills

5. Utilise Information and Communication Technologies (ICT) in the use of computer and digital technologies for research. (DP)

Skills for life and work (general skills)

6. Leverage the capabilities of current social media platforms to develop brand awareness and gain market insight. (UGB)
7. Create plans, presentations and effectively deliver them to specific audiences.
8. Critically inspect philosophies, principles and processes of sport management in an area of applied study from a multi-competency approach. (EID) (SID) (PID) (CID)

Teaching/ learning methods/strategies used to enable the achievement of learning outcomes:

Knowledge is gained through a combination of lectures, seminars and workshops, and likely supplemented by guest speakers and field visits where feasible.

Thinking skills are enhanced through a range of interactive activities such as applied seminar activities, meetings and discussions with team members and engagement with guest speakers.

Subject-based practical skills are acquired through seminars and workshops which provide the opportunity to explore ideas in more depth and to apply ideas to real life situations through case studies and other activities by means of collaborative learning and discussion.

Skills for life and work are developed through the use of group and individual scenario exercises during sessions and in assessments.

On campus

Lectures are tutor-led and used to guide students through the key concepts. Seminars and workshops provide the opportunity to explore ideas in more depth and to apply ideas to real life situations through case studies and other activities by means of collaborative learning and discussion.

Online

Learning will predominantly occur through online content; however, each module will have several live sessions that will be focused on the clarification and expansion of key concepts. These sessions play a key role in providing a platform, fostering a community of learning between tutor and students. Dedicated support staff and academic tutors will be available through the Online Student Community and will address all queries in line with our student charter for online learning.

In addition, you are expected to undertake independent study to enable you to achieve the learning outcomes by completing core and recommended readings, take-home tasks, and relevant research and scholarly activities.

Assessment methods which enable students to demonstrate the learning outcomes for the module; please define as necessary:	Weighting:	Learning Outcomes demonstrated:
Component 1: Individual Business Plan (4000 words)	70%	1, 2, 3, 5
Component 2: Individual Presentation (15 minutes)	30%	4, 6, 7, 8

Reading and resources for the module:

Core

Burton, L. J., Kane, G. M. and Borland, J. F. (2019) *Sport leadership in the 21st Century*. 2nd edn. Burlington, MA: Jones and Bartlett Learning.

Butler, E. (2020) *An introduction to entrepreneurship*. London: London Publishing Partnership.

Recommended

Chadwick, S., Parnell, D., Widdop, P. and Anagnostopoulos, C. (2019) *Routledge handbook of football business and management*. London: Routledge.

Syed, M. (2016) *Black box thinking: marginal gains and the secrets of high performance*. London: John Murray.

Syed, M. (2017) *The greatest: what sport teaches us about achieving success*. London: John Murray.

Veal, A. J. and Darcy, S. (2014) *Research methods in sport studies and sport management: a practical guide*. Abingdon: Routledge.

Journals

Journal of Applied Sport Management

Journal of Sport Management

Provide evidence of how this module will be able to demonstrate at least one of the following examples / exposures

Live, applied project:

- Component 1: Individual Business Plan – 4000 words - Presenting a business proposal for your own venture
- Component 2: Individual Presentation – 15 minutes – Presenting a specific implementation plan for the business discussed in Component 1

Company/engagement visits: n/a

Company/industry sector endorsement/badging/sponsorship/award: n/a

Indicative learning and teaching time (10 hrs per credit):	Activity
Student/tutor interaction: 48 hours for on campus degrees 10 hours for online degrees	Activity: <ul style="list-style-type: none"> • Lectures, Seminars, Tutorials, Project Supervision, Practical Classes and Workshops.
Student learning time: 252 hours for on campus degrees 290 hours online for online degrees	Activity: Background reading, seminar reading, on-line activities, business proposal preparation, webinar attendance
Total hours: 300 hours	

For office use only. (Not required for Programme Handbook)

Assessment Pattern for Unistats KIS (Key Information Sets)	Weighting:
Coursework (<i>written assignment, dissertation, portfolio, project output</i>)	

Practical Exam (<i>oral assessment, presentation, practical skills assessment</i>)	
Written Exam	

HECoS Code:	
UEL Department:	