

Module Code	BMSM6008
Title	The Sports Development Entrepreneur
Date	24/02/2021
Level	6
Credits	20
Pre-Requisites	

AIMS

- To develop detailed knowledge and systematic understanding of entrepreneurship theories and concepts applied within the practise of sports development.
- To develop interpersonal, communication and network skills that enable students to respond to stakeholder needs, and to articulate their ideas and information via appropriate formats.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Generate innovative ideas to well defined problems by scanning, analyzing and evaluating relevant information sources.
- Demonstrate an enterprising mindset capable of evaluating relevant sports development opportunities and challenges, via an awareness of contemporary industry trends and detailed understanding of entrepreneurship theory.
- Demonstrate a critical appreciation of the sport development process by outlining the key planning implications, outcomes, and issues in delivering sports development initiatives.
- Employ strategic and development planning skills in analyzing, understanding and addressing the sports development needs and capacity for provision in communities.

INDICATIVE CONTENT

- Definitions of Enterprise and Entrepreneurship.
- Entrepreneurial concepts, processes and decision making.
- Sport Entrepreneurship.
- Entrepreneurial orientation and competencies.
- Planning and communicating new ideas (e.g. Business model canvas, pitching, intellectual property).
- The business planning process (analysis, choice and implementation).
- Business description: business ownership/legal formats, mission and objectives.
- Financial plan: e.g. sources of finance to start-up a business, costings, breakeven analysis, cash flow predictions, profit and loss accounts.

- The sporting landscape in the UK (policies, NGOs, NGBs, public, private and voluntary sectors).
- Models of sports development (Traditional and modified sports Development Continuum).
- Sports development in a variety of contexts (rural, urban, local authority, governing body, leisure trusts).
- Workforce development initiatives and pathways (Volunteers, Coaches, Officials, Administrators, Officers).
- NGB player development pathways and community development.
- Relevant legislation that influences planning for sports, facilities, and programmes (Child protection, health, education, crime, social inclusion).
- The role of development professionals (generic, sport-specific, education, targeted).
- Structures and funding for sport (Exchequer, Lottery, Commercial).

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24
Independent learning	152	76
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (*Tick one*)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Presentation Group Pitch	5 minutes per person	25%

Assessment Component 2 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Business Plan	3000 word.	75%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	75
Practical	25
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMSM6008	
Module Title	The Sports Development Entrepreneur	
Classification	Reading List entry	Electronic*
Essential	Ciletti D., and Chadwick, S. (2012). <i>Sports Entrepreneurship – Theory and Practice</i> , Morgantown, West Virginia: Fitness Information Technology.	☐
Essential	Burns, P. (2016). <i>Entrepreneurship and Small Business: Start-up, Growth and Maturity</i> . 4 th Edition. Basingtoke: Palgrave Macmillan.	☐
Essential	Hylton, K (2013) <u>Sport Development – Policy, Process and Practice</u> , 3 rd Edition. London: Routledge	☒
Essential	Barringer, B.R., and Ireland, R.D. (2019). <i>Entrepreneurship: successfully launching new ventures, Global Edition</i> . 6 th Edition. Harlow: Pearson Education Ltd.	☒
Further	Rae, (2015). <i>Opportunity-centred Entrepreneurship</i> . Second ed. London: Macmillan Palgrave.	☐
Further	Hisrich, R.D., Peters, M.P., and Shepherd, D.A. (2019). <i>Entrepreneurship</i> . 11 th Edition. New York: McGraw-Hill Education.	☐
Further	Zimmerer, T. (2008). <i>Essentials of Entrepreneurship and Small Business Management</i> . 5th Edition. Upper Saddle River, N.J.: Pearson Education.	☐
Further	Mariotti, S., and Glackin, C. (2015). <i>Entrepreneurship</i> . Welwyn Garden City: Pearson Education UK.	☒
Further	Barrow, C., Barrow, P., and Brown, R. (2012). <i>The business Plan Workbook</i> . 7th edition. London: Kogan.	☒
Further	Bessant, J. R., and Tidd, J. (2015). <i>Innovation and Entrepreneurship</i> . 3 rd Edition. Chichester: Wiley.	☐
Further	Williams, S. (2017). <i>The Financial Times Guide to Business Start up 2017/18</i> . 30th ed. Financial times Guides.	☒
Further	Robson, S., Simpson, K., and Tucker, L. (eds.) (2013). <i>Strategic Sport Development</i> . Abingdon, Oxon: Routledge.	☐
Further	Wilson, R. and Platts, C. (eds.). (2018). <i>Managing and Development Community Sport</i> . Abingdon, Oxon: Routledge.	☐
Further	Saiz-Álvarez, J.M., Palma-Ruiz, J. M. (2019). <i>Handbook of Research on Entrepreneurial Leadership and Competitive Strategy in Family Business</i> . Hershey: IGI Global.	☒
Further	Journal of International Entrepreneurship	☒
Further	Entrepreneurship Theory and Practice	☒
Further	The Journal of Entrepreneurship	☒

Further	International Entrepreneurship and Management Journal	☒
Further	The International Journal of Entrepreneurship and Innovation	☒
Further	Journal of Sport Management	☒
Further	European Sport Management Quarterly	☒
Further	EntreComp: The Entrepreneurship Competence Framework	☒