

DEREE COLLEGE SYLLABUS FOR: SM 4545 ENTREPRENEURSHIP IN SPORTS							
(Fall 2021)	UK LEVEL: 6 UK CREDITS: 15 US CREDITS: 3/0/3						
PREREQUISITES:	AF 2006 Financial Accounting MK 2030 Introduction to Marketing AF 3116 Management Accounting or FN 3105 Foundations of Corporate Finance SM 3102 Sports Marketing						
CATALOG DESCRIPTION:	The core of entrepreneurship theory and its application in the field of sport. Emphasis on the strategic integration of different managerial, operational, legal, financial, marketing etc. processes essential in the launching of new ventures in a sport context.						
RATIONALE:	The module provides students with the core theory of entrepreneurship, which is systematically applied to the sport context. It examines the key areas of entrepreneurial decision-making in the context of the various types of sport organizations. The module integrates the knowledge from a variety of managerial functions, including marketing, finance and human resources and covers extensively the operation, organization and management of entrepreneurial businesses. The module provides students with the skills and techniques to develop a quality business plan for a new sport-related venture.						
LEARNING OUTCOMES:	As a result of taking this module, the student should be able to: <ol style="list-style-type: none"> 1. Evaluate the role of entrepreneurship, including corporate entrepreneurship, in the context of sport. 2. Analyze the entrepreneurial process and assess the impact of the external environment on entrepreneurial activities in sport. 3. Apply relevant theoretical concepts of entrepreneurship and cross-disciplinary knowledge in the formulation of a business plan for a new sports venture. 						
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> • Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. • Individual project: Students develop a business plan for a new sport venture based on a thorough analysis of the business opportunity and the wider sport business environment and integrating in the plan managerial functions, such as marketing, finance, operations and human resource management. Students present their business plan in front of a small panel of 'experts in order to convince the audience of the merits and viability of the business venture idea. • Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class. • Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. • Use of blackboard, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources. 						
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%;"> <tr> <td>First Assessment: In-class written examination (One-hour closed-book, on core theoretical and practical issues)</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>Final Assessment: Individual Written Project (2500-3000 words)</td> <td style="text-align: center;">60%</td> </tr> </table> <p>Formative:</p> <table border="1" style="width: 100%;"> <tr> <td>Mock exams</td> <td style="text-align: center;">0%</td> </tr> </table> <p>The formative and coursework assessments aim to prepare students for the unseen</p>	First Assessment: In-class written examination (One-hour closed-book, on core theoretical and practical issues)	40%	Final Assessment: Individual Written Project (2500-3000 words)	60%	Mock exams	0%
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Final Assessment: Individual Written Project (2500-3000 words)	60%						
Mock exams	0%						

	<p>assessments. The first assessment tests Learning Outcomes 1 and 2. The final assessment tests Learning Outcomes 1, 2 and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>
<p>INDICATIVE READING LIST:</p>	<p>REQUIRED MATERIAL:</p> <ul style="list-style-type: none"> • Hisrich, R., Peters, M., & Shepherd, D. (2019). <i>Entrepreneurship</i> (11th ed.). New York, NY: McGraw-Hill Education. <p>RECOMMENDED MATERIAL:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> • Barringer, B. R., & Ireland, D. R. (2015). <i>Entrepreneurship: Successfully Launching New Ventures</i> (5th ed.). UK: Pearson Education Ltd. • Chadwick, S. & Arthur, D. (2017). <i>International Cases in the Business of Sport</i> (2nd ed.). Oxford, UK: Elsevier. • Davis, J.A (2012). <i>The Olympic Games Effect: How Sports Marketing Builds Strong Brands</i> (2nd ed.). Singapore: John Wiley & Sons. • Hisrich, Peters, & Shepherd (2010). <i>Entrepreneurship</i>. New York, NY: McGraw Hill/Irwin. • Lomax, M.E. (2014). <i>Black Baseball Entrepreneurs, 1902–1931: The Negro National and Eastern Colored Leagues</i>. IN: Syracuse University Press. • Longenecker, J., Petty, J.W., Palich, L.E. & Hoy, F. (2019). <i>Small Business Management: Launching & Growing Entrepreneurial Ventures</i> (19th ed.). Boston, MA: Cengage. • Neck, H.M., Neck, C.P., & Murray, E. (2017). <i>Entrepreneurship: The Practice and Mindset</i>. Thousand Oaks, CA: Sage Publications. • Ratten, V. (2018). <i>Sport Entrepreneurship: Developing and Sustaining an Entrepreneurial Sports Culture</i>. Cham, Switzerland: Springer International Publishing. • Schwarz, E., Hall, S. & Shibi, S. (2015) <i>Sport Facility Operations Management: A global perspective</i> (2nd ed.). Oxford, UK: Elsevier. <p>B. ARTICLES</p> <ul style="list-style-type: none"> • Bjärsholm, D. (2017). Sport and Social Entrepreneurship: A Review of a Concept in Progress. <i>Journal of Sport Management</i>, 31(2), 191–206. https://doi-org.acg.idm.oclc.org/10.1123/jism.2017-0007 • Gorse, S., Chadwick, S., & Burton, N. (2010). Entrepreneurship through sports marketing: A case analysis of Red Bull in sport, <i>Journal of Sponsorship</i>, 3(4), 348-357. • Konrad, E. D., Moog, P., & Rentschler, R. (2018). Special Issue: Cultural Entrepreneurship and the New Arts Management. <i>International Journal of Arts</i>

	<p><i>Management</i>, 20(2), 3–5. Retrieved from http://search.ebscohost.com.acg.idm.oclc.org/login.aspx?direct=true&db=aft&AN=128037937&scope=site</p> <ul style="list-style-type: none"> • Ratten, V. (2011). Sport-based entrepreneurship: towards a new theory of entrepreneurship and sport management, <i>International entrepreneurship and management journal</i>, 7(1), 57-69. • Ratten, V. (2016). The dynamics of sport marketing: Suggestions for marketing intelligence and planning. <i>Marketing Intelligence & Planning</i>, 34(2), 162–168. https://doi-org.acg.idm.oclc.org/10.1108/MIP-07-2015-0131 • Singh, S. (2016). New York Cosmos: Twice in a Lifetime; A New Business Look at a Legendary Sports Franchise. <i>Sport Journal</i>, 1–18. Retrieved from http://search.ebscohost.com.acg.idm.oclc.org/login.aspx?direct=true&db=eft&AN=116154918&scope=site
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	
WWW RESOURCES:	<p>Students are expected to use the internet at their own discretion to select information on the individual project. Useful sources include:</p> <p>www.nassm.org www.sportmarketingassociation.net www.sportslaw.org www.easm.net www.olympic.org</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. The process and functions of entrepreneurship 2. The characteristics of entrepreneurs 3. Environment for enterprise 4. Exploring business opportunities in sport 5. Trends in the sport industry 6. Creativity and innovation in sport 7. Finance, business planning and entrepreneurship 8. Operation and management of entrepreneurial organizations 9. Marketing and entrepreneurship 10. Strategy and entrepreneurship