

Summary Information

Module Code	5003LBSSB
Formal Module Title	Entrepreneurship in Sport
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Seminar	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	Develop a new and realistic sport enterprise idea to a point where it would have the potential to set up as a business.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply research and business skills to develop and advance a sport business idea.
MLO2	2	Appraise a business idea in the context of understanding its potential market and investors.
MLO3	3	Reflect upon one's own ability to be entrepreneurial.

Module Content

Outline Syllabus	Business planning Market research Financial planning Creative thinking and decision making Presentation skills Business networking
Module Overview	
Additional Information	This module will support students in developing their entrepreneurial, business skills and researching a concept for a new business.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	AS1	70	0	MLO1, MLO2, MLO3
Reflection	AS2	30	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Clint Godfrey	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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