

Summary Information

Module Code	5203SSLN
Formal Module Title	Entrepreneurship for Sport
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

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

Module Team Member

Contact Name	Applies to all offerings	Offerings
Jack Sugden	Yes	N/A
Christopher Faulkner	Yes	N/A
Clay Gransden	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Seminar	10
Workshop	30

Module Offering(s)

Offering Code	Location	Start Month	Duration
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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Learning Outcomes

After completing the module the student should be able to:

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

Module Content

Outline Syllabus
Business planning (Lean business model)Market researchFinancial planningCreative thinking and decision makingPresentation skillsBusiness networking

Module Overview
The aim of this module is to develop a entrepreneurial business idea and research a concept for a new business.

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)	Learning Outcome Mapping
Report	Presentation	70	0	MLO2, MLO3, MLO1
Reflection	Reflection	30	0	MLO2, MLO3, MLO1