

Liverpool John Moores University

Title: Entrepreneurship for Sport
Status: Definitive
Code: **5203SSLN** (122515)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Track Dinning	Y
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Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	10
Workshop	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS 1	Business pitch and tradeshow.	70	
Reflection	AS 2	Reflection (1500 words)	30	

Aims

Develop a new and realistic sport enterprise idea to a point where it would have the potential to set up as a business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Use research and business skills to develop and advance a sport business idea.
- 2 Appraise a business idea in the context of understanding its potential market and investors.
- 3 Reflect upon one's own ability to be entrepreneurial.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1	2	3
Reflection	1	2	3

Outline Syllabus

Business planning (Lean business model)
Market research
Financial planning
Creative thinking and decision making
Presentation skills
Business networking

Learning Activities

Workshops
Guest speakers
Action learning
Research activities
Business networking
Utilisation of business resources

Notes

This module will support students in developing their entrepreneurial, business skills and researching a concept for a new business.