University of the
West of England
BRISTOL
UWE

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Sports Entrepreneurship				
Module Code	UISXPQ-30-2		Level	2	Version	1
Owning Faculty	Hartpury		Field	Sport	
Contributes towards	FdSc Sports Studies				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Standard
Pre-requisites	None		Co-requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2013		Valid to	01 September 2019	

CAP Approval Date	24 June 2013

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1 Demonstrate effective understanding and analysis of business, political and economic factors affecting sport, health and fitness (A, B). 2 Identify and evaluate political and sports development agendas from grass roots to elite performance (A). 3 Evaluate the impact of international competition on wider participation rates (B). 4 Critically apply fundamental business skills in relation to a sporting enterprise of your choice (B).
Syllabus Outline	The following topics will be covered in order for the learner to be able to fully understand them in order to plan a business model: 1 Social theories and sport. 2 Government and governance. 3 Barriers to participation; motivational, physical, social, economic, political and cultural. 4 Sports development from grass roots to elite level. 5 Professional bodies and organisations; DCMS, UK Sport, Sport England, NGBs etc. 6 Management principles and foundations. 7 Leadership and decision making. 8 SWOT development planning. 9 Strategic management. 10 PESTEL. 11 Business life cycles. 12 Marketing, segmentation mix, orientation, audit, research. 13 Financial decision making. 14 Event management.

	15 Staffing and organisational strategies. 16 Education and training. 17 Hosting Olympics, funding, history and legacy. 18 Prepare for and undertake 6 days on a European residential where the Olympic legacy in terms of sporting participation will be critically reviewed. This residential is not compulsory and all activities will be replicated within the UK for those students unable to attend.
Contact Hours	Indicative delivery modes: 1 Lectures guided learning, seminars etc 108 2 Independent learning 132 3 Placement learning 60 **TOTAL** **300**
Teaching and Learning Methods	Introductory lectures are supported by seminars, case studies, visits and practical workshops. In addition this module will be supported by interactive forums and learning tools. 300 hours study time of which 108 hours will represent scheduled learning. This module will be taught across both semesters on one day per week. ***Scheduled Learning*** May include lectures, seminars, tutorials, demonstration, practical classes and workshops; external visits; supervised time in studio/workshop, and self-directed study. ***Independent Learning*** Includes hours engaged with essential reading, assignment preparation and completion. ***Virtual Learning Environment (VLE), or equivalent*** This module is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for. **<u>Key Information Set – Module Data</u>** Number of credits for this module 30

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	108	132	60	300

The table below indicates as a percentage the total assessment of the module which constitutes a:

1   *Written Exam:* Unseen written exam, open book written exam, in-class test.
2   *Coursework:* Written assignment or essay, report, dissertation, portfolio, project.
3   *Practical Exam:* Oral Assessment and/or presentation, practical skills assessment, practical exam.

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

	Total assessment of the module:	
	Written exam assessment percentage	0%
	Coursework assessment percentage	50%
	Practical exam assessment percentage	50%
		100%

Reading Strategy	**Access and Skills** Further development of literature searching skills is supported by a Library Plus seminar provided within the first semester and by study skills sessions. Additional support is available through the Library Plus Services and via online resources, including interactive tutorials on finding books and journals, evaluating information and referencing. All students will be encouraged to make use of the print and electronic resources available to them through membership of both the college and the university. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. Weston College Library's web pages provide access to subject relevant resources and to the library catalogue as well as signposting the University Library's web pages. Many resources can be accessed remotely. This guidance will be available in the programme handbook, module handbook and via module information on the VLE. **Essential Reading** Any essential reading will be indicated clearly, along with the method for accessing it. Students may be asked to purchase a set text, be given a print study pack or be referred to texts that are available electronically. **Further Reading** Students will be encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature. All further reading resources will be available via both College and University libraries.
Indicative Reading List	The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms, including the module guide. - Beech, J. and Chadwick, S. (Current Edition). *The Marketing of Sport*. Harlow: Prentice Hall. - Cashmore, E. (Current Edition). *Making sense of sports*. London: Routledge. - Coakley, J. J. (Current Edition). *Sport in society: issues and controversies.* - London: McGraw Hill. - Department of Culture, Media and Sport Strategy Unit, Cabinet Office. (Current Edition). *Playing to win: A new era for sport.* London: HMSO. - Green, M. and Houlihan, B. (Current Edition). *Comparative: Elite Sport Development: systems, structures and public policy*. London: Routledge. - Houlihan, B. and White, A. (Current Edition). *The politics of sports development: Development of sport or development through sport?* London: Routledge. - Hoye, R., Smith, C. T., Nicholson, M., Stewart, B. and Westerbeek, H., (Current Edition). *Sport Management: Principals and Applications*. London/New York: Routledge. - Hylton, K. and Bramham, P. (Current Edition). *Sports development: policy, process and practice.* London: Routledge. - Jarvie, G. (Current Edition). *Sport, culture and society: An introduction*. London: Routledge.

UISXPQ-30-2 Sports Entrepreneurship v1 FINAL (WE)

	• Kotler, P. and Armstrong, G. (Current Edition). *Principles of Marketing*. London: Pearson. • Mullins, L, J. (Current Edition) *Management and Organisational Behaviour*. London: Pitman. • Mott, G., (Current Edition) *Accounting for Non-Accountants: A Manual for managers and Students*. London: Kogan Page. • Polley, M. (Current Edition). *Moving the goalposts: A history of sport and society since 1945*. London: Routledge. • Taylor, P. (Current Edition) *Torkildsen's Sport and leisure Management*. London: Routledge. Journals: • British Journal of Physical Education. • Journal of the Institute for Sports Parks and Leisure. • Managing Leisure Quarterly. • European Sport Management Quarterly. • Sociology of Sport Journal.

Part 3: Assessment	
Assessment Strategy	A range of assessment techniques will be employed to ensure that learners can meet the breadth of learning outcomes presented in this module alongside the ability to demonstrate transferable skills e.g. communication skills. Business Planning Presentation: to reinforce and build on research and key communication skills. Sales pitch will be expected to include information on reading and research. Demonstrating a critical understanding and utilisation of business principles sympathetic to internal and external forces acting upon the proposed enterprise. Business Planning Report: A report that will show research and planning. The document will require learners to demonstrate a critical use of theoretical underpinnings for all aspects including research, planning and decision making. Opportunities for formative assessment exist for the assessment strategy used. Verbal feedback is given and all students will engage with personalised tutorials setting SMART targets as part of the programme design. In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.
Identify final assessment component and element	Business Planning Report

UISXPQ-30-2 Sports Entrepreneurship v1 FINAL (WE)

% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1 Business Planning Presentation (30 minutes)	100%
Component B **Description of each element**	**Element weighting**
1 Business Planning Report (3000 words)	100%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1 Business Planning Presentation (30 minutes)	100%
Component B **Description of each element**	**Element weighting**
1 Business Planning Report (3000 words)	100%
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	

UISXPQ-30-2 Sports Entrepreneurship v1 FINAL (WE)