

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS7G4
Module Title	Sports Business Ventures and Entrepreneurship
Level	7
Credit value	30
Faculty	FSLS / Wrexham Business School
HECoS Code	100097
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Sports Business Management	Core
MSc Sports Business Management with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	30 hrs
Placement hours	0 hrs
Guided independent study hours	270 hrs
Module duration (Total hours)	300 hrs

Module aims

This module explores the dynamic intersection of entrepreneurship in sports business. Learners will analyse emerging trends, commercial models, and disruptive forces shaping sports business. Learners will develop reflective and entrepreneurial mindsets that support leadership, adaptability, and innovation in sports business environments.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Synthesise insights in complex sports business environments.
2	Formulate a strategic solution to a proposed sports business issue.
3	Convey effective communications for entrepreneurial concepts in sports business.
4	Justify solutions to sports business ventures.
5	Apply an appropriate business model to a contemporary sports business idea.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Presentation

1,000 words / 20 minutes / 8 slides (team presentation)

Learners will deliver a verbal presentation on a live industry problem framed within an entrepreneurial or venture-related opportunities within the sports business sector.

Assessment 2: Written Report

Word count 2,000

Using building blocks of the business model canvas, learners will turn their idea into a structured venture concept. They will present an individual written report that connects the problem with a solution and will communicate complex ideas into a business plan.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	2, 3	Presentation	1,000	40%	Individual Presentation
2	1, 4, 5	Written Assignment	2,000	60%	N/A

Derogations

N/A

Learning and Teaching Strategies

The teaching and learning for this module will focus on a scaffold approach, and will include action learning sets, industry integration and applied workshops.

Students will learn through a variety of formats including lectures, seminars, tutorials, group work, focus groups, group, peer and individual work, facilitated learning (e.g. scale-up), as well as independent directed study. The university's Active Learning Framework (ALF) will be learner-centred and integral to this strategy, enhancing student engagement, participation and interaction. The ALF framework will focus on the construction of knowledge through activities, to develop thinking, problem-solving and collaboration.

This module will be delivered through block teaching, to deepen learning, focus, and knowledge retention. Integrated learning, including where possible simulation and the use of immersive learning spaces will underpin formative and summative assessment, and allow for integrative peer collaboration. Modes of delivery may include flexible synchronous and asynchronous teaching and support, including face to face, hybrid, blended, hyflex, simultaneous broadcast, or multi-room teaching.

As the summative assessments build throughout the module, it will create opportunities to conceptualise learning, critical thinking, networking, and applied knowledge.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

- Foundations of entrepreneurship theory and models
- Ventures in sports business
- Commerciality
- Finance and income streams
- Finance and income management
- Reflective practice: techniques and models
- Global recognition, opportunity and innovation
- Entrepreneurial ecosystems and institutional environments
- Digital and technology driven ventures and events
- Sustainability, responsible and social ventures and events

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Ratten, V. and Ferreira, J.J. (eds.) (2017), *Sport entrepreneurship and innovation*. Routledge: Oxford.

Other indicative reading:

Kraus, S., Hammerschmidt, J. and Jones, P. (2024), 'Sport Entrepreneurship: Definition and Conceptualization', *Journal of Small Business Strategy*, Vol.34, No.2, pp. 1–12. DOI: 10.53703/001c.92172.

Reier Forradellas, R., Náñez Alonso, S.L., Jorge-Vazquez, J., Echarte Fernández, M.Á and Vidal Miró, N. (2021), 'Entrepreneurship, Sport, Sustainability and Integration: A Business Model in the Low-Season Tourism Sector', *Social Sciences (Basel)*, Vol.10, No.4, pp. 117. DOI: 10.3390/socsci10040117.

Zucchella, A., Hagen, B., and Serapio, M. G. (2023), *International entrepreneurship*. 2nd ed. Cheltenham: Edward Elgar Publishing.

Administrative Information

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