

MODULE SPECIFICATION FORM

Module Title:	Starting your own enterprise	Level:	4	Credit Value:	20
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Module code:	SPT411	Is this a new module?	New	Code of module being replaced:	
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Cost Centre:	GASP	JACS3 code:	C600
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Trimester(s) in which to be offered:	1, 2 and 3	With effect from:	September 2016
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School:	School of Social and Life Sciences	Module Leader:	Pam Richards
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 Hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) Sports Coaching and Performance Development		<input checked="" type="checkbox"/>
BSc (Hons) Sports Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval August 2016

APSC approval of modification -

Version 1

Have any derogations received SQC approval?

~~Yes~~ No

Module Aims

This module will:

- develop students understanding of a range of planning skills
- facilitate the development of business skills used to initiate a community, charity or sporting enterprise across a diverse range of sectors.
- develop the students ability to link business theory to practice

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

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

Key Skills

		Key Skills	
1	Demonstrate an understanding of a range of business planning theories/skills using contemporary literature.	KS3	KS8
		KS6	
		KS1	
2	Explain a range of basic business planning theories/skills in relation to the development of a community or sporting enterprise.	KS3	KS6
		KS6	KS8
		KS4	
3	Explain the implementation process of a business plan for a community or sporting enterprise.	KS 3	KS8
		KS 4	
		KS6	
4	Examine the process of initiating a club / social initiative in an applied community or sporting setting.	KS 3	KS8
		KS 4	
		KS6	

Transferable/key skills and other attributes

Working independently, working in groups, academic writing skills, practical and applied environment skills, numeracy and the use of IT.

Derogations

N/A

Assessment:

Assignment 1 :Coursework

With the aid of flow diagrams and written text to support, outline the process and factors which need to be considered when initiating a club. The written assessment is designed to check the level of understanding of business planning theory within an applied context.

Assignment 2: A learning journal / blog

The learning journal/blog offers a multi-formatted assessment to reflect experiential learning within the sport industry. The work should discuss how key business planning skills are utilised within the practical environment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 and 2	Coursework	50 %		2,000 words
2	3 and 4	Learning log /blog	50 %		2,000 words

Learning and Teaching Strategies:

Lectures/Seminars/Talk/Reflective Practice

The learning and teaching strategies will include lectures, seminars, practicals, peer-led discussions, and tutorials.

Syllabus outline:

- What is Sports Enterprise?
- Strategic Analysis for Sport
- The Sporting Enterprise Model
- Sports Funding mechanisms
- Local and Regional Partnerships Engagements
- Sport Structures in the UK (Sport England, Sport Wales, UK Sport, sport charities e.g. Street Games)
- Policies (Government, Governance etc.)

Bibliography:**Essential reading**

Bridge, S. and O'Neill, K. (2012), *Understanding Enterprise: Entrepreneurship and Small Business*. 4th ed. London: Palgrave Macmillan.

Hoye, R., Smith, A. C., Nicholson, M. and Stewart, B. (2015), *Sport Management: Principles and Applications*. London: Routledge.

Trenberth, L. and Hassan, D. (2012), *Managing Sport Business: An Introduction*. London: Routledge.

Other indicative reading

Hylton, K. (2013), *Sport Development: Policy, Process and Practice*. 3rd ed. London: Routledge.

Pedersen, P. M. and Thibault, L. (eds.) (2014), *Contemporary Sport Management*. 5th ed. Champaign, IL: Human Kinetics.

Robinson, L. and Palmer, D. (2011), *Managing Voluntary Sport Organisations*. Abingdon: Routledge.

Shilbury, D., Westerbeek, H., Quick, S., Funk, D. and Karg, A. (2015), *Strategic Sports Marketing*. Sydney: Allen and Unwin.