

MODULE SPECIFICATION FORM

Module Title:	Developing Your Own Enterprise	Level:	5	Credit Value:	20
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Module code:	SPT512	Is this a new module?	Yes	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	35 hrs
Guided independent study	165hrs
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 student's knowledge and critical understanding of key business concepts.
- demonstrate how the application of business skills can benefit the applied project.
- develop the ability to problem solving and support the sustainability of a sporting / community enterprise.

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	
1	Apply business skills to solve a problem set within a sporting or community enterprise	KS3	KS8
		KS5	KS9
		KS6	
2	Analyse business skills selected to address the problem within the sporting or community enterprise	KS3	KS2
		KS6	KS8
		KS9	
3	Propose solutions to the problem identified within the sporting or community enterprise utilising business skills/academic.	KS3	KS8
		KS6	
		KS5	
4	Evaluate the process, principles and practice of business through reflective practice.	KS1	KS2
		KS6	
		KS9	

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**

Using the link between theory and practice the student will write an assignment which requires the student to demonstrate an understanding and application of business theory used to address a problem within the sporting / community enterprise.

Assessment 2: **Presentation**

The students will identify a problem (manageable/interest) within a community or sporting field. Students will make a short presentation (15 mins) either online/offline to demonstrate how business theories can be used to provide potential solutions to the problem. The students should reflect on the whole process.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 and 2	Case Study	60 %		3,000 words
2	3 and 4	Presentation	40%		1,000 word equivalent

Learning and Teaching Strategies:

Lectures/Seminars/Talk/Reflective learning

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

Syllabus outline:

- Sports Enterprise Finance
- Sports Enterprise Management
- Sports Enterprise Marketing
- Sports Enterprise Managing/Recruiting Volunteers
- Acquisition and development of business skills to an applied setting

Bibliography:

Essential reading

Beech, J.G. and Chadwick, S. (2012), *The Marketing of Sport*. Harlow: Pearson Education.

Robinson, L., Chelladurai, P., Bodet, G. and Downward, P. (eds.) (2011), *Routledge Handbook of Sport Management*. London: Routledge.

Wilson, R. (2011), *Managing Sport Finance*. Oxon: Routledge.

Other indicative reading

Lussier, R. and Kimball, D. (2014), *Applied Sport Management Skills*. 2nd edition. Champaign, IL: Human Kinetics.

Cuskelly, G., Hoye, R. and Auld, C. (2006), *Working with Volunteers in Sport: Theory and Practice*. New York: Routledge.

Veal, A. and Darcy, S. (2014), *Research Methods in Sport Studies and Sport Management*. London: Routledge.

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