

Module specification

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Module Code	SPT706
Module Title	Entrepreneurship in Sport
Level	7
Credit value	20
Faculty	FSLS
HECoS Code	100433
Cost Code	GASP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Sport & Exercise Sciences (Sport Performance Science)	Core
MSc Football Science & Coaching	Optional
MSc Sport & Exercise Sciences (Clinical Exercise Science)	Core

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support hours	1 hrs
Supervised learning hours e.g. practical classes, workshops	5 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	21 hrs
Placement hours	10 hrs
Guided independent study hours	169 hrs
Module duration (Total hours)	200 hrs

Module aims

This module aims to provide students with the skills necessary to work in an effective multi-disciplinary team to provide sport and exercise science support to teams, athletes and/or patients. It will provide knowledge on how students can apply research to practice as well as building relevant employability and entrepreneurial skills.

Module Learning Outcomes

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

1	Develop viable solutions for appropriate multi - disciplinary sport science support.
2	Work within a multi-disciplinary team demonstrating individual contribution to a sport science support plan.
3	Be able to communicate, effectively and coherently, ideas and solutions to a variety of audiences.
4	Critically reflect upon where research has/has not been implemented into practice settings using a relevant reflective model.

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: Students will work together as a multi-disciplinary team to pitch their idea to provide sport science support. The idea will be pitched to a relevant organisation agreed by the dept. The pitch will be in the form of a presentation and will last 30-minutes.

Assessment 2: Students will carry out a minimum of 10-hours of work-based learning in relevant settings. After completion of the work placement, students will submit a portfolio of critical reflections outlining where research has been or is lacking within the setting and what research could be used to improve practice.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Group Project	30 minutes	70%	N/A
2	4	Portfolio	1,500 words	30%	N/A

Derogations

None.

Learning and Teaching Strategies

A blended learning approach will be utilised for the delivery of this module. The majority of the learning and teaching hours will be face to face lectures, sometimes facilitated by practical seminars which will take place off-site in SES settings, sport clubs, leisure-centres and gyms. Students will also complete agreed work - based learning and further develop their understanding of multi disciplined SES Support and applied practice settings.

Welsh Elements

The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh. If students wish to converse in Welsh, they will be assigned a Welsh speaking personal tutor. Support can also be made available for Welsh language students via Coleg Cymraeg Cenedlaethol where students can present their research at their conferences through the Welsh Language. Students will be sign posted to relevant opportunities via the VLE and MS Teams page.

Indicative Syllabus Outline

- Working as a multi-disciplinary SES support team
- Identifying where research might apply to practice
- Entrepreneurialism and how these fits into sport & coaching science practice
- Reflective practice: techniques and models
- Entrepreneurial Skills

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*. New York: Routledge.

Other indicative reading:

Alfano, H. and Collins, D., 2021. Good practice delivery in sport science and medicine support: Perceptions of experienced sport leaders and practitioners. *Managing Sport and Leisure*, 26(3), pp.145-160.

Jones, P., Ratten, V. and Hayduk, T., 2020. Sport, fitness, and lifestyle entrepreneurship. *International Entrepreneurship and Management Journal*, 16, pp.783-793.



Administrative Information

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Initial approval date	20/11/2024
With effect from date	September 2024
Date and details of revision	February 2026: AM2 modification to reclassify module from optional to core for the MSc Sport & Exercise Sciences (Clinical Exercise Science) programme.
Version number	2.0

