

SPOR H8015: New Venture Development for Sport

Module Details	
Module Code:	SPOR H8015
Full Title:	New Venture Development for Sport APPROVED
Valid From::	Semester 1 - 2019/20 (June 2019)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Jennifer Fegan
Departments:	Unknown
Module Description:	<p>This module aims to enable students to deepen their knowledge and understanding of new business development within the Sports & Leisure Industry. It will also enable them to develop skills and techniques that could be used to turn their ideas and knowledge into a viable commercial product or service.</p> <p>Blended learning techniques will be integrated into the design and delivery of the module.</p>

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Examine the characteristics, background and behaviour of successful entrepreneurs
MLO2	Assess an idea for a potential new venture by creating or spotting an opportunity
MLO3	Prepare a marketing plan in relation to a new venture
MLO4	Compile a comprehensive business plan in relation to a new venture
MLO5	Present and defend a business plan to an expert panel
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
The Entrepreneurship Process and the Entrepreneurial Mind What is an entrepreneur? The attractions of entrepreneurship. Barriers and triggers to entrepreneurship. Your personal drivers. The character traits of entrepreneurs.	
Analysing and Evaluating Business Opportunities New venture typologies. Creating and spotting opportunity. Nurturing creativity and innovation. Active discovery and other techniques for exploring change.	
Understanding Your Industry and Markets Describing your market/industry. The market/industry life cycle. The market/industry geographic extent. Market research. Identifying your competitors.	
The Marketing Plan The business mission and brand. External marketing audit (including PESTEL and competitor analysis), SWOT analysis. Marketing mix decisions.	
The Operations Strategy Safeguarding your business idea. Managing operations. Identifying and managing risk. Operating plans and Gantt charts.	
Human Resources Recruiting people. Selecting and developing a team. Structure and control. Leadership and management.	
The Financial Plan Selecting the right sort of finance. Forecasting sales turnover and costs. Forecasting the income statement. Forecasting the breakeven point.	
Professional Presentation Techniques Presenting your business plan professionally. Ensuring the presentation has a definitive start, middle and end. Speaking clearly, fluently and in a compelling manner.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Continuous Assessment	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	2,3
Duration in minutes	0		
Assessment Description Initially, students will develop their business idea through the completion of a marketing plan			
Assessment Type	Continuous Assessment	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2
Duration in minutes	0		
Assessment Description Students will then expand on their business idea through the means of a comprehensive business plan			
Assessment Type	Continuous Assessment	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3,5
Duration in minutes	0		
Assessment Description Students will then present and defend their business idea to an expert panel.			
No Project			
No Practical			
No Final Examination			

Part Time On Campus			
Course Work			
Assessment Type	Continuous Assessment	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	2,3
Duration in minutes	0		
Assessment Description Initially, students will develop their business idea through the completion of a marketing plan			
Assessment Type	Continuous Assessment	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2
Duration in minutes	0		
Assessment Description Students will then expand on their business idea through the means of a comprehensive business plan			
Assessment Type	Continuous Assessment	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3,5
Duration in minutes	0		
Assessment Description Students will then present and defend their business idea to an expert panel.			
No Project			
No Practical			
No Final Examination			

Module Workload

Workload: Full Time On Campus					
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecturer-Supervised Learning (Contact)	Contact	Key concepts will be introduced	Every Week	2.00	2
Tutorial	Contact	Facilitated Workshop	Every Week	1.00	1
Independent Study	Non Contact	No Description	Every Week	3.00	3
Directed Reading	Non Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	3.00
Workload: Part Time On Campus					
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecturer Supervised Learning	Contact	Key concepts will be introduced	Every Week	1.00	1
Tutorial	Contact	Facilitated Workshop	Every Week	1.00	1
Directed Reading	Non Contact	No Description	Every Week	7.00	7
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	2.00

Module Resources
<i>Recommended Book Resources</i>
Burns, Paul. (2018), New Venture Creation: a framework for entrepreneurial start- ups, 2nd. Palgrave Great Britain, [ISBN: 978-1-352-000].
<i>Supplementary Book Resources</i>
Bessant & Tidd. (2015), Innovation and Entrepreneurship, 3rd. John Wiley & Sons, New York, [ISBN: 1118993098]. O'Hara, B. (2011), Entrepreneurship in Ireland, Gill & Macmillan, [ISBN: 9780717149766].
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
Website, (2018), New Venture Creation: Website Companion for Students, http://www.macmillanihe.com/burns-nvc-2e Website, Local Enterprise Board 2014, Student Enterprise Programme Workbook, http://www.studententerprise.ie/wp-content/uploads/English-workbook-2014.pdf