

201SEM Sport and Event Entrepreneurship

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This module aims to provide students with an understanding of the theory and practice of entrepreneurship in sport and event contexts. This module is designed to provide a broad introduction to entrepreneurship and an overview of the small business field. The module enables students to identify entrepreneurial characteristics and skills. It also develops students' research and communication skills, by making them work on a practical case, and prepare and defend a business plan.

7 items

201SEM Sport and Event Entrepreneurship (7 items)

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Essential reading (2 items)

Innovation and entrepreneurship, by J. R. Bessant; Joseph Tidd, 2015

[Book](#) | Essential

Sport entrepreneurship and innovation, edited by Vanessa Ratten;

Joa

o J. M. Ferreira, 2017

[Book](#) | Essential

Recommended reading (5 items)

Exploring Entrepreneurship, by Richard Blundel; Nigel Lockett, 2011

[Book](#) | Recommended

Entrepreneurship, by William D. Bygrave; Andrew Zacharakis, 2010

[Book](#) | Recommended

Innovation management and new product development, by Paul Trott, 2017

[Book](#)

Sports entrepreneurship: theory and practice, by Ciletti, Dorene; Chadwick, Simon, c2012

[Book](#) | Recommended

The Financial times essential guide to writing a business plan: how to win backing to start up or grow your business, by Vaughan Evans, 2011

[Book](#) | Recommended
