

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.

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Bygrave, W.D. and Zacharakis, A. (2010) *Entrepreneurship*. 2nd Revised edition. Chichester: John Wiley and Sons Ltd

Ciletti, Dorene and Chadwick, Simon (2012) *Sports Entrepreneurship: Theory and Practice*. Morgantown, W.Va: Fitness Information Technology

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