

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.

Bessant JR and Tidd J, Innovation and Entrepreneurship (John Wiley & Sons 2015)
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Blundel R and Lockett N, Exploring Entrepreneurship (Oxford University Press 2011)

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Ciletti, Dorene and Chadwick, Simon, Sports Entrepreneurship: Theory and Practice (Fitness Information Technology 2012)

Evans V, The Financial Times Essential Guide to Writing a Business Plan: How to Win Backing to Start up or Grow Your Business (Financial Times/Prentice Hall 2011)

Ratten V and Ferreira JJM (eds), Sport Entrepreneurship and Innovation (Routledge 2017)
<<https://ebookcentral.proquest.com/lib/coventry/detail.action?docID=4748547>>

Trott P, Innovation Management and New Product Development (Sixth edition, Pearson 2017)