American Public University System

The Ultimate Advantage is an Educated Mind

Department
Course SPMT 613
Course Name Sport entrepreneurship
Credit Hours 3
Length of Course 8 weeks
Prerequisite(s)

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Instructor Information

***Instructor*:**

***Email*:**

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Course Description (Catalog)

This course focuses on the entrepreneurial opportunities in the sports industry, to include sports management, sports franchise, sports agency, and small sports business management professions and programs. The course focuses heavily on the business plan, financial, and planning issues associated with entrepreneurial and small business ventures. Students will develop their own entrepreneurial sports plan as an independent research project for this course.

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Course Scope

The student will work individually, and as a group with other students with discussions, and develop a business plan for a sport business

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Course Objectives

After successfully completing this course, students will fulfill the following **Learning Objectives** (L.O.):
1. Define and analyze the entrepreneurial experience and the entrepreneurial mind
2. Identify the characteristics of the individual sport entrepreneur
3. Examine new online technological portals to access current issues in Sports Entrepreneurship
4. Demonstrate creativity and the business idea in sport entrepreneurs
5. Identify legal issues for the sport entrepreneur and the different types of corporations.
6. Analyze the sport entrepreneurial strategy, analyze strategies for growth and managing the implications of growth, and examine the sources of a capital and venture capital
7. Discuss the advantages and disadvantages of franchising and acquisitions.
8. Develop a business plan, marketing plan, organizational plan, financial plan, and analyze and access resources for growth from external sources and describe the advantages and disadvantages of going public

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Course Delivery Method

This <u>SPMT 613 Sport entrepreneurship</u> course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. **Online assignments are due by Sunday evening** of the week as noted and include Discussion Board questions (accomplished in groups through a threaded discussion board), and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

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Course Materials

Required Course Textbook:

Book Number	Authors	Book Title	Publication Info	ISBN
SPMT 613	Hisrich, R & Peters, M.	Entrepreneurship	Irwin-McGraw Hill	978-0-07-353032-1

Textbook in APA format:

Hisrich, R. & Peters, M.. Entrepreneurship. (8thedition). Boston: Irwin-McGraw-Hill. ISBN: 978-0-07-353032-1

(Recommended):
American Psychological Association Publication Manual. (6th edition). Washington, D.C: American Psychological Association.

Required Readings:

See Course Outline

Additional Resources:

In the Course Materials folder there are additional course articles, and up to date APA handouts.

Websites

In addition to the required course texts the following public domain Websites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Website URL/Address
The OWL at Purdue	http://owl.english.purdue.edu/
APA Style Homepage	http://www.apastyle.org/index.aspx
North American Society of Sports Management	http://www.nassm.org/
Arizona Sports Marketing Association	http://clubs.asua.arizona.edu/~sma/index.html This website is to the sports marketing association at Arizona University. Take a look at their mission and various other information on this website.
National Sports Marketing Network	http://www.sportsmarketingnetwork.com/ourteam.html This is a subscription website but you can take a look around. Networking is key in the sports industry.
Sports Business Journal	http://www.sportsbusinessjournal.com/

	This is also a subscription website but one of the best sources for the sports industry. If you were going to get one membership I would make it SBJ. Student discounts are available!
Sports Marketing Association	http://www.sportmarketingassociation.com/ Take a look at the history and mission of this organization.

Evaluation Procedures

Graded Assignment	Percent of Final Grade
Week 1 - Introduction Forum (Biography)	**2**
-Forum 1	**2**
- Topic sport entrepreneur	**5**
Week 2 - Forum	**2**
- Business Plan topic	**5**
Week 3 – Forum	**2**
- Scoop.it Online Sports Entrepreneurship Magazine Assignment	**10**
Week 4 – Forum	**2**
(Part 1)	**2**
(Part 2)	**2**
- Sport entrepreneur paper	**15**
Week 5 – Forum	**2**
- Case study	**10**
Week 6 – Forum	**2**
- Article critique	**10**
Week 7 – Forum	**2**
Week 8 – Forum	**2**
- Business Plan	**25**

Total	**100**

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8 – Week Course Outline

Week	Topic(s)	Learning Objective(s)	Reading(s)	Assignment(s)
1	**Nature and importance of entrepreneurship and mind set, Intentions of corporate entrepreneurship**	**1, 2**	Chapter 1 Chapter 2, Weekly Lesson Packets 1 & 2	1) Biography 2) Forum 3) Topic sport entrepreneur
2	**Generating and exploiting new entries, and Creativity and the Business Idea**	**3, 4**	Chapter 3 Chapter 4 Weekly Lesson Packets 3 & 4	1) Forum 2) Business Plan topic
3	**Domestic and international opportunities, and Legal issues**	**5**	Chapter 5, 6 Weekly Lesson Packet 5, 6	1) Forum 2) Online Magazine Assignment
4	**Business plan, and Marketing**	**6**	Chapter 7 Chapter 8	1) Forum (Part 1)

	plan		Weekly Lesson Packets 7 & 8	2) Forum (Part 2) 3) Sport entrepreneur paper
5	**Organizational plan, Financial plan**	**7**	Chapter 9 Chapter 10 Weekly Lesson Packets 9 & 10	1) Forum 2) Case study
6	**Sources of capital, and informal risk capital, venture capital and going public**	**8**	Chapter 11, 12 Weekly Lesson Packets 11. 12	1) Forum 2) Article critique
7	**Strategies for Growth And Accessing resources for growth from external sources**	**9**	Chapter 13, 14 Weekly Lesson Packets 13, 14	1) Forum 2) Business Plan
8	**Succession planning and strategies for harvesting and ending the venture**	**10**	Chapter 15 Weekly lesson Packets 15	Forum

Please see the Student Handbook to reference the University's grading scale

Library Guide

Request a Library Guide for your course (http://apus.libguides.com/index.php)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. These are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111) or class name.

If a guide you need isn't available yet, let us know by emailing the APUS Library: librarian@apus.edu

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

Drop/Withdrawal Policy
Plagiarism Policy
Extension Process and Policy
Disability Accommodations
Writing Policy
Writing Expectations
Writing Standards for Citations and Reference Style
Online Library

WRITING EXPECTATIONS
All written submissions should be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format, which is described below.
- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).
- Arial 11 or 12-point font or Times New Roman styles.

- Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation made for special situations and online submission variances.

CITATION AND REFERENCE STYLE

<u>Attention Please:</u> Students will follow the <u>APA Style Manual, 6th Edition</u> as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation used in the <u>APA Style Manual, 6th Edition</u>.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals I understand you must manage competing demands on your time. Should you need additional time to complete an assignment please contact me before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

Netiquette

Online universities promote the advance of knowledge through positive and constructive debate--both inside and outside the classroom. Discussions on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting--basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the fun and excitement of learning that does not include descent to personal attacks, or student attempts to stifle the discussion of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The SAKAI classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and--especially--satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- ***Charles Town Library and Inter Library Loan:*** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- ***Electronic Books:*** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- ***Electronic Journals:*** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- ***Turnitin.com:*** **Turnitin.com** is a tool to improve student research skills that also detect plagiarism. Turnitin.com provides resources on developing topics and assignments that encourage and guide students in producing papers that are intellectually honest, original in thought, and clear in expression. This tool helps ensure a culture of adherence to the University's standards for intellectual honesty. Turnitin.com also reviews students' papers for matches with Internet materials and with thousands of student papers in its database, and returns an Originality Report to instructors and/or students.
- ***Tutor.com***: Students have access to 10 free hours of tutoring service per year. **Tutor.com** is an award-winning online homework help and learning service that connects students to a certified tutor for one-on-one help Get help with homework, studying, projects, essay writing, and test prep in every subject, including algebra, statistics, chemistry, physics, social studies, and English. There are thousands of academic and career services resources— worksheets, practice problems, videos in every subject, as well as financial literacy tips. They are available 24/7 so you can access them whenever you need extra help. **Tutor.com** can be accessed through the Online Library Tutorial Center link.

Request a Library Guide for your course (http://apus.libguides.com/index.php)

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