

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

SPMT 312 – Sports Entrepreneurship

Prepared By: Lorenda Prier

**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE
Sports Management
Revised Fall 2018**

SPMT 312 Sports Entrepreneurship

- A. **TITLE:** Sports Entrepreneurship
- B. **COURSE NUMBER:** SPMT 312
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall and Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
3 lecture hours per week
- H. **CATALOG DESCRIPTION:**
This course evaluates the skills, attitude, and commitment necessary to successfully operate an entrepreneurial venture. Students will assess their personal strengths and entrepreneurial capabilities as well as explore and identify opportunities for small business ventures within the sport marketplace. Students will assemble the key components of a business plan and will learn to evaluate idea feasibility and financial requirements.
- I. **PRE-REQUISITES/CO-COURSES:**
 a. Pre-requisite(s): BSAD 100, AND SPMT 101, SPMT 241, SPMT 307, OR ESPT 100 and BSAD 203; OR permission of instructor
 b. Co-requisite(s): None

- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<u>Course Objective</u>	<u>Institutional SLO</u>
a. Describe entrepreneurial characteristics and the entrepreneurial mindset	2. Crit. Thinking 3. Prof. Competence
b. Evaluate entrepreneurial opportunities and trends	1. Communication 2. Crit. Thinking 3. Prof. Competence
c. Evaluate idea feasibility utilizing market research	2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
d. Assemble the key elements of a business plan	2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal

- K. **TEXTS:**
Kaplan, & Warren (2010). *Patterns of Entrepreneurship Management*.
(John Wiley & Sons.

L. REFERENCES:

Hisrich, Peters, & Shepherd (2010). *Entrepreneurship* McGraw Hill/Irwin: New York, NY.

Katz & Green (2011). *Entrepreneurial Small Business*. McGraw-Hill Irwin: New York, NY.

Longenecker, Petty, Palich & Hoy (2008). *Small Business Management: Launching & Growing Entrepreneurial Ventures*. 16th Edition Southwestern.

Mariotti (2010). *Entrepreneurship: Owning Your Future*. Prentice Hall.

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A – F

O. MEASUREMENT CRITERIA/METHODS:

- Written Assignments
- Quizzes
- Discussion
- Independent Tasks

P. DETAILED COURSE OUTLINE:

I. Entrepreneurship

- a. Defining what is an entrepreneur?
- b. Identifying commonly shared entrepreneurial characteristics
- c. Assessing personal entrepreneurial traits, strengths, and capabilities
- d. Determining types of entrepreneurs
- e. Evaluating risks vs. rewards of entrepreneurship

II. The Entrepreneurial Process

- a. Finding early mentors/resources
- b. Recognizing the stages of the Five-stage Entrepreneurial Process
- c. Identifying sport entrepreneurial ventures/companies

III. Innovation

- a. Developing ideas and business opportunities within the sports industry
- b. Identifying types of innovation
- c. Finding and assessing ideas
- d. Converting an idea into an opportunity

IV. Market Analysis

- a. Analyzing the market, customers, and competition
- b. Preparing a sales and pricing strategy
- c. Identifying a market penetration strategy
- d. Explaining rationale for starting a business by utilizing market research

V. Business Plan

- a. Determining the most suitable business plan
- b. Reviewing typical business plan formats
- c. Identifying common business plan failures

VI. The Company

- a. Comparing sole proprietorships, partnerships, corporations, limited liability corporations and limited liability partnerships
- b. Identifying a match between form of ownership and idea
- c. Distinguish the business structure of sport examples

VII. Funding

- a. Securing early stage funding
- b. Appraise personal and commercial sources of funding for a potential sport business venture
- c. Analyzing a proposed investment decision

VIII. Intellectual Property

- IX. Distinguishing trademarks, copyrights, and patents
- X. Utilizing trademarks, copyrights, and patents as a competitive edge (value creation)

XI. LABORATORY OUTLINE: N/A