



Health and Sports Science Module Handbook
Faculty of Sports Science Universitas Negeri Makassar

Module designation		Sport Entrepreneurship				
Semester(s) in which the module is taught		4				
Person responsible for the module		Dr. Wahyudin, M.Pd Dr. Saharullah, M.Pd Sulaeman, S.Pd, M.Pd				
Language		Bilingual (Bahasa and English)				
Relation to curriculum		Compulsory				
Teaching methods		3 parallel classes consist of 35 students/class: 1) Lecture (Face to face lecture): 2 hours x 14 weeks 2) Practical class: -				
Workload	Total workload	88 hours				
		Face to face teaching	Structured activities	Independent study	Exam	total
	Lecture	28	28	28	4	88
	Practical class	-	-	-	-	-
	Total					88
Credit points		2 credits				
Required and recommended prerequisites for joining the module		None				



Health and Sports Science Module Handbook
Faculty of Sports Science Universitas Negeri Makassar

<p>Module objectives / intended learning outcomes</p>	<p>This course focuses on the entrepreneurial opportunities in the sports industry, to include sports marketing, sports agency, and sports business management professions and programs. Special emphasis will be placed on the following areas: the marketing concept, consumer behaviour, market management, strategic planning, and Sport product and brands.</p> <p>Having completed this course, the student is expected to:</p> <ul style="list-style-type: none"> • Identify the characteristics of the individual sport entrepreneur. • Have a basic understanding of sport marketing and sport publicity concepts. • Demonstrate creativity and the business idea in sport entrepreneurs. • Discuss the advantages and disadvantages of franchising and acquisitions. • Have a better understanding of the careers associated with sport marketing and promotions. • Be able to understand key consumer behavior concepts and their implications for sport behavior. • Have a basic understanding of the interaction of publicity, marketing, management, strategic planning, and ethical issues related to sport product and brands.
<p>Content</p>	<ul style="list-style-type: none"> • The Entrepreneurial Perspective (The entrepreneurial mind-set, generating and exploiting new entries). • From Idea to the Opportunity (Creativity and the business idea, identifying and analysing domestic and international opportunities). • From the Opportunity to the Business Plan (The business plan, the marketing plan, the organizational plan, the financial plan). • The Special Nature of Sport Marketing (The competitive marketplace, sport marketing defined, uniqueness of sport marketing). • Understanding Sport Consumer (Socialization, involvement and commitment, environmental and individual factors, decision making). • Marketing Management in Sport (Strategic marketing management, market segmentation). • Sport Product & Branding (Defining sport product, core and extensions of sport product, branding, importance & benefits of brand equity).



Health and Sports Science Module Handbook

Faculty of Sports Science Universitas Negeri Makassar

	<ul style="list-style-type: none"> • Sponsorship & Activation (Defining sponsorship, growth of sponsorship, sponsor activation, ethical issues in sponsorship). • Delivering & Distributing Core Products and Extensions (Placing core products and their extensions, theory of sport and place, facility).
<p>Exams and assessment formats</p>	<p>Quizzes Students will take a quiz at the beginning of class on each upcoming week. The quizzes will be short but will focus on the textbook readings for the week. Weight: 15%</p> <p>Research Article Analysis & Presentation Students will be assigned to a group of four to six students. Each group should find a current topic or event in the sport entrepreneurship or marketing industry that relates to the course topics. They should include literature from international reputable journals. Students will write a short report analysis (800-word limit excluding appendix, references) and prepare slides for the presentation. The report analysis should include the following:</p> <ul style="list-style-type: none"> • Summary of the article. • How it relates to the topic in the course. • Thought-provoking discussion questions on the topic. • Students' own critical analysis/findings to the questions above. • Reference and copy of the original article in appendix. <p>Weight: 50%</p> <p>Mid & Final Semester Exams There will be two exams during the course. Everything discussed in class (including students' written report and presentation) and in the assigned readings may appear on the exam. The exams will consist of matching, multiple-choice, true-false, and/or essay questions. Weight: 35%</p>



Health and Sports Science Module Handbook
Faculty of Sports Science Universitas Negeri Makassar

Study and examination requirements	Students are expected to attend all meetings because there will be assignments in some meetings. unless students have trouble attending, they can notify the lecturer and submit evidence. Final assessment will be based on student attendance, their participation in class assignments, exams and the sports entrepreneurship project they are carrying out.
Reading list	<p>Required Text</p> <ul style="list-style-type: none">• Hisrich, R. D., Peters, M. P., Shepherd, D. A. (2017). Entrepreneurship, 10th Edition. McGraw-Hill Education.• Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). Sport Marketing 4th Edition. Human Kinetics. <p>Suggested Text</p> <ul style="list-style-type: none">• Beech, J., & Chadwick, S. (2013). The Business of Sport Management, 2nd Edition. Pearson.• Syam, H. (2019). Entrepreneurship, Strategi Menuju Sukses 2nd Edition. Badan Penerbit UNM