



UNIVERSITY  
OF LONDON

# SPORTS ENTREPRENEURSHIP

In collaboration with



WORLD ACADEMY  
OF SPORT

All modules on the PGCert International Sports Management are available to study individually as professional short courses, similar to masterclasses. Each module delves deeper into specialised knowledge allowing you to develop the competences needed in a specialist field within International Sports Management. Successful completion positions you for career development and progression to the PGCert.



### **Building entrepreneurial expertise**

---

Through analysing case material, among other resources, this module will share the insights and ‘know-how’ of selected well-known entrepreneurs within the sport industry who have taken goods and services from concept to market and beyond.

It will assess why sport is such a fertile industry for entrepreneurial activity and how individuals can leverage this successfully.

This module aims to develop, evaluate and critique entrepreneurial skills within the context of launching new products or services in the sport industry. It will also be of benefit for entrepreneurs who are looking to flourish within existing organisations.

This module is expected to be available to study in January 2021.

“Sport entrepreneurship is described as a process by which opportunities to create future sport products and services are discovered, evaluated and exploited. This module will help you develop an appreciation of sport entrepreneurial ecosystems and assess why sport is such a fertile industry for entrepreneurial activity. It will also show how individuals can leverage this successfully.”

**Dr Oscar Mwaanga,  
Programme Director,  
PGCert International  
Sports Management**

## Topics covered

---

You will study a variety of topics including:

- types of entrepreneurship
- sport as a catalyst for entrepreneurialism
- characteristics of individual entrepreneurs in sport
- entrepreneurialism within large sporting organisations
- identifying opportunities for innovation in sport
- structuring the sports start-up
- funding and resourcing a sports start-up
- managing growth and exiting within the sports industry.

## Learning outcomes

---

By the end of this module you will be able to:

- identify the skills and knowledge base needed to foster entrepreneurial activity for individuals based on the experiences of successful sports entrepreneurs, as well as assess and discuss the challenges they have faced
- critically discuss ways in which entrepreneurial-minded individuals can thrive in large sports organisations despite the tendency of such organisations to resist innovation and to favour the status quo or only seek marginal gains

- demonstrate an understanding of, and identify, new opportunities and translate them into viable business solutions or opportunities.

## Assessment

---

Assessment for this module will include:

- one limited-text presentation and accompanying 2,500-word executive summary report (100 per cent).

## Scholarships

---

Scholarships for the PGCert International Sports Management are available through the World Academy of Sport and the University of London. For more information on eligibility and how to apply, visit: [london.ac.uk/sports-management](https://london.ac.uk/sports-management)

## Further information

---

For further information on the PGCert in International Sports Management and individual modules available to study, please visit: [london.ac.uk/sports-management](https://london.ac.uk/sports-management)



Follow us on:



[london.ac.uk/  
facebook](https://www.facebook.com/london.ac.uk/)



[london.ac.uk/  
flickr](https://www.flickr.com/photos/london.ac.uk/)



[london.ac.uk/  
instagram](https://www.instagram.com/london.ac.uk/)



[london.ac.uk/  
issuu](https://www.issuu.com/london.ac.uk/)



[london.ac.uk/  
linkedin](https://www.linkedin.com/company/london.ac.uk/)



[london.ac.uk/  
twitter](https://twitter.com/london.ac.uk/)



[london.ac.uk/  
youtube](https://www.youtube.com/channel/UC...)

[worldacademy.sport](https://www.worldacademy.sport)

[london.ac.uk/  
sports-management](https://www.london.ac.uk/sports-management)