Course: Sport, entrepreneurship & innovation — credits: 5

Course code	SKVH22SEI
Name	Sport, entrepreneurship & innovation
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	G. van Dalfsen

Modes of delivery	Guest lecture Lecture Problem-based learning Tutorial
Assessments	Sport, entrepreneurship & innovation - Professional product

Learning outcomes

The objective for this module is to gain insight into theories concerning innovation, entrepreneurship and management and to apply these theories into the practice of Sunset Waters sport tourism resort.
LILO 2: Design (Competency level 2)
LILO3: Implementing (Competency level 2)

Body Of Knowledge and Skills (BOKS) for the national educational profile for Sport Studies [in Dutch: landelijk opleidingsprofiel Sportkunde]:

World of sport:
3. Trends and developments in sport and physical activity

Sport and Health
7. Target group analysis
8. Sport and physical activity programmes

Forming connections within and beyond sport and physical activity
11. Management
12. Marketing

Forming connections within and beyond sport and physical activity
18. Multidisciplinary and interdisciplinary collaboration

Content

Content of the course component: Sport can be considered as a social phenomenon that can create a diversity of values. As far as the entrepreneurial process is concerned, creating value is also a central theme. Sport entrepreneurship is shaped by new initiatives relating to products/services, markets, transactions, and systems in the world of sports. One of these entrepreneurial initiatives is the collaboration between an (elite) sports organization and its business partners that engages start-up companies to create value together.

This module therefore focuses on the entrepreneurial process in the context of the world of sports for which a diversity of values can be created through the combination of sport and the entrepreneurial process.

The students must analyse the context and positioning of new innovative sport and exercise concepts within the following three areas: “public”, “commerce” and “civil society”. The student therefore must show leadership skills in developing communities and networking by having an impact on the intersections of the economic, health and social value(s) of sport.

Course structure: Sport can be considered as a social phenomenon that can create a diversity of values. As far as the entrepreneurial process is concerned, creating value is also a central theme.
The entrepreneurial process consists of the following three phases:
- recognizing or creating an opportunity for value creation;
- converting this opportunity into an executable concept;
- putting the concept into operation in a (growing) organization.
This module focuses on the first two phases of the entrepreneurial process in the context of the world of sports for which a diversity of values can be created through the combination of sport and the entrepreneurial process.

First part of the module consists of lectures / workshops about theories related to business eco systems / sustainability / business models / multiple value creation / innovation paradigms and business concepting. The lectures / workshops include individual assignments. During this module the student takes the perspective of an analytical and creative professional being a team player that values each individual contribution to the joint assignment. Context of the final team assignment concerns the sport and tourism sector.

To provide more in-depth information, at least two in-depth interviews are conducted with an expert from the sport and tourism field. The interview should ensure that you discover the vision of the expert and process this vision in a meaningful way. To make a comparison possible the interview is provided by Hanze and therefore standardized. The interview must be conducted face-to-face (or Skype), must be recorded and takes at least 20 minutes. Both recorded data and processed interviews must be handed in.

During the last weeks of the module, students have to apply the gained knowledge in a group business case called Sunset Waters. The group of students will be divided into smaller teams (marketing, HRD, facility, finances) responsible for creating and implementing

new strategies, based on multiple value creation and embedded innovation paradigm and analysis of the context and its stakeholders.

Assessment structure:
The Business case consists of
A Mission, vision and strategic goals
B Operational goals for the coming 3 years
C Stakeholder analysis
D Business model with an interpretation of the 7S model, hotel concept and a filled in Business model Canvas
E Marketing, facility and HRM approach
F Financial: a balance sheet at the start and a state of income and expenses for the coming 3 years.

Organisation: The group in total is responsible for both Marketing / Facility / HRM / and Financial perspectives.

Each team needs to hand in (as a proof of achievement of the learning outcomes):
a presentation on video of the business case with a max of 7 minutes
a paper related to the business case including a reflection indicating the learning outcomes as set out in the assessment form, in total 1500-2500 words (excl. bibliography and appendixes).

In terms of form and style, the group business case must meet the following requirements:

- The student group uses correct language, in a style that matches the assignment.
- The student group uses a minimum of 5 different sources (books, trade journals, articles) at University of Applied Science level.
- The student group applies correct source references (APA) and adds a bibliography and appendix.
- At least two in-depth interviews are conducted with an expert from the sport and tourism field per student.
- Each student writes a 2 pages reflection on personal entrepreneurial orientation, based on input of others (2 student/expert) additionally to the paper mentioned (part of the appendix).

Literature and any costs: -

Included in programme(s)
Sport Studies

School(s)
Well-being, Education & Sport

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