Course: Challenge 3 Business and fan engagement — credits: 10

Course code	SKVH25BFE
Name	Challenge 3 Business and fan engagement
Study year	2026-2027
ECTS credits	10
Language	English
Coordinator	G. van Dalfsen
Modes of delivery	Guest lecture Lecture Problem-based learning Tutorial
Assessments	Business and fan engagement - Portfolio assessment Winterschool experience - Active participation

Learning outcomes

LILO 1. Professionalism of the sports professional. (Competency Level 2)
LILO 2. Design (Competency Level 2)
LILO 3. Implementing (Competency Level 2)
LILO 4. Advising (Competency Level 2)

Content

Content of the course component: The complex world of today consists of an enormous amount of challenges and wicked problems. These complex problems are problems that are beyond the scope of any single organization, both in terms of understanding and response. Additionally, there is often disagreement about the cause of the problems and how to address them. Wicked problems lack clarity in both their aims and solutions and are subject to real-world constraints. This means that risk-free attempts to find a solution are highly unlikely. Within the sport studies program, students will work on challenges and wicked problems and will try to solve a part of the complex issues that exist.
During this challenge, the student focuses on delivering impact in the professional world. In this particular challenge, students will work in small groups to contribute to fan engagement strategies for the European League of Football club Rhein Fire. The final product will revolve around a strategy to attract new fans to the club.
The basic principle in carrying out the challenge is that the student is part of a professional environment and behaves accordingly. This professional environment has characteristics of a learning network in which the student, the professional field and supervising teachers play a role. The student identifies and works towards the desired learning outcomes in consultation with the teacher. Finally, the student takes responsibility and initiative in developing an impactful proposal for the professional field.

Course structure: During the challenge, the student focuses on delivering impact in the professional world. The student themself formulates the assignment within the complex problem and also determines (in accordance with the professional field and teacher) which impact will be realized.

Assessment structure: Portfolio assessment

Literature and any costs: -

Included in programme(s)

Sport Studies

School(s)

Well-being, Education & Sport

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