Vak: Sport, entrepreneurship & innovation — credits: 5

Vakcode	SKVH22SEI
Naam	Sport, entrepreneurship & innovation
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	G. van Dalfsen
Werkvormen	Gastcollege Hoorcollege Probleem gestuurd onderwijs Werkcollege
Toetsen	Sport, entrepreneurship & innovation - Professioneel product

Leeruitkomsten

LILO 2: Research and development
The sports professional is inquisitive when it comes to sport and exercise. They work methodically under supervision and take a healthy interest in improving the industry. They ask questions, analyse and interpret research results and conduct applied and design-based research, under supervision, in a given context. They use the knowledge and insights they have gained to develop appropriate sports and exercise products, under supervision.

LILO 4: Leadership, management and organisation
Within a given context, the sports professional manages and organises proper business operations and the proper performance of duties (under supervision), and shows an enterprising attitude while doing so.

LILO 5: Evaluation and advice
The sports professional develops, advises on, implements and evaluates sports and exercise strategies and policies, under supervision. In doing so, the sports professional independently manages the policy cycle with a view to safeguarding and developing the continuity and quality of the sports and exercise products as well as the organisation itself.

Competency Level 2

Inhoud

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.

Opgenomen in opleiding(en)

Sport Studies

School(s)

Instituut voor Sportstudies

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