



## LITHUANIAN SPORTS UNIVERSITY

### STUDY MODULE PROGRAMME (SMP)

Module Code	S	189	B	127	Accredited until				Renewal date		
	Branch of Science		Progr.	Registr. №.							

Entitlement

Entrepreneurship in Sport and Tourism

Prerequisites

Secondary education

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	be able to explain group and individual behaviour within an organisation and in society influenced by technological change;	Discussion, Formal lecture, Seminar	Individual project, Mid-term examination
2	be able to independently develop and implement customer-oriented innovative business ideas in line with future trends in the sector and the international market.	Formal lecture, Library / information retrieval tasks, Seminar	Individual project
3	able to collect, organise, analyse and interpret up-to-date scientific information and data using a variety of databases, and to use the potential of information technologies, systems and databases to solve management problems.	Discussion, Library / information retrieval tasks, Seminar	Individual project, Mid-term examination
4	able to make evidence-based decisions integrating data analysis and management, and assess the effect of the decision in a specific situation;	Formal lecture, Library / information retrieval tasks, Seminar	Individual project, Mid-term examination
5	able to design and implement a wide range of projects in collaboration with all stakeholders, contributing to the improvement of sport, tourism or leisure infrastructure and organisation of events;	Discussion, Formal lecture, Seminar	Individual project
6	able to work as part of a team or assume a leadership role in organising its activities, driving change or tackling complex tasks;	Discussion, Formal lecture, Seminar	Individual project
7	able to communicate effectively in writing and orally using modern communication tools and social networks in a positive and ethical manner;	Formal lecture, Individual project, Seminar	Individual project
8	able to analyse and systematise problems;	Formal lecture, Seminar	Case analysis (study)

Main aim

To provide knowledge about the phenomenon of entrepreneurship, forms, business analytics, decision-making, creativity and digital entrepreneurship and business financing opportunities.

Summary

Students will be introduced to the development theories of a socially responsible sports and tourism organization, will acquire the basics of business modeling and decision-making through the canvas of a business model, will be able to create and set organizational goals and objectives, in order to successfully develop a business, will acquire entrepreneurial skills.

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	

Bendrojo universitetinio lavinimo

Group under financial classification

4.Socialinių mokslų studijos (išskyrus politikos mokslus, sportą ir studijas, nurodytas 8 punkte)

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Introduction to the module. The concept of entrepreneurship	
2.	The essence, forms and process of entrepreneurship	
3.	Entrepreneurial ethics and social responsibility	
4.	Entrepreneurship: a macro view (role in economy and society)	
5.	Entrepreneurial organization: distinctive and operational features	
6.	Creativity in business	
7.	Business analytics	
8.	Decision making process	
9.	Business Model Generation: Canvas Model	
10.	Sources of business financing	
11.	Digital entrepreneurship	

Evaluation procedure of knowledge and abilities:

References

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Osterwalde, A. 2010 Business model generation : a handbook for visionaries, game changers, and challengers New Jersey, USA : John Wiley & Sons, Inc., 281 p. : iliustr. ISBN 9780470876411.	005OS62	1	No	0
2.	Digital Entrepreneurship : Impact on Business and Society / edited by Mariusz Soltanifar, Mathew Hughes, Lutz Göcke. 1st ed. 2021. Cham : Springer International Publishing : Imprint: Springer, 2021. XXIV, 327 p. 30 illus., 10 illus. in color. : interneto išteklius. ISBN 9783030539146;.			No	1
<i>Comment: Available in PDF format</i>					
3.	Ratten, Vanessa autorius Social entrepreneurship in sport : how sport can deliver social well-being / Vanessa Ratten. Oxon : Routledge, 2020. 107 puslapiai. : iliustracijos. ISBN 9780815351689;.	796.075:316	1	No	0
4.	González-Serrano, M.H., Calabuig Moreno, F., Valantine, I. and Crespo Hervás, J. (2019), "How to detect potential sport intrapreneurs? Validation of the intrapreneurial intention scale with sport science students", Journal of Entrepreneurship and Public Policy, Vol. 8 No. 1, pp. 40-61. <a href="https://doi.org/10.1108/JEPP-D-18-00093">https://doi.org/10.1108/JEPP-D-18-00093</a>			No	0
<i>Comment: <a href="https://www.emerald.com/insight/content/doi/10.1108/JEPP-D-18-00093/full/html">https://www.emerald.com/insight/content/doi/10.1108/JEPP-D-18-00093/full/html</a></i>					
5.	Burns, P. (2016). Entrepreneurship and small business. Palgrave Macmillan Limited.			No	
<i>Comment: <a href="https://www.sciencedirect.com/science/article/pii/S0883902616301641">https://www.sciencedirect.com/science/article/pii/S0883902616301641</a></i>					

Additional literature

№.	Title
1.	Perspectives on design creativity and innovation research, International Journal of Design Creativity and Innovation. Editorial board of IJDCI. (2013), Vol. 1 Issue. 1

№.	Title
2.	Giuseppina Maria Cardella, Brizeida Raquel Hernández-Sánche and José Carlos Sánchez-García Entrepreneurship and Sport: A Strategy for Social Inclusion and Change. Int. J. Environ. Res. Public Health 2021, 18(9), 4720; <a href="https://doi.org/10.3390/ijerph18094720">https://doi.org/10.3390/ijerph18094720</a> . <a href="https://www.mdpi.com/1660-4601/18/9/4720">https://www.mdpi.com/1660-4601/18/9/4720</a>
3.	Sotiriadis, M. (2018). The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures. Emerald. ISBN: 978-1-78743-530-8 (Print)

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Professor		177

Subdivision

Entitlement	Code
Department of Sports and Tourism Management	1007

### Study module teaching form №. 1

Semester	Mode of studies	Structure				Total hours	Credits	
		Theory	Seminars	Lab Works	Ind. work			
A	S	D	30	30	0	200	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	1	0	0	7.	4	3	0
2.	4	2	0	8.	2	4	0
3.	2	4	0	9.	4	6	0
4.	2	4	0	10.	3	2	0
5.	4	3	0	11.	2	2	0
6.	2	0	0				
Total:					30	30	0

Schedule of individual work tasks and their influence on final grade

	№. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
				Mid-term examination	1-6	80	25	*												
Mid-term examination	7-11	35	25							*								0		
Individual project	9	60	30									*		0						
Case analysis (study)	10-11	25	20										*		0					
Total:	-	200	100																	

### Study module teaching form №. 2

Semester	Mode of studies	Structure				Total hours	Credits	
		Theory	Seminars	Lab Works	Ind. work			
A	S	N	30	30	0	200	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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