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**Federal State Autonomous Educational Institution for Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE  
LUMUMBER  
(RUDN University)**

**Department of National economy**

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**COURSE SYLLABUS**

**SPORTS ENTREPRENEURSHIP**

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**Recommended by MSSN for the field:**

**38.04.01 «Economy»**

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The course instruction is implemented within the professional education programme of higher education

**«International Business»**

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**2023 г.**

## 1. THE COURSE GOALS

The goal of the course: Sports Entrepreneurship is to familiarize students with the basic theoretical paradigms of sports industry; to form a holistic understanding of it among students, give skills in analyzing strategies, and skills in developing strategies.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "Sports entrepreneurship" is aimed at developing the following competencies (parts of competencies):

**Table 2.1. The list of competencies formed by students in the mastering the COURSE**

| Competence code | Competence   | Competence achievement indicators (within this course)   |
|-----------------|--|--|
| UC-3.           | Able to organize and manage the work of the team, developing a team strategy to achieve the goal.                              | UC-3.1. Determines its role in the team based on the strategy of cooperation to achieve the goal;<br>UC-3.2. Formulates and takes into account in its activities the peculiarities of the behavior of groups of people, identified depending on the goal;<br>UC-3.3. Analyzes the possible consequences of personal actions and plans its actions to achieve a given result;<br>UC-3.4. Exchanges information, knowledge and experience with team members;<br>UC-3.5. Argues his point of view regarding the use of ideas of other team members to achieve the goal;<br>UC-3.6. Participates in team work on the execution of assignments. |
| PC-1.           | Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole | PC 1.1. Able to prepare analytical materials for the evaluation of economic policy measures and strategic decision-making at the micro and macro levels;<br>PC 1.2. Able to analyze and use various sources of information for economic calculations<br>PC 1.3. Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and the economy as a whole;  |
| PC-2.           | Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.             | PC-2.1. Able to independently prepare assignments and develop design solutions taking into account the uncertainty factor, as well as proposals and measures for the implementation of developed projects and programs;<br>PC-2.2. Able to evaluate the effectiveness of projects taking into account the uncertainty factor<br>PC-2.3. Able to develop strategies for the behavior of economic agents in various markets.   |
| PC-3.           | Able to independently carry out research activities and critically evaluate the results obtained                               | PC-3.1. Able to generalize and critically evaluate the results obtained by domestic and foreign researchers, identify promising areas, and draw up a research program;<br>PC-3.2. Able to substantiate the relevance, theoretical  |

| Competence code | Competence | Competence achievement indicators (within this course)   |
|-----------------|------------|--|
|                 |            | and practical significance of the chosen topic of scientific research;<br>PC-3.3 Able to conduct independent research in accordance with the developed program and present the results to the scientific community in the form of an article or report |

### 3. Course in Higher Education Programme Structure

The Course “Sports entrepreneurship” refers to the Optional Disciplines formed by the participants in the educational relations of the block Higher Education Programme Structure

As part of the Higher Education Programme Structure , students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course " Sports entrepreneurship " .

*Table 3.1. The list of components of the Higher Education Program Structure that contribute to the achievement of the planned results of mastering the Course*

| Competence code | Competence   | Previous Disciplines (Modules) *  | Subsequent Disciplines (Modules)* |
|-----------------|--|---|-----------------------------------|
| UC-3.           | Able to organize and manage the work of the team, developing a team strategy to achieve the goal.                              |   | Doing business in Russia          |
| PC-1.           | Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole | Business' evaluation and company's cost management<br>International business management<br>Corporate Security | Doing business in Russia          |
| PC-2.           | Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.             | Business' evaluation and company's cost management<br>International business management                       | Doing business in Russia          |
| PC-3.           | Able to independently carry out research activities and critically evaluate the results obtained                               | Business' evaluation and company's cost management<br>International business management<br>Corporate Security | Doing business in Russia          |

\* - filled in in accordance with the matrix of competencies

### 4. Course Workload and Academic Activities

Course Workload and Academic Activities 3credits.

*Table 4.1. Types of academic activities during the period of the HE program(me) mastering*

| Types of academic activities during the period of the HE programmastering |                | Course workload, academic hours | Semesters |   |   |   |
|---|----------------|---------------------------------|-----------|---|---|---|
|   |                |                                 | 1         | 2 | 3 | 4 |
| <i>Contact academic hours</i>   |                | 36                              | 36        |   |   |   |
| including:  |                |                                 |           |   |   |   |
| lectures  |                |                                 |           |   |   |   |
| Seminars  |                | 36                              | 36        |   |   |   |
| <i>Self-study, academic hours</i>   |                | 63                              | 63        |   |   |   |
| <i>Evaluation and assessment</i>  |                | 9                               | 9         |   |   |   |
| <b>Course workload</b>  | academic hours | <b>108</b>                      | 108       |   |   |   |
|   | credits        | <b>3</b>                        | 3         |   |   |   |

## 5. CONTENT OF THE DISCIPLINE

*Table 5.1. The content of the course (module) by type of educational work*

| Name of the course module                              | Contents of the module (topic)   | Types of academic activities |
|--|--|------------------------------|
| Module 1. ECONOMIC FUNDAMENTALS of the SPORTS INDUSTRY | Topic 1.1. Sources of the income.  | lectures<br>Seminars         |
|  | Topic 1.2. TV-rights. Advertizing.   | lectures<br>Seminars         |
|  | Topic 1.3. Subscription and booking program. The VIP – a zone and boxes at stadium.                            | lectures<br>Seminars         |
|  | Topic 1.4. Merchandising. Technical and title sponsorship. Transfers.  | lectures<br>Seminars         |
| Module 2. ENTREPRENEURSHIP IN SPORTS                   | Topic 2.1. Operation of sports commercial real estate.   | lectures<br>Seminars         |
|  | Topic 2.2. Sports club as main link of the football industry.  | lectures<br>Seminars         |
|  | Topic 2.3. Operational management. Management structure.   | lectures<br>Seminars         |
|  | Topic 2.4. Commercial service. Selection and scout services. Tour-management. Information service. Legislation | lectures<br>Seminars         |
|  | Topic 2.5 Agent business. Agencies. Regulation of agency activities  | lectures<br>Seminars         |

## 6. Classroom Equipment and Technology Support Requirements

*Table 6.1. Classroom Equipment and Technology Support Requirements*

| <b>Classroom for Academic Activity Type</b> | <b>Classroom equipment</b>   | <b>Specialized educational / laboratory equipment, software and materials for mastering the discipline</b>                            |
|---|--|---|
| Lecture                                     | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.. | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |
| Seminars                                    | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.  | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |
| Self-studies                                | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.  | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |

## 7. Recommended Sources for Course Studies

### • Main reading(sources)

1. I. Deren, V. I. *Economics and international business: textbook and workshop for universities* / V. I. Deren, A. V. Deren. - 3rd ed., Rev. and additional - Moscow: Yurayt Publishing House, 2022. - 326 p. - (Higher education). - ISBN 978-5-534-14389-8. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/494604>

2. Mikhaylin, A.N., Smirnov, E.N., Loginov, B.B. *International offshore business: a textbook for universities*. - Moscow: Yurayt Publishing House, 2022. - 191 p. - (Higher education). - ISBN 978-5-534-10834-7. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/495559>

### • Additional (optional) reading (sources)

1. J. Beach. *S. Chadwick Marketing of sports*, Pearson Education Limited, 2007

• Electronic libraries with access for RUDN students . Databases and search engines

. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>

- ELS "University Library Online" <http://www.biblioclub.ru>

- EBS Yurayt <http://www.biblio-online.ru>

- ELS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)

- EBS "Lan" <http://e.lanbook.com/>

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- abstract database SCOPUS [http://www.elsevierscience.ru/products/scopus/-](http://www.elsevierscience.ru/products/scopus/)

*Educational and methodological materials for independent work of students in the development of the discipline/module\*:*

1. A course of lectures on the discipline " Sports entrepreneurship "
2. Topics for independent reports
3. Essay Topics

*\* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS!*

<https://esystem.rudn.ru/course/index.php?categoryid=833>

## **8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE COURSE**

**Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competences) based on the results of mastering the discipline " Sports entrepreneurship " are presented in the Appendix to this Work Program of the discipline.**

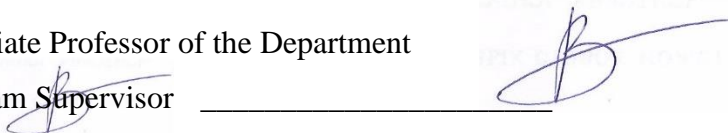
**\* - OM and BRS are formed on the basis of the requirements of the relevant local normative act of the Peoples' Friendship University of Russia.**

Associate Professor of the Department  
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R.O. Voskerichyan

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National Economy, Professor



Y.N.Moseykin