

Course guide



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- Academic year 2018-2019
- Duration: 10 weeks
- Full-time
- Starting up a business in the sport industry
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1 Course content

The Starting up a business in the sport industry course is part of the minor Spor Management. It concerns an in-depth examination of the legislation, finances and organization in relation to the specialization, with a specific focus on Tourism and Leisure.

The topics covered are:

- Forms of organizations / Corporate law
- Applying for licences
- Local legislation
- Employment contracts and terms and conditions of employment
- Contracts with suppliers
- Forms of collaboration

1.1 Learning pathway

Being able to operate as a fully-fledged professional depends on a range of criteria. Any Commercial Economics student leaving Hogeschool Utrecht will have to possess the knowledge and insights needed in the marketing profession, possess the relevant skills, and be capable of achieving results as part of a team.

Students can develop these areas via a range of learning pathways (methods). The conceptual pathway is the most commonly used, where students acquire knowledge and insights primarily through lectures and tutorials. Other learning pathways are the skills pathway (involving roleplaying), the professional products pathway (delivering and realizing a product) and the integrated pathway (projects).

The course involves an introduction to starting up a business in the tourist industry. A key element of the course is acquiring basic knowledge and applying it to a practical example. This means that the conceptual and professional products learning pathways are the starting point for the course.

1.2 Domain competencies

There are eight distinct domain competencies, each of which the students will have to develop. In each course, the emphasis will be placed on a number of these competencies. This course will focus primarily on the 'Initiating and creating a product' competency (domain competency 1) and the 'Setting up and implementing marketing plans' competency (domain competency 5).

2 Course objectives, final attainment levels, and learning targets

The essence of the course is to acquire knowledge of and insights into the legislation and the finances of the sport sector. The learning targets are therefore extensions of the two domain competencies. Students should be capable of collecting relevant data and information and of using these to make carefully considered decisions.

Generally speaking, laws, rules, licences and finances are not subjects that especially interest students. In order to maintain the appeal of the course, it therefore makes sense to have a clear link with real-life practice, as well as to act in tandem with long-term organizational developments at HU.

The main feature of the Starting up a business in the sport industry course will therefore be '**setting up a company**'. This theme serves as a guideline to the various lessons. Every week, attention will be focused on one aspect of legislation or finances that plays a role when starting up and running a sport company.

The emphasis will be placed on the first stage of the PDCA cycle (plan-do-check-act).

Concrete learning objectives:

- Can students sketch a firm picture of the various forms of organization that are important when setting up a company in the tourist and leisure sector?
- Can students gather financial data and information independently (and critically)?
- Can students explain what procedures and regulations play a role when starting up a company?
- Can students draw up and assess contracts, both for employees and for suppliers?
- Can students explain what costs play a role when running a company in the sport sector?
- Can students make a distinction between the various forms of collaboration and estimate the financial consequences of a collaborative partnership?
- Can students make carefully considered decisions?
- Can students present and defend this decision?

3 Place in the curriculum and relationship to other courses

The course Starting up your Own Sports Company is part of the minor Sports Management and is related to the other courses in the minor, which consists of

- 1. Sports Marketing (5 EC), term A/C**
Within this course we look at the unique marketing mix of sports organizations. In addition, we will look extensively at one of the most important elements of the promotion mix, namely sports sponsoring
- 2. Sports Psychology, term A/C & Effort Physiology, term B/D (total 5EC)**
These courses are offered by the Faculty of Healthcare and provide insight into two typical fields that many sports managers will encounter in the future
- 3. Sports Management (5EC), term A/C**
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
- 4. Sports Finance (5EC), term B/D**
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
- 5. Sports management in international perspective – exchange trip (5EC), term B/D**
In collaboration with students from and at an international partner University, you work on a practical assignment in which as many aspects of sports management as possible are dealt with, with the extra focus; the international environment and cultural aspects.

The course Starting up your Own Sports Company is a 5 EC course and is offered in term B and D.

4 Study load

The total study load for each student is 140 hours [5 credits].

5 Prior knowledge and entry requirements

Prior knowledge

- Marketing Basics;
- Market Analysis
- Law (in the first year)

6 Exemption possibilities

There are no possibilities for exemption, unless the student can demonstrate that he/she has successfully completed a similar course on another economics study programme. Applications for exemptions must be submitted to the Examination Committee.

7 Methods and supervision

The course consists of lectures and tutorials. The lectures will mainly deal with theory concerning the legislation, the finances, and the organization of a company in the sport market. The theory will be applied using assignments during the tutorials. There are two contact moments every week:

1. Studying the material from the various literature sources

This forms the basis for the activities in the rest of the week.

2. Lecture: Starting up a business in the sport industry (80 minutes)

The important areas in the material concerning finances, legislation and organization are covered here. They are also put into context and illustrated with the help of real-life practical examples. As well as being given an explanation about the theory, students will also be actively engaged with the material, completing assignments. The teacher will explain and supervise.

3. Tutorial: (15 minutes)

Feedback on the assignment (business plan) per group.

In diagram form:

Week	Lesson on Organization and Finances (80 minutes)		Tutorial (15 minutes)
1	Lecture	Personal capabilities (know yourself)	Tutorial
2	Lecture	Make inventory and first version of concept (product idea, start)	Tutorial
3	Lecture	Research, analyse	Tutorial
4	Lecture	Design, park layout	Tutorial
5	Lecture	Organize soft factors	Tutorial
6	Lecture	Finances, implement and control	Tutorial
7	Presentation		

Supervision

Process supervision by teachers who are involved with the Institute for Marketing & Commerce.

Starting point:

In order to guarantee the cohesion of the various weeks, there will be one central theme: **setting up a company in the sport industry.**

Students will work according to a step-by-step plan (seven weeks or steps), culminating in a decision on whether to start a new company or not. The case that will feature throughout the course is as follows:

You have passed your exams, you have some money in the bank, and you have plans – plans to start your own business in the sport industry.

You have no idea where you want to set up this business. Otherwise, there are no preconditions. You can decide for yourself how you are going to structure it. However, the company must include the following:

- *Reception*
- *Catering*
- *Sanitary facilities*

In order to carry out these plans, you will have to deal with all kinds of bodies and organizations. You must find out whether there is a demand for a sport company and work out the extent to which a location is suitable. National, provincial, and local laws will affect the feasibility of any such location. You will have to know what is and what is not possible, and whether your company will generate enough returns. Various costs (investment, maintenance, staff) will have to be identified, and the relevant legislation, including the usual procedures, taken into account.

After seven weeks, it will be clear whether the sport company is feasible and what it will look like.

Weekly schedule (outline)

	Theory Law, Organization & Finances	Assignment
Week 1	Lecture <i>Theory on:</i> Entrepreneur characteristics, Starting capital / financial feasibility / assignments 1.	Tutorial <i>Assignment 1 (general assignment):</i> Presentation / explanation about the memo in which two companies are compared. Explanation of the most important outcomes and differences.
Week 2	Lecture <i>Theory on:</i> Types of company (explanation on owner's equity, loan capital, new company, business plan, assignment 2)	Tutorial <i>Assignment 2 (start business plan)</i> Presentation / explanation about the product, mission, goals and intended type of company (legal form).
Week 3	Lecture <i>Theory on:</i> Local legislation and licenses (explanation on tourist tax, zoning plans, fire-safety requirements, EIA, building license, catering licenses, license, assignment 3)	Tutorial <i>Assignment 3:</i> Presentation / explanation about the memo, the intended location(s) and the choice that is eventually made (exploration of market / macro and meso developments).
Week 4	Lecture <i>Theory on:</i> Local authority fees and costs of investing in property (local authority: property tax, costs of changes to zoning plan, building licence; property: buildings, land, assignment 4)	Tutorial <i>Assignment 4:</i> Presentation / explanation about the memo, the licences that have to be applied for at the selected location, the applicable zoning plan, etc.
Week 5	Lecture <i>Theory on:</i> Employment contracts and terms and conditions (collective labour agreement, types of contract, resignations, Risk Inventory and Evaluation, assignment 5)	Tutorial <i>Assignment 5:</i> Presentation / explanation about the drawing / sketch and related memo with, among other things, the costs payable to the government and the planned premises.

8 Student activities and products to be delivered

The assessment of the students consists of two parts: a multiple-choice exam with twenty questions, and the fleshing out of a concrete plan of action or implementation plan, based on the seven assignments.

The lessons are based around the topic featured in that particular week. However, the actual content of the lessons may vary from one week to the next, and depends partly on the teacher.

9 Testing and assessment

At the end of the course, students are awarded two marks:

- 1) Examination mark / examination (open-ended)
- 2) Practical mark (assignments and business plan)

The main purpose of the multiple-choice exam is to test the students' theoretical knowledge. The practical part is to test whether the students are capable of applying the theoretical knowledge in practice. During each academic year, students have one opportunity to resit both the open-ended question exam and the practical part. The resits are held in the exam week in Block B.

Multiple-choice examination mark

The multiple-choice examination consists of twenty questions. Examinations are marked within ten working days.

Practical assignment / business plan

Students work on an assignment every week (see Chapter 10 of the course guide). The practical assignments are carried out by groups of **four students**. The results of the assignments will form input for the final product, the business plan.

Participation in the assignments is **compulsory**. During the course, the teams must give at least one presentation about an assignment related to the subject of law, and one about the subject of finances. At the end, every team has to give a final presentation. In other words, each team must give three presentations in total.

The assignments will be assessed by the students themselves (peer feedback). The feedback should be posted on Sharepoint every week.

The mark for the final assignment (which is the result of the six preceding assignments) accounts for 50% of the overall mark.

Input for the assignments and the business plan comes from the theory that is explained every week, as well as the various available and relevant websites. The plan should result in a proposal or creation of a new tourist business. The form used by the Chamber of Commerce is used for this.

Type of assessment	Weighting	Minimum mark
Examination	40%	5.5
Practical assignment	60%	5.5

Examination material

- Lectures/tutorials (cases and material handed out to the students)
- Grit: 'Making a business plan'

10 Materials and literature

- Roel Grit | 'Making a businessplan' | Noordhoff Uitgevers | 2e druk, 2011 | EAN: 9789001790981 |