

**ANGELO STATE UNIVERSITY  
COLLEGE OF GRADUATE STUDIES  
HEALTH AND HUMAN SERVICES  
ENTREPRENEURSHIP IN SPORT, FITNESS, and RECREATION  
(CSRF6381)**

**I. Course Description:** This course is intended to provide the student with the fundamental instructions that will define entrepreneurship, provide a rationale for students in the fields of sport, fitness, and recreation to pursue the establishment of a new business venture, and to provide an approach to the development of a business plan.

**Course rationale:** Why do people become entrepreneurs or start their own business? It is reported that in 2013 “nearly 13 percent of the U.S. adult population was engaged in entrepreneurship, with the vast majority starting businesses to pursue an opportunity rather than out of necessity.”(Kelley Global Entrepreneurship Monitor/GEM, 2012). There seems to be a fundamental and distinct difference between the schools of thought regarding what entrepreneurship truly represents. Is it all about competition, winning over the competition, and profit or is about passion, enthusiasm, and independence? Established businesses look for employees with the mindset of the entrepreneur to strengthen their business. Entrepreneurship is anticipated to be in a stage of growth with a recent Gallop poll that surveyed American students about their aspirations and "economic energy," and found that about half of younger students and minority students said they were interested in starting their own businesses. Entrepreneurial skills may be of value whether they are applied to a start-up or in the workplace assisting established firms to remain competitive.

**II. Grading:**

There will be based upon the total points accumulated through assessment of course assignments such as Online Blackboard Collaboration, Discussion Board Posts, Portfolio, Writing Assignments in addition to Exams and Projects. Students will be expected to read assigned text and assigned articles and actively engage in online discussion. Students will be expected to maintain communication with the instructor through daily online course access. All assignments will demonstrate the student’s adherence to written protocols for APA formal. Students will observe online etiquette, obtain the technology training, and demonstrate online presentation skills.

**III. Required Textbook: \*\* This may change.**

Entrepreneurship; Successfully Launching New Ventures. Third Edition. Barringer and Ireland. 2010.

**IV. Course Objectives:** Course objectives are consistent with those established by the College of Graduate Studies and Health and Human Services.

## **V. Course Instructor:**

Dr. Duane Crider has been successfully teaching online since 1998 and has conducted research related to online learning and advanced technologies in the classroom. His background in the fields of sport, fitness, and recreation includes years of experience as an athletic director, coordinator of recreational sports, certified fitness trainer, and currently he holds the rank of professor in sport management and leadership studies. His experience teaching at the graduate level includes teaching at The Pennsylvania State University, Kutztown University of the Pennsylvania State System of Higher Education, and for the past three years at Angelo State University. He has published numerous articles in peer reviewed journals and his presentations have been conducted at the international, national, and local levels. He has been the Coordinator of the Entrepreneurship Leadership Center at Kutztown University for the past three years and he is the advisor to the Entrepreneurship Minor that he was instrumental in establishing. He has been the coordinator of a Business Idea Competition for the past three years and the organizer of the Entrepreneurship Day events.

## **VI. Course Prerequisites:**

Graduate student status.

## **VII. Net Etiquette and Academic Integrity:**

Angelo State University “expects all students to engage in all academic pursuits in a manner that is above reproach and to maintain complete honesty and integrity in academic experiences both in and out of the classroom” (Regents’ *Rules and Regulations*, Chapter VI, Section 5.3). Students are responsible for understanding the Academic Honors Code, which is contained in both print and web versions of the *Student Handbook*.

## **VIII. Course Schedule:**

Week 1

Entrepreneurship: Introduction/Directions

What constitutes entrepreneurship and what direction can it take.

Five Common Myths (regarding Entrepreneurship)

The mindset of doing business as an Entrepreneur.

Week 2

What are the various aspects of the entrepreneurial strategy that defines sport/fitness/recreation.

The Entrepreneur vs the Intrapreneur

Examples of Entrepreneurial Strategies

Week 3

Elements of Entrepreneurship.

What does your plan require? What will you need to know?

Week 4

The value of research in planning a business strategy.

Developing a Business Model. Branding.

Week 5

Developing a Business Model. Branding.

(part 2) Presentations of Business Models.

Week 6

Attributes that contribute to the value of a business/product.

Marketing the business. The 4 P’s of marketing a new Venture.

(Product, price, promotion, and place)

Week 7

Writing a Business Plan

The “W’s” of Business Applications.

1. What type of business will it be?
2. What will the business do?
3. Where will the business do business?
4. What is the competition?
5. Will the market handle the business?
6. Who will be on the team?
7. When will the business make a profit and how?

What is the exit strategy for this business? Developing a Venture Profile.

Week 8

Writing a Business Plan and Venture Profiles (part 2)

Week 9

Drafts of Business Plan and Presentations

Week 10

Developing an Industry and Competitor Analysis

Beginning the dynamic process. What strategy will you follow?

Assessing finances and fiscal viability.

Week 11

Drafts of Business Model and Business Plan. Presentations.

Week 12

Presentations of Business Model and Business Plan (part 2)

Week 13

Evaluation of Business Models and Business Plans. Peer Evaluation.

Week 14

Evaluation of Business Models and Business Plans. Peer Evaluations.

**Learning Goals: At the conclusion of this course students will be able to:**

- 1. Define the basic terminology associated with Entrepreneurship.**
- 2. Describe the similarities and distinct differences between traditional business and sport/fitness/recreation business as well as “Intrapreneurship” and Entrepreneurship.**
- 3. Define the directions that Entrepreneurship can take in the pursuit of establishing a successful business venture.**
- 4. Demonstrate the ability to develop a business plan that encompasses the recommended elements conducive to a successful business venture.**
- 5. Demonstrate the ability to communicate effectively through written reports and projects and orally through presentations.**