



## Course syllabus

Faculty of Social Sciences  
Department of Sport Science

2IV326 Entreprenörskap inom idrott, 7,5 högskolepoäng  
Entrepreneurship in sports, 7.5 credits

### **Main field of study**

Sport Science

### **Subject**

Sport Science

### **Level**

First cycle

### **Progression**

G2F

### **Date of Ratification**

Approved 2025-08-18.

The course syllabus is valid from spring semester 2026.

### **Prerequisites**

Sports Science 1-60 credits, including 1IV324 Financial Management in Sports 1, 7.5 credits, 1IV325 Marketing in Sports 7.5 credits, and 1IV327 Project Management in Sports, 7.5 credits, or equivalent.

### **Objectives**

After completing the course, the student should be able to:

- describe and critically discuss entrepreneurship as a concept and social phenomenon.
- describe and analyse entrepreneurial processes within sports activities.
- identify, propose and evaluate new initiatives, organisations or business opportunities within sports and athletic contexts.
- search for and evaluate information and sources of information when developing

- a business/commercial concept.
- formulate and present business plans for new business/commercial concepts.
- critically review and evaluate business plans.

## Content

The course introduces central concepts and perspectives in entrepreneurship with a particular focus on sports and athletics. During the course, there is an in-depth study of how entrepreneurial processes and opportunities take shape. The student also develops their own business concepts or commercial concepts with the potential to contribute to social and economic development. The course covers concept generation, external environment analysis, business modeling and strategies for how ideas can be protected. Furthermore, the basics of marketing, budgeting and financial calculations for starting new initiatives and organisations are introduced. Special emphasis is placed on formulating, presenting and critically reviewing business plans. Both theoretical and practical elements are integrated throughout the course, based on business economic models and applied work with their own business or commercial concepts during a workshop series.

## Type of Instruction

Types of instruction include lectures, workshops and seminars.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Examination of the course takes place by means of one individual written exam (3 credits), one group assignment to be presented in writing as well as orally (3 credits), and forum posts (1.5 credits) in which the students in groups and in dialogue with each other shall discuss in writing given cases or questions related to the course content and literature.

In order to receive a grade of Pass, the course objectives must be fulfilled. For a grade of Pass with Distinction in the course, it is required that the individual written examination and the group assignment are graded Pass with Distinction.

A retake of the examination is offered in accordance with the Local Regulations for First-cycle and Second-cycle Courses and Examination at Linnaeus University.

In the event a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

## Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

## Overlap

The course cannot be included in a degree along with the following course/courses of

which the content fully, or partly, corresponds to the content of this course:  
2IV315 Entrepreneurship and organizational development in sports and health  
organizations 7.5 out of 15.0 credits

## Required Reading and Additional Study Material

### Required reading

Landström, Hans & Löwegren, Marie (latest edition). *Entreprenörskap: Från tanke till handling*. Lund: Studentlitteratur, 320 pages.

Nilsson, Nils (latest edition). *Entreprenörskap: Att se och handla på möjligheter*. Stockholm: Liber. 224 pages.

Scientific publications, approximately 180 pages.

### Works of Reference

Osterwalder, Alexander & Pigneur, Yves (latest edition). *Business model generation*. Lund: Studentlitteratur, selected parts (ca. 35 pages).

Osterwalder, Alexander, Pigneur, Yves, Bernarda, Gregory & Smith, Alan (latest edition). *Value proposition design*. Hoboken, NJ: John Wiley Sons, selected parts (ca. 30 pages).