

Study program / study programs: Sport and recreation			
Type and level of studies: Special professional studies			
Course title: ENTREPRENEURSHIP IN SPORT			
Lecturer or lecturers (for lectures): Jevtić N. Branislav, Radenović S. Sandra, Mirkov Dragan, Mitrović N. Darko			
Course status: Obligatory			
ECTS: 5			
Condition: None			
Course objectives: Study the links between sport and entrepreneurship - Acquiring knowledge and developing skills for entrepreneurial competence in sports - Hybrid form of learning - incubator of sports entrepreneurship – entrepreneurship initiatives and ideas that lead to the development of society, sports organizations, athletes, coaches .			
Course outcome: Understanding cultural and economic foreign sport; connection of sport, economy and society; the dynamics of the development of an individual, a community and the whole society through entrepreneurship in sport. Competence for entrepreneurial activity and structuring of own business venture in sport.			
Contents description: <i>Theoretical instruction</i> Third Mission of the University, Entrepreneurship in Sport, Olympic Agenda 2020 Sports Industry, Sport Values, Models of Business in Sports, Sport Industry, Innovation in Sports (in training, competition, sports event, local community and individual, family and society development ...) . Academic Enterprise, Business Ethics, Creative Industries and Sport ... <i>Practical classes:</i> Creative identity of micro enterprises, web design, social networks. Diversification of intentions in sports, management of programs in sports organization, analysis of sports systems and analysis of value-added sports. Incubator as a catalyst for acquiring knowledge and creating business opportunities in sports. Entrepreneurial activity in the bio-medical and socio-economic context of sports, the entrepreneurial sport event ... Coach as the owner of a sports club			
References: (1) Jevtić, B. (2014). Preduzetništvo u sportu (Entrepreneurship in Sport), Proceedings of the Technology of Culture and Development, 122_135, Belgrade (2) Elaković, S (2011), Poslovna etika I komuniciranje (Business Ethics and Communication), (texts: 172.- 186. pp., 242.-246.). (3) Radenovic, S. (2014), Sport I društvo – sociologija sa sociologijom sporta (Sport and Society - Sociology with Sociology of Sport), in Textbook (7th chapter: 172.-187.str (4) Jevtić, B. (2012) Upravljanje programima za učešće na mega sportskom događaju (Management of Programs for Participation in a Mega Sports Event). Management, 63: 63 -75. (5) Jevtić, B., Manojlović, P. (2014). Finalni document sa akcionim planom u oblasti vrhunskog I profesionalnog sports (Final document with action plan in the field of top and professional sports), internal material for learning from MOS documents (6) Zakon o sportu, zakon o socijalnom preduzetništvu (Law on Sports, Law on Social Entrepreneurship 7) Camy, Robinson (2007). Managing olympic sport organizations, translation of internal IOC Lozana d.			
No. of active classes			Other classes:
Lectures: 2	Exercises/ Practical classes: 2	Other forms of teaching:	
		Study research work:	
Teaching method Theoretical lectures; practical lectures			
Knowledge assessment (maximum score 100)			
Exam prerequisites	points	Final examination	points
Class Activities	5	Written examination	30
Practical instruction		Practical examination	
Workshop	40	Oral examination	25

Seminar papers		
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