

Faculty Business and Economics

Minor
Business of Sport and Entertainment (MBSE)
Fall Semester 2019-20

Minor Business of Sport and Entertainment, Fall Semester 2019-2020

Basic information

	Title	Business of Sport and Entertainment (MBSE)
1	study guide number	6000MBSE18
2	Study year	2019-2020
3	Faculty	Business and Economics
4	Offering Course/ Program	Sport Marketing
5	Croho	34409
6	Program Manager	Theo Joosten a.i.
7	Minor coordinator Program	Tinie Denton , h.m.a.denton@hva.nl
8	Minor type	Broadening
9	Fulltime / Part-time	Fulltime >> 30 ECTS
10	Brief description	See below

The international Minor Business of Sport and Entertainment (MBSE) is offered both in the Fall and Spring semester. An international classroom is offered with English as standard language.

The focus of this minor is on the Business of Sport and Entertainment on a global scale.

The objective is to offer students the opportunity to develop more extended marketing- and business skills in the specialized industries of sport and entertainment. In order to achieve this objective the following subjects are part of the program: Bidding and Hosting of Sport Events, Live Music and Festivals, Project and Sport and Entertainment Specials including topics such as Media, Sponsoring & Partnerships and Sustainability.

After successful completion of this minor students will be competent:

- A) to recognize and describe current developments, stakeholders and different business models in the Sport and Entertainment industries and bring this into practice.
- B) to work as a junior consultant in the Sport and Entertainment industries. As a team player the student can demonstrate skills regarding communications, client relations, project management, research, analysis, filter, creation, reporting, advising and presenting to a client.

The program consists of:

70% – lectures, guest lectures, workshops, assignments and visits to events.

30% – practical project activities, students work as junior consultants in a team for real clients on real assignments.

An educational trip abroad will be organized (3 days 2 nights, as part of the program). For example: Paris or London.

11	Connection with HvA profile	See below
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Cornerstone 1: Urbanization in a big city, Urban Management, Urban Vitality

The subjects Bidding and Hosting of Sport Events (BHE), Live Music and Festivals (LMF), Sport and Entertainment Specials (SES) such as the modules Sustainability and Law are providing connections. Example of topics: Why do cities put themselves forward as candidate to host global sport events? What is the process from bidding, preparation, execution to leaving a lasting legacy? What is the economic and social importance for upcoming markets / cities?

Cornerstone 2: Innovative entrepreneurship in a metropolitan area

ICT, creative industry and service industry.

The subjects Live Music and Festivals (LMF) and Sport and Entertainment Specials (SES) such as Sponsoring and Media and Project (PRC) are providing connections.

Example of topics: development of TV-formats, participation in organization of the international ADE (Amsterdam Dance Event) as well as attending the conference.

Entrepreneurship, innovating and participating in the knowledge economy.

The subjects Project (PRC) and the Sport and Entertainment Specials such as Sponsoring and Media are providing connections.

12	Cooperation with other Courses/ Programs	Not applicable
13	Language	English
14	Target group	Exchange students, AUAS/HvA students and external KiesOpMaat (KOM) students
15	Additional admission requirements	Command of the English language at minimum CEF level B-1, preferably CEF level B-2 Knowledge of the subject Marketing (preferably minimum 2 years). Students have to be available on a full-time basis. Students have to demonstrate a passion for sport, entertainment and/or events.
16	Titles educational units	See testing program
17	Number ECTS per educational unit	See testing program
18	Testing and assessment per educational unit	See testing program
19	Number of contact hours per week	15 hours per week
20	Final result	See testing program
21	Particular conditions	Regarding students: laptop, students need to travel (own expenses) to some local/national events as well as to meet their client regarding their assignments. One educational trip to a European city will be organized (own expenses). Example: 3 days/nights London.
22	Minimum number of students	Not applicable
23	Maximum number of students	35
24	Location	Wibauthuis, Wibautstraat 3B (WBH), 1091 GH, NL- AMSTERDAM

25	Contact persons	Exchange students: incoming.fbe@hva.nl HvA/KOM students: onderwijsbureau.fbe@hva.nl Programm: Tinie Denton, h.m.a.denton@hva.nl
26	As from which year is the minor given?	2010
27	Which grade was given to the minor by the students in recent evaluations?	8,0 – 8,4
28	What was the number of participants in the most recent minor?	27 (we aim to have 25–30 students participating)
29	What was the success rate (in %) in the most recent minor?	90%
Information for KiesOpMaat (KOM) –participation only:		
31	Learning goals	See description educational units
32	Admission requirements	See description educational units
33	Literature	See description educational units
34	Language	English
35	Minor contact people regarding the KOM-learning agreements	onderwijsbureau.fbe@hva.nl , Mrs. I. Odenhoven
36	(additional) costs	Some visits in the Netherlands, Educational trip abroad, approximately euro 500/600
37	Location	Location Wibauthuis, Wibautstraat 3B (WBH), Amsterdam

Minor MBSE description Testing Program per module

Testing methods abbreviations:

Assessment = AS, Assignment = OP, Paper = PA, Project = PJ, Presentation = PS, Written test = TS

1	Name educational unit	Bidding and Hosting of Events (BHE)
2	Study guide number	6600BHE_18
3	Description	This course focuses on large global sport events. First of all we will look into the impact and large scale of these events. Why do these cities or countries put themselves forward as candidate, what is the process from bidding, preparation, execution and leaving a lasting legacy? What is the economic and social importance for the upcoming markets?
4	Teaching methods	Lecture, guest-lecture, visit to event/venue
5	Testing and weighing	Testing: TS
6	Number of ECTS	5
7	# contact hours (average p/week)	2
8	Study material Mandatory and advised literature + other study material	TSE: report developing a winning sports event strategy. Extracts of current reports will be shared on the MBSE platform.
9	Learning goals / competences	<ul style="list-style-type: none"> • Formulate and Explain trends and developments in the industry of bidding and hosting of events • Explain the dynamics, effects and use of events with regards to desired changes of host cities and countries • Apply and create reasons from cities and countries for wanting to host events • Explain and apply key ingredients of a successful bidding campaign • Create your opinion on the current developments in the global world of bidding and hosting of events.
10	Lecturer	Jilles Visser

1	Name educational unit	Live Music & Festivals (LMF)
2	Study guide number	6600LMF_18
3	Description	This course is about the (live) entertainment sector and the festival market. It focusses on the business side of these domains. It will cover characteristics and structure of the music industry, festivals & dance events, emphasizing financial aspects such as business models and artist settlements, marketing, branding, innovation and a variety of branch inherent topics. It will offer insight in the concept creation of music events, major trends and developments and a basic sociology of events. In short; during this course you will learn about the business of events and gain insight in the way the music industry works.
4	Teaching methods	lectures, guest lectures, field trips including ADE (Amsterdam Dance Event)
5	Testing and weighing	Testing: TS
6	Number of ECTS	5
7	# contact hours (average p/week)	2
8	Study material Mandatory and advised literature + other study material	Articles will be shared on dedicated FeedBackFruits MBSE platform; Extracts from: Dance-onomics, Economic Significance of EDM for the Netherlands, p1-20, research report by EVAR, October 2012. Welcome to the Experience Economy, B. Joseph Pine II & James Gilmore, p 97-105, Harvard Business Review 1998. Customer Intimacy and Other Value Disciplines, Michael Treacy & Fred Wiersema, p 84-93, Harvard Business Review 1993. Current reports. selected pages from 'What's Blocking New Yorkers from Getting Tickets'. Selected pages from 'Pricing Challenges In The Live Events Industry'. literature & articles, extracts will be placed on MBSE platform
9	Learning goals / competences	By the end of this course the student will be able to: 1. Describe and explain the music and festival industry in general both in terms of market(size) and economic impact, as with regards to the business models that structure it commercially. Understand what the latest trends in this sector are and why they occur. Perform a quick scan of any festival (provided data availability) and evaluate its strengths & weaknesses 2. Explain the financial structure of live events and festivals: e.g. tickets, additional ticketing products, drinks, food, side events, side products, merchandise, lockers 3. Explain various frameworks of the marketing of events & explain theoretical models such as 'the experience economy', 'value strategies' and 'storytelling'. Understand the main features of branding, identity and event marketing. Evaluate marketing strategies and make strategic recommendations to increase engagement. 4. Demonstrate understanding of social and sociological mechanisms in the field of dance and music events. Understand in basic terms why consumers like visiting events. Identify several types of music consumers in terms of community or neo-tribe. Regarding ticketing: 1. Describe and explain the ticketing industry in terms of market alliances and economic impact, as well as with regards to the business models run by ticketing companies Understand and explain what current trends in this sector are, and why they occur 2. Describe and explain the nature of secondary ticketing in terms of its different shapes, market development, consumer rights and basic legal issues, music industry stance & action and political action or lack of it Understand and explain what current trends concerning secondary ticketing are, and why they occur

		3. Name and explain the basic pricing classification Recognize these principles in actual and present day events, and understand how they are applied 4. Name and explain the main features of pricing as a selling tool in entertainment
10	Lecturer	Peter de Baare

1	Name educational unit	Project (PRC)
2	Study guide number	6600PRC_18
3	Description	The Minor Business of Sport and Entertainment consists of theoretical courses and a practical course. The practical course is a Project (PRC). This subject of the minor allows students to gain experience as a junior consultant. During this minor the students will work as a Junior Consultant for a client who asks to provide a reasoned and elaborated answer on his central question (i.e. how to reach new customers, how to engage with clients by making use of sports(events)). The student has to come up with robust insights that are new to the client and will have to provide advise which should be really valuable. But next to this, the student should provide insights that are valid and will have to deal with the tension between practical relevance and methodological rigor. In order to come up with a plan that gives insights in how and why a certain advise is given, the module 'research skills' provides the student with research knowledge and skills. It is of major importance that the student understands the assumed problem of the client and the background of the problem: in this module the student will learn how to make an outline of the current situation. Furthermore, the student will learn to make deliberated methodological choices and gain more insights into how practical research can be set up and executed.
4	Teaching methods	Working in project teams combined with thematic workshops and visits to clients. Guidance by lecturers acting as senior consultants to oversee the process. Central classes on specific topics needed to complete the project, f.e. on research, creativity, project management.
5	Testing and weighing	Testing: PJ, AS, PS. The PRC module BLOCK 1 and BLOCK 2 runs from start to finish of the semester. Weighing grading: 10% Seal the Deal, 15% Plan of Approach, 10% Sharing the Knowledge, 15% Mid Term Evaluation, 25% Final Deliverables, 25% Group & Personal Reflections. The grading is established in above mentioned 6 phases.
6	Number of ECTS	5
7	Number of contact hours	7
8	Study material Mandatory and advised literature + other study material	Extracts from: Malhotra and Birks 2003, Delgado Asking the right question, Saunders and Lewis 2012, Harris 2007 Evaluating Internet Sources, Creswell 2014, Qualitative research design for beginners Turner 2010, Jones et al 2011 adult participation in sport. Report: Repucom Fan Revolution. Any material provided by the client.
9	Learning goals / competences	After completion of this course students can: Demonstrate an understanding how to service a client in the Sport and/or Entertainment Industry as a junior consultant Work in a structured and efficient manner towards agreed deliverables Demonstrate resilience when 'the going gets tough' Apply time management skills Work in an international team with students of whom English might not be their first language Carry and share responsibility as a team member for the whole process Put knowledge and insights gained in theoretical classes into practice

		<p>Regarding the research skills needed to complete the project students will have achieved the following results:</p> <p>The student can describe the elements of, and compose an outline of the current situation that is written from a micro, meso and macro perspective</p> <p>The student can formulate a marketing decision problem and marketing research problem, and subsequently formulate the central research question and sub-questions</p> <p>The student understands the elements of a literature review and can critically evaluate literature and write a literature review based on the core topic(s) of the central research question</p> <p>The student can formulate the fundamental characteristics of quantitative research</p> <p>The student can formulate the fundamental characteristics of qualitative research</p> <p>The student can choose and substantiate a research approach that is based on the central question and the underlying sub-questions</p> <p>The student is able to give a detailed description of how the (primary or secondary) data are gathered and analyzed</p> <p>The student is able to present the gathered information in such a way that the information can be traced back to the source.</p>
10	Lecturers involved	Peter de Baare, Marije Booij, Milica Zolak

1	Name educational unit	Sport and Entertainment Specials (SES)
3	Description	<p>This subject has been built on current topics: Law, Media, Sponsoring and Sustainability. Students will build a portfolio from weekly tasks on each topic and the complete end product will be graded via an assessment.</p> <p>Such as (subject to changes):</p> <p>LAW Law focuses on legal matters in the Business of Sport and Entertainment. Core topics of this course are: Ambush marketing, organizing an event and legal implications, match fixing, contract management and doping.</p> <p>MEDIA How do traditional broadcasters sell advertising space and what is the impact of regulators and perishable assets in this? What are the currencies CPM and GRP and how are they used? Attention will be given to the close relation between technology, media and telecommunications. Key trends and examples of successful marketing campaigns in Sport and Entertainment will be touched upon. The key elements of a TV-format will be explained and applied by the student in the creation of a TV format.</p> <p>SPONSORING & PARTNERSHIPS What is the definition of sponsoring and how does the landscape look like. Which steps are taken to define a sponsoring strategy? How do research agencies contribute to the accountability of investments in sponsorships? The key elements of a Sponsorship proposal will be explained and applied by the student in the creation of a Sponsorship Proposal.</p> <p>SUSTAINABILITY Sustainability in Sports and Events is about the fact that companies have a responsibility towards society and to the environment. Especially in a globalized world. It gives us opportunities for sustainable solutions, innovation, growth and profit. Nowadays every company or organization has to find a balance between the three P's: People, Planet and Profit. Towards a sustainable world. A sustainable business takes responsibility for the environmental sustainability as well as the social sustainability. Sustainability issues give companies the opportunity to innovate towards new products, services or processes that benefit both society and the business. Sport and Entertainment also operate in a globalized world with the same new challenges</p>
4	Teaching methods	Lectures, guest lectures
5	Testing and weighing	Testing: Assessment (AS),
6	Number of ECTS	15
7	# contact hours (average p/wk)	4
8	Study material Mandatory and advised literature + other study material	<p>Mandatory: material from lectures and guest-lectures, extracts from legal authorities such as CAS and WADA. Any other current material will be shared on the dedicated MBSE FeedBackFruits platform.</p> <p>Deloitte: TMT predictions 2018 SportBusiness: report Digital Strategies for Sport Deloitte: Football Money League, January 2017 Havas sports & entertainment trends 2018 Delaware North: the future of sports, UEFA champions league 2015-2018 cycle.</p>

9	Learning goals / competences	<p>After completion of this course students can:</p> <p>LAW Demonstrate insights of ambush marketing and the (legal) protection against ambushers. Assess the economic impact of events in the long and short run. Argument/plea if organizations are liable when incidents occur during an event. Assess the danger of match fixing and doping in sports and know how to act against these issues. Understand the differences civil and criminal law. Understand the infrastructure of sports law. Assess the position of stakeholders by use of intellectual property.</p> <p>MEDIA Formulate and Explain trends and developments in Media in Sport and Entertainment Explain roles of the stakeholders in the sales of TV advertising by traditional broadcasters. Apply and Create ingredients of a successful TV format.</p> <p>SPONSORING Formulate and Explain trends and developments in Sponsoring in Sport and Entertainment. Explain and apply key ingredients of a sponsoring strategy and advise on measurement and evaluation. Apply and Create a sponsorship proposal</p> <p>SUSTAINABILITY Formulate and Explain trends and developments in the industry of sustainability and corporate social responsibility (CSR). Explain the need for corporate and social awareness on sustainability and CSR Apply and create different concepts of sustainability and CSR. Explain and apply various concepts of 'green' events, venues, fundraising and sport4development. Have an opinion on the current developments in the global world of sustainability and CSR.</p>
10	Lecturers involved	Tinie Denton, Milica Zolak, tba