

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 08.05.2026 17:47:25
Уникальный программный ключ:
ca953a0120d8110a07151615078af1a9882aa10a

**Federal State Autonomous Educational Institution for Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE
LUMUMBER
(RUDN University)**

Department of National economy

COURSE SYLLABUS

SPORTS ENTREPRENEURSHIP

Recommended by the Didactic Council for the Education Field of:

38.04.01 «Economy»

**The course instruction is implemented within the professional education
programme of higher education**

«International Business»

2026 г.

1. THE COURSE GOALS

The goal of the course: Sports Entrepreneurship is to familiarize students with the basic theoretical paradigms of sports industry; to form a holistic understanding of it among students, give skills in analyzing strategies, and skills in developing strategies.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "Sports entrepreneurship" is aimed at developing the following competencies (parts of competencies):

Table 2.1. The list of competencies formed by students in the mastering the COURSE

Competence code	Competence	Competence achievement indicators (within this course)
GC-3.	Able to organize and manage the work of the team, developing a team strategy to achieve the goal.	GC-3.1. Determines its role in the team based on the strategy of cooperation to achieve the goal; GC-3.2. Formulates and takes into account in its activities the peculiarities of the behavior of groups of people, identified depending on the goal; GC-3.3. Analyzes the possible consequences of personal actions and plans its actions to achieve a given result; GC-3.4. Exchanges information, knowledge and experience with team members; GC-3.5. Argues his point of view regarding the use of ideas of other team members to achieve the goal; GC-3.6. Participates in team work on the execution of assignments.
PC-1.	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole	PC 1.1. Able to prepare analytical materials for the evaluation of economic policy measures and strategic decision-making at the micro and macro levels; PC 1.2. Able to analyze and use various sources of information for economic calculations PC 1.3 Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and the economy as a whole;
PC-2.	Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.	PC-2.1 Able to independently prepare assignments and develop design solutions taking into account the uncertainty factor, as well as proposals and measures for the implementation of developed projects and programs; PC-2.2. Able to evaluate the effectiveness of projects taking into account the uncertainty factor PC-2.3 Able to develop strategies for the behavior of economic agents in various markets.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Course “Sports entrepreneurship” refers to the Optional Disciplines formed by the participants in the educational relations of the block Higher Education Programme Structure

As part of the Higher Education Programme Structure , students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course " Sports entrepreneurship ".

Table 3.1. The list of components of the Higher Education Program Structure that contribute to the achievement of the planned results of mastering the Course

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
GC-3.	Able to organize and manage the work of the team, developing a team strategy to achieve the goal.		Doing business in Russia
PC-1.	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole	Business' evaluation and company's cost management International business management Corporate Security	Doing business in Russia
PC-2.	Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.	Business' evaluation and company's cost management International business management	Doing business in Russia

* - filled in in accordance with the matrix of competencies

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

Course Workload and Academic Activities 3credits.

Table 4.1. Types of academic activities during the period of the HE program(me) mastering

Types of academic activities during the period of the HE programmastering	Course workload, academic hours	Semesters			
		1	2	3	4
<i>Contact academic hours</i>	36	36			
including:					
lectures					
Seminars	36	36			
<i>Self-study, academic hours</i>	63	63			
<i>Evaluation and assessment</i>	9	9			
Course workload	academic hours	108	108		
	credits	3	3		

5. COURSE CONTENTS

Table 5.1. The content of the course (module) by type of educational work

Name of the course module	Contents of the module (topic)	Contents of Topic	Types of academic activities
Module 1. ECONOMIC FUNDAMENTALS of the SPORTS INDUSTRY	Topic 1.1. Sources of the income.	Fundamentals of sports management, economics of the sports industry, global sports and the sports industry.	lectures Seminars
	Topic 1.2. TV-rights. Advertizing.	Sports brand management, sponsorship, working with fans, digital marketing in sports.	lectures Seminars
	Topic 1.3. Subscription and booking program. The VIP – a zone and boxes at stadium.	Creation of corporate leagues (for example, the Business Champions League), amateur championships, and field rentals.	lectures Seminars
	Topic 1.4. Merchandising. Technical and title sponsorship. Transfers.	Selling franchises: Buying an off-the-shelf business model like Spain Football Academy reduces the risks for beginners. Sports team management	lectures Seminars
Module 2. ENTREPRENEURSHIP IN SPORTS	Topic 2.1. Operation of sports commercial real estate.	HR management in sports, business planning, strategic management.	lectures Seminars
	Topic 2.2. Sports club as main link of the football industry.	Services: Private sports schools, sections, fitness clubs, personal training, yoga or dance studios.	lectures Seminars
	Topic 2.3. Operational management. Management structure.	The transition from budget financing to the search for private investments and earnings on a commercial basis. Development: The growing popularity of media football and the digitalization of club management	lectures Seminars
	Topic 2.4. Commercial service. Selection and scout services. Tour-management. Information service. Legislation	Sports entrepreneurship in football is a highly profitable but competitive industry that includes the creation of private schools, the organization of tournaments, the sale of franchises (for example, Spain Football Academy) and media services. Main directions: football sections, rental of fields, sale of equipment and sports nutrition. High-quality	lectures Seminars

Name of the course module	Contents of the module (topic)	Contents of Topic	Types of academic activities
		marketing and innovation ensure success.	
	Topic 2.5 Agent business. Agencies. Regulation of agency activities	International clubs operate as public companies, and transfer deals with players worth tens of millions of dollars are concluded regularly.	lectures Seminars

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
Lecture	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection..	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Seminars	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Self-studies	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype

7. RESOURCES RECOMMENDED FOR COURSE STUDY

• Main reading(sources)

1. I. Deren, V. I. *Economics and international business: textbook and workshop for universities* / V. I. Deren, A. V. Deren. - 3rd ed., Rev. and additional - Moscow: Yurayt Publishing House, 2022. - 326 p. - (Higher education). - ISBN 978-5-534-14389-8. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/494604>

2. Mikhaylin, A.N., Smirnov, E.N., Loginov, B.B. *International offshore business: a textbook for universities*. - Moscow: Yurayt Publishing House, 2022. - 191 p. - (Higher

education). - ISBN 978-5-534-10834-7. — Text: electronic // Educational platform Urayt [website]. — URL: <https://urait.ru/bcode/495559>

• Additional (optional) reading (sources)

1. J. Beach. S. Chadwick *Marketing of sports*, Pearson Education Limited, 2007

• Electronic libraries with access for RUDN students . Databases and search engines

. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>

- ELS "University Library Online" <http://www.biblioclub.ru>

- EBS Yurayt <http://www.biblio-online.ru>

- ELS "Student Consultant" www.studentlibrary.ru

- EBS "Lan" <http://e.lanbook.com/>

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>

- Google search engine <https://www.google.ru/>

- abstract database SCOPUS [http://www.elsevierscience.ru/products/scopus/-](http://www.elsevierscience.ru/products/scopus/)

Educational and methodological materials for independent work of students in the development of the discipline/module:*

1. A course of lectures on the discipline " Sports entrepreneurship "

2. Topics for independent reports

3. Essay Topics

* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS!

<https://esystem.rudn.ru/course/index.php?categoryid=833>

8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE COURSE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competences) based on the results of mastering the discipline " Sports entrepreneurship " are presented in the Appendix to this Work Program of the discipline.

*** - OM and BRS are formed on the basis of the requirements of the relevant local normative act of the Peoples' Friendship University of Russia.**

Associate Professor of the Department

National Economy _____

R.O. Voskerichyan.

Associate Professor of the Department

Program Supervisor  _____

E. A. Egorycheva

Head of the Department of
National Economy, Professor _____

Y.N.Moseykin