

Syllabus: Becoming an Innovator in Sports



The world of sports is changing rapidly. Aspiring entrepreneurs have an opportunity to come up with new products and services that can revolutionize the experiences of fans, athletes, coaches and other participants in the sports ecosystem. Managers of sports institutions have an opportunity to solve their daily problems of running a sports club or winning competitions by using new technologies. Moreover, if they do not innovate, they run the risk of falling behind. In short, innovation, the process of coming up with new revolutionary products, services and solutions, is entering the world of sports and becoming an essential part of doing business.

Yet, the day-to-day approach to doing business in sports does not allow for innovations to flourish. Both the sports entrepreneurs and sports managers need an adequate approach to come up with innovations.

The purpose of this course is to learn how to develop new sports products and services, processes and ways of doing business or business models. To do so, we will use the most relevant techniques and frameworks from the world of innovation, such as design thinking, business model canvas or portfolio approach. These approaches have been effectively used by innovators in companies such as Apple, Google, P&G, GE, HP, and also in less innovative companies, small companies, NGOs and in sports.

SYLLABUS

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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

General Objective: Participants should expect to finalize the course with a plan on how to design a new product or a service and help their institutions to innovate on regular basis.

Specific objectives

1

Understand the sports technology and market evolution and learn how to identify new opportunities.

2

Equip sports professionals with innovation tools to come up with new products and services.

3

Equip sports managers with the necessary tools to choose the right innovation projects and allocate resources to them.

4

Equip sports managers with the necessary tools to manage innovation teams, collaborate with innovation ecosystem and cultivate innovation culture.

CONTINUE

Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

- Recognize innovation opportunities and generate ideas to seize them.
- Use experimentation and trial and error process to deal with the uncertainty that accompanies the innovation process.
- Manage innovation teams and innovation projects, collaborate with internals and externals.

- Select the right innovation projects, allocate resources, create an innovation culture.

CONTINUE

Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

CONTINUE

Module 1. Innovatiating in Sports

Unit 1.1 Current Challenges and Opportunity in Sports

Unit 1.2 Innovation Process (iterations, time planning)

CONTINUE

Module 2. Understanding the Problem Space

Unit 2.1 User Empathy

Unit 2.2 Defining the Problem

CONTINUE

Module 3. Developing Solution Space

Unit 3.1 Ideating in Sports

Unit 3.2 Prototyping in Sports

CONTINUE

Module 4. Getting Ready for the Market

Unit 4.1 Solution Testing

Unit 4.2 Developing the Business Model