

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS7G2
Module Title	Innovation in Sports Business Management
Level	7
Credit value	30
Faculty	FSLS/Wrexham Business School
HECoS Code	100097
Cost Code	GABP
Pre-requisite module	NA

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Sports Business Management	Core
MSc Sports Business Management with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	30 hrs
Placement hours	0 hrs
Guided independent study hours	270 hrs
Module duration (Total hours)	300 hrs

Module aims

This module is designed to be delivered through the concept of an event innovation lab. It aims to provide learners with a dynamic, practice-based environment to design, prototype, and evaluate innovative sports events concepts in collaboration with the sports industry. Focussing on design thinking, digital tools, and real-world briefs, learners will explore how sports events can drive commercial value, community impact, and enhanced fan experiences. It positions learners as emerging innovators, capable of shaping the future of the sports events industry.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Design prototype innovative sports concepts through a business lens.
2	Develop commercially viable strategies for sports business management.
3	Communicate a sports business concept professionally to an audience.
4	Demonstrate sports business management solutions.
5	Synthesise business strategies to a sports concept.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Portfolio

Word count 3,000 words

This is a research-informed innovation portfolio that consists of collaborative work including team and individual activities. The format of the assessment includes a range of written and verbal and visual work such as diagrams, concept boards, charts, mood boards and other non-text elements that will communicate the concept and insights of the design process.

The innovation portfolio documents the full lifecycle of the event innovation process, demonstrating rigorous research, application of design thinking and innovation methodologies, a creative and commercially viable event concept, prototyping and testing with stakeholders, critical evaluation of feasibility, impact and value. The final piece of work will be a reflective evaluation.

Portfolio components:

- Insights and problem definition
- Concept development and innovation rationale
- Prototyping and testing
- Feasibility study and commercial evaluation
- Sports Innovation showcase and the final product

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4, 5	Portfolio	3,000	100%	N/A

Derogations

N/A

Learning and Teaching Strategies

The teaching and learning for this module will focus on a scaffold approach, and will include action learning sets, industry integration and applied workshops.

Students will learn through a variety of formats including lectures, seminars, tutorials, group work, focus groups, group, peer and individual work, facilitated learning (e.g. scale-up), as well as independent directed study. The university's Active Learning Framework (ALF) will be learner-centred and integral to this strategy, enhancing student engagement, participation and interaction. The ALF framework will focus on the construction of knowledge through activities, to develop thinking, problem-solving and collaboration.

This module will be delivered through block teaching, to deepen learning, focus, and knowledge retention. Integrated learning, including where possible simulation and the use of immersive learning spaces will underpin formative and summative assessment, and allow for integrative peer collaboration. Modes of delivery may include flexible synchronous and asynchronous teaching and support, including face to face, hybrid, blended, hyflex, simultaneous broadcast, or multi-room teaching.

As the summative assessment builds throughout the module, it will create opportunities to conceptualise learning, critical thinking, networking, and applied knowledge.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

- Overview of module, assessment, and expectations
- Innovation in the sports events industry
- Business components of the sports events industry
- Design thinking and systems thinking
- Research methods for innovation
- Fan experience and immersive technologies
- Sustainability and social impact in events
- Commercial innovation and sponsorship strategy
- Innovation sprints
- Prototyping tools and techniques
- User testing
- Feasibility studies and operational planning
- Commercial evaluation and impact assessment
- Innovation showcase

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Pitts, B. G. and Zhang, J. J. (eds.) (2020), *Global Sport Business: Managing Resources and Opportunities*. Taylor and Francis: London.

Other indicative reading:

Ratten, V. and Ferreira, J.J. (eds.) (2017), *Sport Entrepreneurship and Innovation*. Routledge: Oxford.

Administrative Information

For office use only	
Initial approval date	12/06/26
With effect from date	01/09/26
Date and details of revision	
Version number	01