

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS7G3
Module Title	Sports Business Environment
Level	7
Credit value	30
Faculty	FSLS / Wrexham Business School
HECoS Code	100097
Cost Code	GABP
Pre-requisite module	N/A

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 develop advanced understanding of the capabilities required to interpret, influence and operate within the sports business environment and ecosystem. Within this module learners will analyse structures systems, markets, and regulatory frameworks that shape the landscape. Application of business intelligence tools will develop insights, and present opportunities to evaluate strategic opportunities and inform decision-making in professional sports industries and organisations.

Module Learning Outcomes

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

1	Present critical insights into the sports business landscape that shape the contemporary environment.
2	Critically analyse internal operations and its impact within sports organisations.
3	Critically assess marketing communication strategies which impact on external environments.
4	Critically evaluate leadership behaviours.
5	Critically reflect on performance capability.

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: Coursework

Word count 1,000 words/ 20-minute conversation (four in a group) and 10-minute Q&A at the end.

Semi-structured conversation / Spoken assessment

Present an environmental analysis of a sports organisation or market segment. This assessment will involve learners conducting semi structured conversations. Drawing from footage or other types of evidence they will conduct a situational analysis and present their findings as a spoken assessment.

Assessment 2: Written reflection

Word count 2,000 words

Drawing from Assessment 1, learners will examine footage or other types of evidence, and critically examine their own actions, decisions, assumptions and professional identity through a reflexive lens.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Coursework	1,000	60%	N/A
2	4, 5	Written Assignment	2,000	40%	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 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 summative assessments build 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

- Structure of the sports industry (governing bodies, agencies, leagues, federations)
- Growth trends, internationalisation of sport
- Market differences by nation
- The role of government in funding, ethics and policy
- Revenue models
- Impact of sporting events (economic, sustainability, environmental)
- Sports role in society, community development and identity
- Diversity, equality and inclusion in sport and the workplace
- Fan/consumer behaviour, consumption patterns, behavioural trends
- Leadership influence, power, and decision-making

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:

Gaffney, P. (2022), 'The business and culture of sports: society, politics, economy, environment: by Joseph Maguire, Editor in Chief; Mark Falcoux and Katie Liston, Associate Editors, Published by Gale-Cengage Press, 2019, Four Volumes, Volume 1 (xxxi +335 pp.); Volume 2 (xxxi +424 pp.); Volume 3 (xxxi +441 pp.); Volume 4 (xxxi +499 pp.), 680.00 USD (hardcover) ISBN 978-0-02-866498-9 (set)', *Journal of the Philosophy of Sport*, Vol. 49, No. 3, pp. 419–423. DOI: 10.1080/00948705.2022.2137517.

Todaro, N., Gionfriddo, G., Khan, O.U.R. and Daddi, T. (2025), 'Enablers and Constraints of Environmental Sustainability Integration: A Structuration Perspective on Professional Sports Organizations', *Business Strategy and the Environment*, Vol.34, No.7, pp. 8620–8648. DOI: 10.1002/bse.70035.

Administrative Information

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