

Module specification

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Module Code	WFC402
Module Title	Introduction to Football and Community Development Management
Level	4
Credit value	20
Faculty	FSLS
HECoS Code	100095
Cost Code	GASP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
FdA Football and Community Development	Core

Breakdown of module hours

Learning and teaching hours	36 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	36 hrs
Placement hours	0 hrs
Guided independent study hours	164 hrs
Module duration (Total hours)	200 hrs

Module aims

This module introduces students to the principles of management within sport and community development settings. Students will explore leadership, management and organisational practices within football clubs, sport charities and community football programmes. The module will examine how managers and leaders effectively deliver sport participation programmes and manage volunteers, participants and stakeholders.

Module Learning Outcomes

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

1	Demonstrate an understanding of management processes within sport and community sport organisations.
2	Reflect on the skills and attributes required for effective leadership in sport development environments.
3	Identify techniques for managing volunteers, participants and community stakeholders.
4	Explain the difference between leadership and management within football and community sport programmes.

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:

Students will work in small groups to design a community sport event or participation initiative aimed at increasing engagement in sport within a specific target group.

Each group will present their proposal to a panel acting as potential funders or stakeholders.

The presentation should include:

- The purpose and objectives of the event
- Identification of the target community group
- Event format and structure
- Community impact and participation outcomes
- Marketing and engagement strategy
- Risk management and safeguarding considerations
- Budget overview and resources required

Presentation format:

- 10-minute pitch
- 5-minute panel questions

Assessment 2:

Students will submit an individual reflective report (1500 words) evaluating their contribution to the project and reflecting on the planning and development of the event proposal.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1 & 3	Presentation	10 minutes (5 minutes Q&A)	50%	n/a
2	2 & 4	Written Assignment	1,500 words	50%	n/a

Derogations

N/A

Learning and Teaching Strategies

The module will be delivered through a combination of lectures, workshops and practitioner-led seminars, aligned with the Active Learning Framework (ALF) at Wrexham University. Lectures will introduce key concepts relating to management, leadership and stakeholder engagement within sport and community sport organisations.

Workshops will provide opportunities for students to apply these concepts through collaborative activities such as case study discussions, problem-solving tasks and the development of a community football event proposal. In addition, guest seminars from practitioners working in the sport development sector, will offer insight into real-world practice and support the contextualisation of theoretical content.

This blended approach is designed to encourage active participation, critical discussion and experiential learning, enabling students to develop practical skills relevant to management and leadership within football and community sport environments.

Welsh Elements

Tutorials can be provided in Welsh. Materials and resources can be translated upon request.

Indicative Syllabus Outline

- Introduction to sport development and community sport management
- The role of football/sport clubs and foundations in community development
- Leadership in sport programmes and community engagement
- Managing volunteers, coaches and participants

- Working with schools, local authorities and charities
- Equality, diversity and inclusion in sport programmes

Indicative Bibliography

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

Essential Reads:

Hoye, R., Misener, K., Naraine, M. and Ordway, C. (2022) *Sport Management: Principles and Applications*. 6th ed. London: Routledge.

Other indicative reading:

Sherry, E., Rowe, K. and Osborne, A. (2020) *Sport Development and Social Enterprise*. London: Routledge.

Collison, H., Darnell, S., Giulianotti, R. and Howe, D. (2020) *Routledge Handbook of Sport for Development and Peace*. London: Routledge.

Administrative Information

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