

Module specification

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Module Code	WFC502
Module Title	Entrepreneurship and Innovation in Sport and Community Development
Level	5
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	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	170 hrs
Module duration (Total hours)	200 hrs

Module aims

This module explores entrepreneurship and innovation within sport and community development. Students will examine how sport clubs, charities and social enterprises develop innovative programmes that address social issues such as health, social inclusion and youth engagement.

Module Learning Outcomes

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

1	Demonstrate knowledge of entrepreneurship within the sport and social enterprise sector.
2	Identify innovative sport development opportunities within communities.
3	Analyse the effectiveness of sport-based social enterprises and charities.
4	Explain the difference between leadership and management within football and community sport programmes.
5	Evaluate how entrepreneurship contributes to social impact through sport.

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 deliver an individual “Sport Innovation Talk” in a format inspired by a TED-style presentation.

Students will be provided with a community challenge or social issue related to sport participation (e.g., youth inactivity, girls’ football participation, social inclusion, mental health and sport, or volunteer engagement). They will research the issue and present an innovative sport development idea or initiative designed to address the problem.

The talk should:

- Clearly explain the community problem or challenge
- Present an innovative sport development solution
- Draw on relevant entrepreneurship and innovation theory
- Highlight potential community impact
- Consider sustainability and partnerships within sport development

Students will deliver their talk as part of a Sport Innovation Showcase Event, where ideas will be shared with staff, students and invited practitioners from the sport sector.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4 & 5	Presentation	20 minutes (5 minutes Q&A)	100%	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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