

Module specification

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Module Code	WFC601
Module Title	Strategic Management in Sport and Community Development
Level	6
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
BA (Hons) Football and Community Development (Top Up)	Optional

Breakdown of module hours

Learning and teaching hours	24 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	24 hrs
Placement hours	0 hrs
Guided independent study hours	176 hrs
Module duration (Total hours)	200 hrs

Module aims

This module examines strategic management within sport organisations and community development programmes. Students will explore how football clubs, sport charities and governing bodies design and implement strategies to increase participation, deliver social impact and ensure long-term sustainability.

Module Learning Outcomes

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

1	Critically evaluate the role of strategy in sport organisations.
2	Critically analyse how organisational factors influence development strategy.
3	Critically evaluate the relationship between contextual factors and development planning.
4	Apply strategic management tools to football or sport organisations.
5	Critically assess stakeholder relationships in sport development contexts.

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 conduct a strategic analysis of a sport organisation, such as a football foundation, governing body, sport charity, or community sport organisation.

Students may choose an organisation such as a professional club community foundation, grassroots football organisation, or national governing body programme.

The report should critically examine the organisation's strategic approach to delivering sport participation and community impact.

The analysis should include:

- Overview of the organisation and its strategic objectives
- Analysis of organisational culture, leadership and governance structures
- Evaluation of how strategy aligns with community needs and sport policy
- Assessment of stakeholder relationships and partnerships



- Consideration of challenges and opportunities facing the organisation

Students are expected to draw on relevant strategic management frameworks and sport development policy contexts to support their analysis.

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

- Strategy in sport organisations
- Sport development policy and planning
- Stakeholder management in sport
- Strategy of football foundations
- Funding and sustainability in community sport
- Strategic partnerships (schools, NHS, councils)
- Impact measurement and evaluation
- Strategic leadership in sport organisations

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:

Smith, A. and Stewart, B. (2015) Introduction to Sport Marketing and Management. London: Routledge.

Collison, H., Giulianotti, R., Howe, P.D. and Darnell, S. (2019) Routledge Handbook of Sport for Development and Peace. London: Routledge.

Administrative Information

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