

## Liverpool John Moores University

Title: Strategic Sport Development  
Status: Definitive  
Code: **6401SSLN** (123029)  
Version Start Date: 01-08-2021

Owning School/Faculty: Sport and Exercise Sciences  
Teaching School/Faculty: Sport and Exercise Sciences

Team	Leader
Danny Cullinane	Y
Milly Blundell	
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**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	18
Seminar	20
Tutorial	2

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report 4500 word	100	

### Aims

*This module aims to enable students to critically analyse, manage and evaluate strategic sport development current issues.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse and evaluate existing sport development issues in relation to models of strategic management.
- 2 Identify and critically evaluate the different roles and interactions of strategic sport development agencies.
- 3 Design and critically analyse a sport development strategic management solution for a self-selected issue.

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Report	1	2	3
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### **Outline Syllabus**

*Theories of strategic management: public, private and voluntary  
Development settings NGBs, CSPs and local government programmes  
Public Health and physical activity commissioning landscapes  
Evidence-based policy in public sector sport and physical activity  
Research practice in global sport development  
PE, school sport and youth physical activity  
Talent identification and elite sport  
Social justice and sport / physical activity  
Strategic thinking in sport development and physical activity  
Sport-for-development in a global context*

### **Learning Activities**

This module will comprise of flipped classroom learning with applied interactive seminar sessions to consolidate learning and apply content from online learning. In addition a series of 1-2-1 and group tutorials will be used alongside each of the two sets of assessment to support critical analysis at level 6.

### **Notes**

It will introduce students to models of strategic management and consider their application in contemporary sport development policy context. Key current strategic industry issues will be researched and solutions sought in the form of designing management solutions.