



UNIVERSITY  
OF LONDON



# SPORTS STRATEGY, GOVERNANCE AND LEADERSHIP

In collaboration with



WORLDACADEMY  
OF SPORT

All modules on the PGCert International Sports Management are available to study individually as professional short courses, similar to masterclasses. Each module delves deeper into specialised knowledge allowing you to develop the competences needed in a specialist field within International Sports Management. Successful completion positions you for career development and progression to the PGCert.



### Strategy and strategic thinking for sports organisations

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In this module, you will evaluate the importance of leadership, governance, strategy and strategic thinking for sports organisations operating in dynamic globally connected and contextually grounded spaces.

This module also focuses on the role of different schools of thought in both leadership and strategy, and equips you with analytical and management skills to apply lessons learned in their contexts.

### Topics covered

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You will study a variety of topics including:

- what is strategy and why does it matter for sports organisations?
- strategic planning: analysing the external and internal context of sport
- managing stakeholders in sport
- governance and sport
- governance structures in sport
- strategic evaluation of resources and capabilities: creating competitive advantages
- leadership in sport
- implementing and evaluating strategies.

### Learning outcomes

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By the end of this module you will be able to:

- apply models and concepts to analyse the external and internal contexts of sports organisations
- analyse the challenges posed by diverse stakeholders

- develop strategies for effective stakeholder management in sport
- evaluate the strengths and trade-offs of different governance structures for sports organisations
- strategically evaluate resources and capabilities of their own and other sports organisations
- critically analyse best practice in leadership in their sports context(s).

## Assessment

Assessment for this module will include:

- One 200-word report (10 per cent)
- One limited-text presentation and accompanying 2,500-word executive summary report (90 per cent).

## Scholarships

Scholarships for the PGCert International Sports Management are available through the World Academy of Sport and the University of London. For more information on eligibility and how to apply, visit: [london.ac.uk/sports-management](http://london.ac.uk/sports-management)

## Further information

For further information on the PGCert in International Sports Management and individual modules available to study, please visit: [london.ac.uk/sports-management](http://london.ac.uk/sports-management)



With the sport industry rapidly changing, strategic management and planning are required in order to adjust and adapt to those changes. Clear road maps leading to the vision of the future desired are needed because sport is a business that requires sophisticated management and leadership skills. There is also an increasing demand for good corporate governance, and the need to serve diverse stakeholders effectively. This module is important for students aspiring to successfully lead sport teams and organisations as this success will depend more on strategic management and decision making.

**Lydia Monyepao, Module Leader**

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