

Degree Programme in Sports Coaching and Management, Vierumäki campus, Bachelor education

Name of qualification:	Bachelor of Sports Studies and the Finnish title of liikunnanohjaaja (AMK)
Level of qualification:	Bachelor's degree
ECTS credits:	210 ECTS credits
Official length of programme:	3.5 years
Mode of study	Full-time day programme
Assessment:	<ul style="list-style-type: none">• See degree regulations >>• See assessment process >>
Programme requirements:	Two academic years intensive studies, Work placement, Bachelor's Thesis, Maturity test
General arrangements for the accreditation of prior learning:	See Haaga-Helia's general arrangements of the accreditation of prior learning >> Act of Polytechnics 932/2014 25§
Admission requirements:	<ul style="list-style-type: none">• Before applying see the admission criteria at www.studyinfo.fi !• Non-Degree studies in Haaga-Helia >>• Liikunta-alan kehittäminen ja johtaminen, liikunnanohjaaja (ylempi amk-tutkinto) Note! conducted in finnish.
Access to further study:	<ul style="list-style-type: none">• Valmennuksen koulutus, liikunnanohjaaja (ylempi amk-tutkinto) Note! conducted in finnish.• University studies

Internationalization:

The programme is truly international. Every year several students come from different countries, e.g. Canada, USA, Japan, Slovenia, South Africa, England, Germany, Austria and many more. These international students bring different cultures, coaching cultures, traditions, behaviors, and working strategies to the course, which leads to a real exchange in terms of knowledge and practices. Guest lecturers, project-work abroad in cooperation with the International Ice Hockey Federation (IIHF) and on-campus exchange students add another level of internationalization to the studies. The students are encouraged to attend and organize international events, seminars and

conferences, which create the possibility for networking with other coaches and sport managers and to establish connections to associations and clubs in numerous countries.

At the end of studies the students have a firm knowledge in sport event organization and coordination, as well as in sport event and club management and in developing coaching methods. Besides the firm knowledge in organizational management the students have a wide knowledge base in planning and executing athlete development plans and in developing innovative coaching methods. Many employment opportunities for graduates open up while the student is completing the required work-placement in e.g. a sport club or a national sport organization.

Employment opportunities after graduation:

In the past graduates have found employment in the following working areas:

- Sport coaching (with emphasize on ice-hockey and on athlete-centered coaching) on club and national team level
- Managing and organizing sports events and activities
- Teaching sport to special target groups
- Instructing and coaching in sports associations and federations, as well as in clubs and gyms
- Work in the administration and management of sports clubs, gyms, associations and federations.

Cooperation with working life and with other associates:

The process-based learning environment is possible only through close cooperation with partners from the working life. These working life partners can be companies, clubs, sport associations and federations and many more that operate in the field of sport (e.g. coaching, marketing, development, coordination, and events). Both the students and the working life partners profit from a close cooperation. The students obtain the possibility to develop their personal and professional growth in respect of coaching, marketing and organizational management expertise and the working life partner receives innovative and unique project-outputs and results.

Profile of the Degree Programme in Sports Coaching and Management

The Degree Programme in Sports Coaching and Management prepares the students with the knowledge and skills that are needed in today's sports and leisure industry. Different learning objectives for the students have been set by the Degree Programme (DP) to be accomplished through the active participation in the process-oriented working methods (real-life working projects). In the project-based learning environment the students acquire and improve their competences to successfully work in challenging athlete-centered coaching environments or in customer-oriented sports events service environments upon completion of their studies.

Each student receives useful and detailed feedback on the progression in each stage of the process-oriented working methods. In this active environment students are constantly challenged to review their knowledge and to generate new creative solutions for problems.

The studies are conducted in a professional working environment where initiatives on the part of the students on innovations and projects are highly appreciated and expected.

A discussion friendly atmosphere supports and creates collaborations and interactions between the facilitators and the students, and through the use of small groups in group-work situations students are expected to work on and develop their communication-, problem-solving-, organizational skills as well as their independent working skills.

Within the new and innovative educational concept of process-oriented working-methods the students are directly working in close-cooperation with companies on solving real-life problems by means of innovative and creative solutions. This approach requires that the students already possess a working attitude towards solving case studies independently as well as already exhibiting sound skills in acquiring the knowledge and expertise needed for working on different kinds of real-life projects and problems with a view to finding creative and innovative solutions.

Key Learning Outcomes of the Programme

The key-learning outcomes and learning objectives of the Degree Programme are to equip the students with all the necessary knowledge and competences to successfully persist in demanding working-life situations. During the studies the students have the possibility to either specialize in athlete-centered coaching or in customer-oriented sports services depending on their individual interests and pre-existing knowledge.

Through the studies the students' knowledge will develop from a concrete and factual knowledge towards an abstract metacognitive knowledge. The existing knowledge and the competences of the students will be assessed at the beginning of the studies and are under a constant evaluation process throughout the studies.

The programme offers unique opportunities for the students to be actively involved in the sport of their choice on a local, national and international level. Through the close cooperation of the Degree Programme with the International Ice Hockey Federation (IIHF), the Ice Hockey Centre of Excellence (IIHCE) and the Finnish Ice Hockey Association (FIHA) the students are constantly involved in the development of ice-hockey on a world-wide scale.

Professional Growth

In order to succeed in the international and global sport instruction and coaching environment, it is vital for the students to acquire versatile skills in all fields of sport. The aim is to take the students from the orientation stage step by step towards their individually chosen specialization area. With the newly developed innovative educational concept of process oriented working-methods (real-life working projects) the students are even more required to work independently on real-life projects for clients. This approach requires that the students already possess the ability

to work independently and have the knowledge and sound skills to search for relevant information and the expertise toward solving different projects and cases in co-operation with companies.

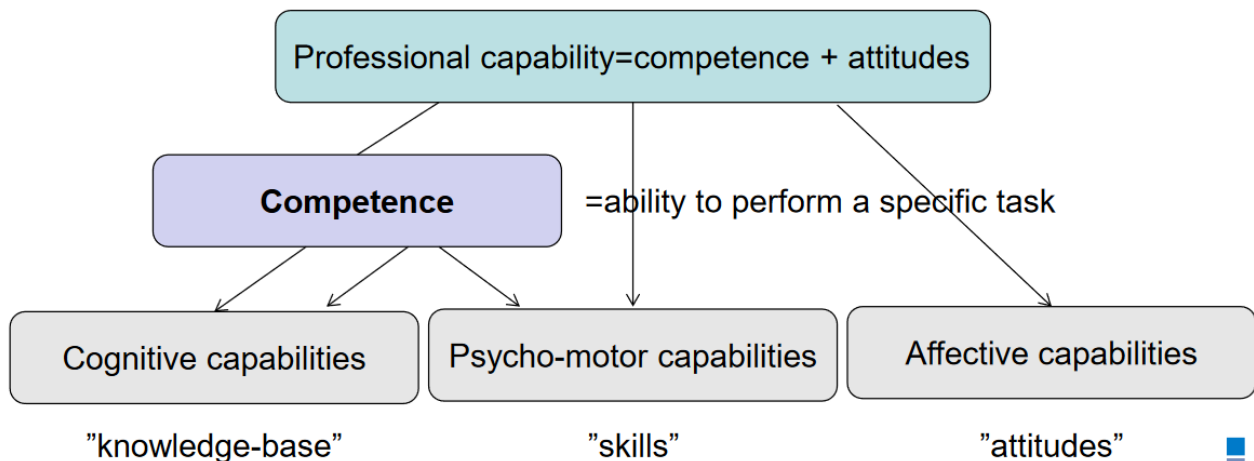
The DP imparts knowledge on organization and promotion of sport event management as well as on coaching sports on all levels and to special target groups. Upon finishing the course the graduate has the opportunities to work in the following areas:

- Sports coaching (with emphasize on ice-hockey and on athlete-centered coaching)
- Managing and organizing sports events and activities
- Teaching of sport to special target groups
- Instructing and coaching in sports associations and federations, as well as in clubs and gyms
- Work in the administration and management of sports clubs, gyms, associations and federations.

Breakdown of the Professional Capabilities of the Students which are Developed Throughout the Degree Programme



Professional capability (mod. Westerholm 2007)



Structure, Content and Extent of the Degree Programme - Degree Programme in Sports Coaching and Management

With the total scope of 210 credits, the first two years consist of intensive studies at the Vierumäki campus. The final 1-1,5 years consist of the work placement which can be completed in Finland or abroad, and the Bachelor's Thesis.

Work placement

During the work placement students can implement, and further develop skills which were acquired during the intensive studies. Engaging in real-life working environments provides the student with the chance to develop the expertise and professionalism from the theoretical context of a classroom to skills needed in various positions in the field of sports and leisure and especially in coaching. Close co-operation with the International Ice Hockey Federation (IIHF) provides opportunities for students to do their work placement in one of its' member associations and to take part in international educational seminars, camps and tournaments.

Bachelor's thesis

The Bachelor's thesis provides a chance for the student to get acquainted with methods used in scientific research and practice skills in objective problem solving. In addition to empirical, research-based publication, the thesis can also be done as a project leading to, for example, a product or event. Whether research- or project-based, the thesis should enable the student to take part in a developmental process with direct benefits to working-life. In addition to skills relevant in theoretical problem-solving, the thesis further develops the interpersonal abilities of a student through the co-operation with representatives of the working life.