

Degree Programme in Sports and Leisure Management SAAKO TÄMÄN POISTAA?

OBJECTIVES OF THE PROGRAMME

Degree Programme in Sports and Leisure Management prepares students with knowledge and skills needed in today's sports and leisure industry. With comprehensive approach to technical, tactical, physical and psychological aspects of sports, students are able to face challenges as coaches and instructors whereas communication and management studies develop students' knowhow particularly in different administrative positions of sports and leisure organizations. In all, Programme aims to support the development of the student to a professional being able to promote the growth and healthy lifestyle through sports.

PROFESSIONAL COMPETENCIES

Professional profile	Description of the competence (knowledge and skills)
Proficiency in physical activity	<ul style="list-style-type: none"> ■ Management of fundamental knowledge and skills in most common physical activities and ability to apply them into instruction with different target groups ■ Demonstration of fundamental knowledge in special education ■ Understanding of the value of various physical activity as a tool for developing motor skills, physical qualities, and self-expression
Proficiency of well-being and health promoting physical activity	<ul style="list-style-type: none"> ■ Demonstration of fundamental knowledge in anatomy and physiology and ability to apply it into teaching various target groups ■ Management of the effect mechanisms of physical activity in the body, the fundamentals of testing, and training plan / coaching program setting ■ Management of the factors affecting human growth, - development, and social behaviour as well as ability to take them into consideration in physical activity ■ Demonstration of the ability to plan and instruct health promoting physical activities ■ Demonstration of expertise in physical activity health enhancing effects
Proficiency in pedagogy and didactics	<ul style="list-style-type: none"> ■ Demonstration of ability to use variety of different instruction- and teaching methods as well as goal setting with different target groups. ■ Management of planning, execution, and estimation of

	<p>extensive modes and modules of teaching</p> <ul style="list-style-type: none"> ■ Demonstration of ability to use physical education for the benefit of supporting and educating human growth and development ■ Management of instruction,- and learning concepts based on personal values and knowledge level in physical education
Proficiency in society-, leadership- and entrepreneurship areas of physical activity	<ul style="list-style-type: none"> ■ Management of the visions of development in physical activity culture and services as well as ability to improve physical education status in the society ■ Demonstration of the ability to work in a variety of different expert and executive tasks in physical education ■ Management of the different possibilities of entrepreneurship in physical education and capability of starting a small business

PROGRAMME STRUCTURE AND CURRICULUM

Basic studies 60 cr

Basic studies provide comprehensive view of the different sports and teaching skills required to encounter future challenges in every day work. Language,- computing,- and communication skills prepare students for today's international working environment.

Professional and specialist studies 90 cr

The objective of the professional studies is to offer a student an insight into human growth and development both mentally and physically. Specialist studies aim to deepen the understanding of physical, psycho-social, technical and tactical components of sports. During specialist studies students also work in sport organizations implementing their studies into practise. The professional and specialist studies prepare students for necessary qualifications in supervision, coaching, planning, and management positions in the field of sport.

Professional studies 30 cr	
Psychology and sport	5 cr
Pedagogy and sport	5 cr
Biology and biomechanics of human movement	5 cr
Sociology and history of sports	5 cr
Health education	5 cr
Sport management	5 cr
Specialist studies 60 cr	
Physical requirements of ball games	6 cr
Technical and tactical requirements of ball games	6 cr
Psycho-social requirements of ball games	6 cr
Facilitating physical training in ball games	8 cr
Facilitating development of playing skills and game sense in ball games	8 cr
Facilitating mental training in ball games	8 cr
Leadership of coaching	6 cr
Coaching as a profession	6 cr
Discipline of coaching	6 cr

Elective studies 15 cr

The purpose of the elective courses is to complement the basic and professional studies.

Work placement 30 cr

During the work placement students can implement and further develop skills acquired during intensive studies. Work placement can be completed either in Finland or abroad. Close co-operation with the International Ice Hockey Federation (IIHF) provides opportunities for students to do their work placement in one of its' member association and to take part in international educational seminars, camps and tournaments.

Bachelors thesis 15 cr

The objective of the thesis is to produce an academic text suitable for publication. It should be coaching-related, based on practical working experiences with a scientific approach.

Courses

PROGRAMME STRUCTURE AND CURRICULUM**Basic studies 60 cr**

Basic studies provide comprehensive view of the different sports and teaching skills required to encounter future challenges in every day work. Language,- computing,- and communication skills prepare students for today's international working environment.

Professional and specialist studies 90 cr

The objective of the professional studies is to offer a student an insight into human growth and development both mentally and physically. Specialist studies aim to deepen the understanding of physical, psycho-social, technical and tactical components of sports. During specialist studies students also work in sport organizations implementing their studies into practise. The professional and specialist studies prepare students for necessary qualifications in supervision, coaching, planning, and management positions in the field of sport.

Elective studies 15 cr

The purpose of the elective courses is to complement the basic and professional studies.

Work placement 30 cr

During the work placement students can implement and further develop skills acquired during intensive studies. Work placement can be completed either in Finland or abroad. Close co-

operation with the International Ice Hockey Federation (IIHF) provides opportunities for students to do their work placement in one of its' member association and to take part in international educational seminars, camps and tournaments.

Bachelors thesis 15 cr

The objective of the thesis is to produce an academic text suitable for publication. It should be coaching-related, based on practical working experiences with a scientific approach.

Interpersonal communication

Finnish language and culture

Code: FIN1SD001

Extent: 3 cr

Timing: Semester 1-2

Language: Finnish

Level: Basic studies

Type: compulsory for foreign students

Prerequisites

-

Learning objectives

The course aims to teach the student the basics of the Finnish language in order to cope in simple everyday situations and to continue studying Finnish independently. In addition the student gets a general overview of the Finnish history, society, culture, sports culture and way of life.

Course contents

- Introduction to the Finnish languages
- The basic grammar (case system, verb types, consonant gradation)
- Everyday vocabulary, phrases and conversations
- Finland in a nutshell

Cooperation with the business community and other organisations

-

Teaching and learning methods

40 h lectures

26 h self-study

8 h study excursion

4 h examination

The teacher with main responsible for the course, teacher/s

Anna Tiikkaja

Course materials

-

Additional reading

-

Assessment criteria

80 % assignments and examination

20 % participation

Swedish

Code: SWE1SD001

Extent: 3 cr

Timing: Semester 3-4

Language: Swedish

Level: Basic studies

Type: compulsory for Finnish students

Prerequisites

-

Learning objectives

The student achieves such spoken and written skills that s/he manages in typical work situations in Swedish.

Course contents

- Social contacts in working life
- Presenting companies or other organisations
- Principles of written communication in different situations
- Intercultural communication
- Other communication situations in working life

Cooperation with the business community and other organisations

-

Teaching and learning methods

24 h lectures

48 h self-study

8 h project

The teacher with main responsible for the course, teacher/s

Aino Waltari

Course materials

-

Additional reading

-

Assessment criteria

80 % assignments and project
20 % participation

Written English

Code: ENG1SD001
Extent: 3 cr
Timing: Semester 1
Language: English
Level: Basic studies
Type: compulsory

Prerequisites

-

Learning objectives

The purpose of this course is to enable the students to write a variety of English texts correctly and in an appropriate style register. The students will also be given an introduction to academic writing.

Course contents

- The basics of punctuation
- Sentence and paragraph construction
- Cohesion and thematisation
- Formal vs. informal language
- Correct language usage
- Writing an academic essay

Cooperation with the business community and other organisations

-

Teaching and learning methods

48 h lectures
28 h self-study
4 h examination

The teacher with main responsible for the course, teacher/s

Mike Bangle

Course materials

-

Additional reading

-

Assessment criteria

80 % examination and assignments
20 % participation

Communication skills

Code: COM1SD001

Extent: 5 cr
Timing: Semester 3-4
Language: English
Level: Basic studies
Type: compulsory

Prerequisites

-

Learning objectives

The purpose of this course is to enable the students to analyse and develop their personal presentation, speech communication and persuasion skills. The student will be acquainted with the theories of speech communication and persuasion. They will practise how to prepare and give presentations in various situations.

Course contents

- Presentation skills
- Persuasion skills
- Use of body language

Cooperation with the business community and other organisations

-

Teaching and learning methods

48 h lectures
28 h self-study
4 h presentation

The teacher with main responsible for the course, teacher/s

Salla Aas

Course materials

-

Additional reading

Assessment criteria

70 % participation
30 % presentation

Computing skills

Code: ITT1SD001
Extent: 3 cr
Timing: Semester 1
Language: English
Level: Basic studies
Type: compulsory

Prerequisites

-

Learning objectives

The student is given a broad introduction to the use of computers and s/he learns to manage the essential tool programs needed during the studies. The student learns to manage modern information retrieval and is aware of the basic issues of data protection.

Course contents

- The use of computers and resource management
- Information retrieval, Internet and email
- Basics of word processing, spreadsheet programs and presentation graphics
- Information systems and services at HAAGA-HELIA
- Data protection

Cooperation with the business community and other organisations

-

Teaching and learning methods

28 h lectures

52 h self-study

4 h examination

The teacher with main responsible for the course, teacher/s

Bart van Klaveren

Course materials

-

Additional reading

Assessment criteria

60 % participation and assignments

40 % examination

Research methods

Code: MET1SD001

Extent: 3 cr

Timing: Semester 4

Language: English

Level: Basic studies

Type: compulsory

Prerequisites

-

Learning objectives

The student understands the significance of research, becomes familiar with concepts related to research, and grasps the principles of project management. S/he learns the methods used to collect and analyse data for research and development project and becomes acquainted with the life cycle of such project. The course provides the basic skills for planning a Bachelor's thesis.

Course contents

- Starting, planning, carrying out, and completing a project
- Project and research types
- The nature, criteria and concepts of scientific knowledge
- Research ethics
- The role of a theoretical frame of reference in research
- Creating a research proposal
- Empirical data collection methods
- Principles of questionnaire design
- Measurement levels

Cooperation with the business community and other organisations

-

Teaching and learning methods

28 h lectures

40 h self-study

16 h project

The teacher with main responsible for the course, teacher/s

Jukka Tiikkaja

Course materials

-

Additional reading

Assessment criteria

40 % participation

60 % project

Teaching skills in sports

Pedagogy and sports

Code: TEA1SD001

Extent: 3 cr

Timing: Semester 3

Language: English

Level: Basic studies

Type: compulsory

Prerequisites

-

Learning objectives

The student will learn the spectrum of different teaching styles. Student will be able to select proper teaching methods for different teaching situations. Student will learn through independent and guided practice a variety of teaching skills. Student will learn the importance of class size, skills level, space, and equipment available when teaching physical education.

Course contents

- The concept of teaching
- Teaching styles
- Decision-making in teaching
- Interaction between teacher and learner
- Categories of feedback
- Planning lessons

Cooperation with the business community and other organisations

-

Teaching and learning methods

28 h lectures

52 h self-study

4 h examination

The teacher with main responsible for the course, teacher/s

Tomi Paalanen

Course materials

-

Additional reading

Team sports

Code: SPO1SD007

Extent: 5 cr

Timing: Semester 1-2

Language: English

Level: Basic studies

Type: compulsory

Prerequisites

-

Learning objectives

The student will learn and develop the basic skills, rules and tactics of each game. Students will develop knowledge and understanding of the roles that are present in team games. Training methods and drills are taught as well as basic methods of coaching. Student will learn to adapt the games as part of training in their own specialized field.

Course contents

- Soccer
- Basketball
- Floorball
- Team Handball
- Finnish Baseball
- Volleyball
- Ice Games
- New Games

Cooperation with the business community and other organisations

-

Teaching and learning methods

112 h lectures

28 h self-study

The teacher with main responsible for the course, teacher/s

Tomi Paalanen

Course materials

-

Additional reading**Assessment criteria**

60 % participation

40 % assignments

Humanbeing in sports

Psychology and sports

Code: PSY1SD001

Extent: 5 ECTS cr

Timing: Semester 4-5

Language: English

Level: Sport Instructions studies

Type: compulsory

Prerequisites

None

Learning objectives

- To increase your understanding of how psychological factors influence involvement and performance in sport, exercise, and physical education settings
- To help you acquire skills and knowledge about sport psychology that you can apply as a coach, teacher, athletic trainer, or exercise leader
- To increase your understanding of how participation in sport, exercise, and physical education influences the psychological makeup of the individuals involved

Course contents

- Introduction to sport psychology
- Motivation and goal setting
- Feedback, reinforcement and intrinsic motivation
- Communication
- Arousal, stress and anxiety
- Goal setting
- Concentration
- Arousal Regulation

- Imagery and visualization
- Self-Confidence
- Athletic Injuries and Psychology
- Burnout and Overtraining
- Psychological growth and development

The focus of the course will be to provide an understanding for the essence of psychology in sports. The main aim will be to introduce the student to sport psychology and its different domains.

Cooperation with the business community and other organisations

Guest lecturers

Teaching and learning methods

48 h lectures

15 h project

40 h self-study

4h examination

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

Weinberg, R. S. & Gould, D. 2007. Foundations of sport and exercise psychology. 4th edition. Champaign, Il.: Human Kinetics.

Additional reading

Bull, S. & Shambrook, C. 2004. Soccer the mind game: Seven steps to achieving mental toughness. Ramsbury, Marlborough: The Crowood Press Ltd.

Burton, D. & Raedeke, T. D. 2008. Sport psychology for coaches. Champaign, Il.: Human Kinetics.

Cox, R.H. 2002. Sport Psychology: Concepts and applications. 5th edition. New York, Ny:McGraw-Hill

Martens, R. 1987. Coaches guide to sport psychology. Champaign, Il.: Human Kinetics.

Miller, S. L. 2003. Hockey Tough: A winning mental game. Champaign, Il.: Human Kinetics.

Murphy, S. 2005. The sport psych handbook. Champaign, Il.: Human Kinetics.

Assessment criteria

80% examination

10% project work

10% class activity

Sociology and sports

Code: SOC1SD001

Extent: 5 ECTS cr

Timing: Semester 4-5

Language: English

Level: Sport Instructions studies

Type: compulsory

Prerequisites

None

Learning objectives

- To understand how sport has evolved through history.
- To increase an understanding of the nature of sport and its relationship with society.
- To increase an understanding of a range of major contemporary issues in relation to the role of sport in society

Course contents

- History of sports
- Introduction to sport, culture and society
- Sports and socialization
- Sports and politics
- Violence and aggression in sport
- Sport and economy
- Sport, education and youth groups

Cooperation with the business community and other organisations

-

Teaching and learning methods

E-Learning

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

Curtis, J., Loy, J. & McPherson, B. 1989. The Social Significance of Sport : An Introduction to the Sociology of Sport. Champaign Il: Human Kinetics.

Additional reading

-

Assessment criteria

100% Written assignments

Structure and function of human being

Code: PHY1SD001

Extent: 5 cr

Timing: Semester 4-5

Language: English

Type: compulsory

Learning objectives

The student is familiarized with the basic structures and functions of the human body. While the emphasis is placed on understanding the basic structures of the human body, the course will also introduce changes and adaptations occurring in different body systems during and after exercise.

Course contents

Part 1:

Anatomy of the locomotor system

The Nervous system

The Muscular system

Part 2:

The Cardiovascular system

The Respiratory system

The Digestive system

The Endocrine system

Teaching and learning methods

Contact lessons, assignments, projects, exams

Part 1: 68 h

Part 2: 68 h

The teacher with main responsible for the course, teacher/s

Mika Vähälummukka

Course materials

Martin, F.E. & Bartholomew, E.F. 2007. Essentials of anatomy & physiology. 4th edition. Pearson: Benjamin Cummings. San Francisco. Lecture handouts

Assessment criteria

Exams, essays, presentations

Health and wellbeing

Health education and nutrition

Code: HEA1SD001

Extent: 3 cr

Timing: Semester 5 & 1

Language: English

Type: compulsory

Prerequisites

-

Learning objectives

Health education: Students should be able to understand the basic factors that contribute to individual and societal health. Student should also have a better understanding of the complex interactions of risk factors that may influence their individual and societal health. This course gives student the basics for their own development in the area of health, as well as possible tools for working in a health-related field.

Nutrition: Student should be able to understand what the different types of nutrients are and how do these nutrients relate to their bodies and their everyday health. This understanding gives them tools in the evaluation and planning of a healthy diet

Course contents

Health education 1,5 cr

Nutrition 1,5 cr

Course contents

Health education 1,5 cr

Nutrition 1,5 cr

Teaching and learning methods

Health education:
26 h self-study

Nutrition:
12 h lectures
14 h presentation/projects
16 h essay

Teacher:

Mika Vähälummukka

Course materials

Health education:

Health: the basics (8th edition), R.J. Donatelli. 2009. Pages: 1-249, 383-419

Nutrition:

McArdle, W.D., Katch, F.I. And Katch, V.L. 2008. Sports and Exercise Nutrition. 3rd ed. Lippincott, Williams & Wilkins, Baltimore. Pages 2-89, 171-192

or

McArdle, W.D., Katch, F.I. & Katch, V.L. 2006. Exercise Physiology: Energy, nutrition and human performance. 6th ed. Williams & Wilkins, Baltimore, USA. Pages 7-121, 195-206

Health-related fitness

Code: HEA1SD002

Extent: 5 cr

Timing: Semester 2

Language: English

Type: compulsory

Learning objectives

Students should be able to use and understand the basic techniques used in the measurement of health-related components of physical fitness. This course gives a student an opportunity to learn and gain experience of health-related fitness testing procedures.

Students should be able to understand the basic concepts related to physical activity and health, relationship between levels of physical activity and fitness, relationships between regular physical activity and health outcomes, what types of exercise programs are effective and the dose-response issues related physical activity.

After this course a student should be able to measure different health-related components of physical fitness and plan effective exercise programs for different types of groups

Course contents

Fitness testing 2,5

Physical activity and health 2,5

Teaching and learning methods

16 h lectures

16 h testing demonstrations
26h project
14 h presentation
64 h learning diary

The teacher with main responsible for the course, teacher/s

Mika Vähälummukka

Course materials

Recommended:

ACSM's Health-Related Physical Fitness Assessment Manual, Second Edition (2008). LWW, Baltimore.

Bouchard,C., Blair, S.N. and Haskell, W.L. (2007). Physical Activity and Health. HK.

Additional:

ACSM's Resource Manual for Guidelines for Exercise Testing and Prescription, Sixth Edition

(2008). LWW, Baltimore. ACSM's Guidelines for Exercise Testing and Prescription, Eighth Edition

(2008). LWW, Baltimore.

Assessment:

20% presentation, 30% health project, 50% learning diary.

Wellbeing at work

Code: HEA1SD004

Extent: 3 cr

Timing: Semester 4

Language: English

Level: Basic studies

Type: compulsory

Prerequisites

-

Learning objectives

The student forms a general view of how important well-being at work and the ability to work are in terms of the individual, work community and society. The student identifies the significance and emphases of the various components of well-being at work and work capability. The student keeps up with the discussion on the development of working life and is able to participate in the development of well-being in his/her work community. The student explores the latest financial and information issues of the field and is able to maintain psychological, physiological and social working capacity.

Course contents

- The importance of work
- The importance of health to an individual
- Occupational safety and well-being at work
- Working capacity
- Work environment and ergonomics
- Working ability and stress management
- Organising activities promoting working ability

Cooperation with the business community and other organisations

-

Teaching and learning methods

28 h lectures

26 h self-study

28 h project

The teacher with main responsible for the course, teacher/s

Mika Vähälummukka

Course materials

-

Additional reading

-

Assessment criteria

60 % participation

40 % assignments and project

Service and business skills

Entrepreneurship in sports

Code: WOR1SD001

Extent: 3 ECTS cr

Timing: 1-2

Language: English

Level: Sport Instructor studies

Type: compulsory

Prerequisites

None

Learning objectives

- To increase your understanding of the entrepreneurial process.
- To increase your understanding and awareness of basic concepts and problems in starting a business.
- To recognize how being innovative and creative are essential entrepreneurial skills for starting a business
- To be able to create a solid business plan

Course contents

- Foundations and challenge of Entrepreneurship
- Building the Business Plan
- Business Plan presentations

This course helps students gain understanding of the entrepreneurial process. During the course students will create a business plan and increase their understanding of basic concepts and issues in starting a business. Students will also explore the skills and characteristics of successful entrepreneurs.

Cooperation with the business community and other organisations

Guest lecturers, projects with the local business community and organisations

Teaching and learning methods

12 h lectures
52 h project
10 h self-study

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

Kuehl, C. R. & Lamping, P. A. 2007. Entrepreneurship. 4th edition. New Jersey, NJ: Pearson Education.

Additional reading

Scarborough, N. M. & Zimmerer, T. W. 2008. Essentials of entrepreneurship and small business management. 5th edition. New Jersey, NJ: Pearson Education.

Assessment criteria

90 project work
10% class activity

Introduction to leadership

Code: LEA1SD001

Extent: 3 ECTS cr

Timing: TBA

Language: English

Level: sport instructor studies

Type: compulsory

Prerequisites

none

Learning objectives

- To increase your understanding of different leadership styles and theories
- To increase your self-awareness as a leader

Course contents

- Introduction
- Different leadership styles and major leadership theories
- Transformational Leadership
- Culture and Leadership
- Leadership and emotional intelligence
- Leadership ethics

The theoretical basis of leadership is examined during the course. This course should also help you to discover, develop and understand your preferred style of leadership.

Cooperation with the business community and other organisations

Quest lecturers

Teaching and learning methods

24 h lectures

24 h project

26 h self-study

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

Northouse, P.G. 2007. Leadership Theory and Practice. 4th ed. London: Sage.

Additional reading

Clawson, J. G. 2009. Level Three Leadership: Getting below the surface. 4th ed. New Jersey: Pearson Education.

Assessment criteria

10% class activity

40% presentation

50% book review

Leadership skills in sports - Coaching studies

Discipline of Coaching

Extent: 6 cr (160 h)

Timing: Semester 1–4

Language: English

Level: specialist studies

Type: compulsory

Prerequisites

-

Learning objectives

- To familiarize oneself with a coaching process as a whole
- To become acquainted with different contexts of coaching

Course contents

- Leadership
- Communication
- Dealing with problems
- Training discipline
- Preparation

- Tactics

The course will introduce students to the art of coaching as a whole. Students will be familiarized with different aspects of coaching from a practical point of view. During the course students will develop their communication skills enabling them to cope from various situations in the field of coaching

Cooperation with the business community and other organisations

-

Teaching and learning methods

96 h lectures

56 h self-study and teamwork

8h examination

The teacher with main responsible for the course, teacher/s

Anthony de Carvalho

Course materials

Course booklet

Additional reading

-

Assessment criteria

80% examination

20% class activity

Leadership skills development

Extent: 6 cr (160 h)

Timing: Semester 3–4

Language: English

Level: Core of coaching

Type: compulsory

Prerequisites

Psychology and sports

Learning objectives

- Students will learn how to use leadership skills in practical coaching situations.
- The course will familiarize the students how to go through the common coaching obstacles.
- Students will learn how to prepare their own coaching philosophy and get familiar with well known coaching philosophies.
- The course will provide a practical case study how to operate with the media in coaching.
- Students will get practical models of developing organization, club-, federation- and regional operations.

Course contents

- Leadership vs management in practical settings
- Coaching through obstacles
- Coaching philosophy
- Media relations
- Status of sport – Leadership challenges

Cooperation with the business community and other organisations

During the second year studies the students are working in practical coaching / teaching positions in local clubs. In addition, the students will also take part in various development camps run by national and international federations.

Teaching and learning methods

60 h lectures

60 h self-study and teamwork

25 h project

6h examination

The teacher with main responsible for the course, teacher/s

Kari Savolainen

Course materials

Educational material from seminars, research studies, and other coaching education material distributed in the class.

Assessment criteria

30% quizzes/exams

30% projects

40% class activity

Note: All areas of evaluation have to be successfully passed

Athlete's development in sports

Physical development in sports

Code: COA2SD001

Extent: 8 cr

Timing: Semester 3–4

Language: English

Level: Professional studies

Type: compulsory

Prerequisites

Structure and function of humanbeing

Learning objectives

- To understand physiological principles underlying athletic development with respect to the requirements of the sport

- To understand the effect of maturation on trainability

Course contents

- Training principles
- Energy production systems
- Sport-specific physical analysis
- Physical growth phases and training
- Special issues in training

The course will introduce physiological principles underlying athletic development. The student will learn to analyse the requirements of a sport, and the physical development of an athlete in different phases of training. Students will also learn about growth, and physiological maturation of athletes. The content of the class will help the students to improve their understanding on planning, executing and monitoring different training programs.

Cooperation with the business community and other organisations

Practical project done with local clubs

Teaching and learning methods

36 h lectures
36 h practical training and testing demonstrations
30 h project
108 h self-study and teamwork
4h examination

The teacher with main responsible for the course, teacher/s

Jukka Tiikkaja

Course materials

McArdle, W. D., Katch, F. I. & Katch, V. L. 2007. Exercise Physiology: energy, nutrition and human performance. 6th edition. Lippincott Williams & Wilkins. Baltimore. P. 113–253, 469–766.

Guidelines for athlete assessment in New Zealand Sport:

- Aerobic assessment
- Anaerobic assessment
- Field tests
- Flexibility and muscle balance assessment
- Kinanthropometric assessment
- Strength and power

Additional reading

Smith, D. J. 2003. A framework for understanding the training process leading to elite performance. *Sports Medicine*, 33: 1103-1126.

Naughton et. al. 2000. Physiological issues surrounding the performance of adolescent athlete. *Sports Medicine*, 30: 309-325.

Halson, S. L. & Jeukendrup, A. E. 2004. Does overtraining exist? *Sports Medicine*; 34: 967-981.

Glaister, M. 2005. Multiple sprint work – Physiological responses, mechanisms of fatigue and the

influence of aerobic fitness. *Sports Medicine*; 35: 757-777.

Ross, A. & Leveritt, M. 2001. Long-term metabolic and skeletal muscle adaptations to short-sprint training – Implications for spring training and tapering. *Sports Medicine*; 31: 1063-1082.

Laursen, P. B. & Jenkins, D. G. 2002. The scientific basis for high-intensity interval training - Optimising training programmes and maximising performance in highly trained endurance athletes. *Sports Medicine*; 32: 53-73.

Fry, A. C. 2004. The role of resistance exercise intensity on muscle fibre adaptations. *Sports Medicine*; 34: 663-679.

Australian Sports Commission; Gore, J. C. (ed.) 2000. Physiological tests for elite athletes. *Human Kinetics*. Champaign, Illinois.

Assessment criteria

60 % participation

40 % assignments and project

Psycho-social development in sports

Code: COA2SD002

Extent: 8 ECTS cr

Timing: period 1-5

Language: English

Level: Core of coaching

Type: compulsory

Prerequisites

Psychology and sports

Learning objectives

- To deepen your understanding on demands that ball games environment sets for an individual athlete.
- To build knowledge on various psycho-social and emotional skills of a player and a coach.
- To increase your understanding how to build a motivated, committed, and cohesive team.
- To increase your understanding in practical applications of mental training in sport.

Course contents

- Individual in different group environments
- Group dynamics
- Psycho-social skills and competition
- Team building
- Introduction to psychological skills training
- Final project

Students will deepen their understanding on demands that ball games environment sets for an individual athlete. They will build knowledge on various psycho-social and emotional skills of a player and a coach and how to build a motivated and cohesive team. The focus of the course will be in practical applications of mental training in a sport-specific context.

Cooperation with the business community and other organisations

Guest lecturers

Projects with local sport clubs

Teaching and learning methods

24 h lectures

80 h project

30 h self-study

2h examination

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

Weinberg, R. S. & Gould, D. 2007. Foundations of sport and exercise psychology. 4th edition. Champaign, Il.: Human Kinetics.

Additional reading

Bull, S. & Shambrook, C. 2004. Soccer the mind game: Seven steps to achieving mental toughness. Ramsbury, Marlborough: The Crowood Press Ltd.

Hardy, L. Jones, G. & Gould, D. 2007. Understanding Psychological Preparation for Sport : Theory and Practice of Elite Performers. West Sussex: John Wiley & Sons Ltd.

Hausenblas, C. & Eys. 2005. Group Dynamics in Sport 3rd edition. Morgantown, WV: Fitness Information Technology, Inc.

Janssen, J. 1999. Championship team building: What every coach needs to know to build a motivated, committed and cohesive team. Tucson, AZ: Winning The Mental Game.

Jowett, S. & Lavallee, D. 2007. Social psychology in sport. Champaign, Il.: Human Kinetics.

Martens, R. 1987. Coaches guide to sport psychology. Champaign, Il.: Human Kinetics.

Miller, S. L. 2003. Hockey Tough: A winning mental game. Champaign, Il.: Human Kinetics.

Murphy, S. 2005. The sport psych handbook. Champaign, Il.: Human Kinetics.

Weinberg, R. S. & Gould, D. 2003. Foundations of sport and exercise psychology. 3rd edition. Champaign, Il.: Human Kinetics.

Assessment criteria

50% examination

40% project work

10% class activity

Technical and Tactical Development in Sports

Code:COA2SD003

Extent: 10 cr (265 h)

Timing: Semester 1–3

Language: English

Level: Core of Coaching

Type: Compulsory

Prerequisites

None

Learning objectives

- The students will learn what are the basic elements in coaching a team and individual athlete.
- The course will familiarize the student how to analyse games/sports through technical and

tactical aspects of ball games . In this, the students will be able to analyse the demands and the required qualities that sports have for an individual player and a coach.

- Using sport / game analysis as the main source of information the students will examine physical, technical, tactical, and psycho-social realities of performance and develop their own ways of managing performance.
- The course will look into talent evaluation, player scouting, and recruiting.
- The course will also provide base how to incorporate periodization principles into training children, youth, and adults.

Course contents

- Perceptual and Cognitive Skill Development and Games
- Stages of Optimum Receptiveness (Coaching athletes in different developmental stages)
- Play, Games, and Sports
- Sport Specific Skills
- Game Analysis
- General Tactics
- Sport-Specific Tactics
- Talent Evaluation (physical, including technical and tactical, mental, emotional elements)
- Evaluating talent by sport
- Planning Training Tools
- Constructing an individual athlete focused plan for training
- Establishing plan for training (long-term, short-term, practice session, and effective individual activity)

Cooperation with the business community and other organisations

The course is a one and half year course. During the first year the students are introduced to the local practical coaching and teaching opportunities. In addition, the students will also take part in various development camps run by national and international federations. During the second year students will have some local club/team to participate to the coaching.

Teaching and learning methods

130 h lectures

50 h projects

75 h self-study and teamwork

10h examination

The teacher with main responsible for the course, teacher/s

Kari Savolainen

Course materials

Educational material from seminars, research studies, and other coaching education material distributed in the class.

Assessment criteria

30% exams

30% assignments, projects

40% class activity

Management skills in sports

Financing in sports

Extent: 3 ECTS cr
Timing: Period 3-4
Language: English
Level: sport instructor studies
Type: compulsory

Prerequisites

none

Learning objectives

- To increase your understanding of the financial concepts and theories and their application in the sport industry.
- Course contents
- Budgeting
- Basic accounting principles
- Sources of revenue for sport organizations

This course introduce you the principles of finance and how these principles can be applied to the sports industry.

Cooperation with the business community and other organisations

Quest lecturers

Teaching and learning methods

24 h lectures
20 h assignments
30 h self-study

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

TBA

Additional reading

-

Assessment criteria

70% examination
20% assignments
10% class activity

Marketing in sports

Code: MAR2SD001
Extent: 5 ECTS cr
Timing: Semester 4-5
Language: English
Level: Sport Instructions studies
Type: compulsory

Prerequisites

None

Learning objectives

- To understand fundamental concepts and theories of marketing and the marketing process
- To understand the marketplace and consumers
- Design a customer-driven marketing strategy and marketing mix
- To be able to develop a coherent and complete marketing plan and participate effectively as a member of marketing project team

Course contents

- Defining marketing and the marketing process
- Understanding the marketplace and consumers
- Designing a customer-driven marketing strategy and marketing mix
- Extending marketing

The course explores the basic concepts of sports marketing. The student understands the significance of segmentation and positioning as the key elements of marketing. The student explores the competitive tools of marketing and customer-based approaches.

Cooperation with the business community and other organisations

Guest lecturers

Cooperation with local sport clubs and organisations

Teaching and learning methods

48 h lectures

35 h project

20 h self-study

4h examination

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

Amstrong, G. & Kotler, P. 2006. Marketing: An Introduction. 8th ed. Pearson Prentice Hall. New Jersey, NY.

Shank, M. D. 2005. Sports Marketing: A Strategic Perspective. 3rd ed. Pearson Prentice Hall. New Jersey, NY.

Additional reading

Lagae, W. 2005. Sports Sponsorship and Marketing Communications: A European Perspective. Pearson Prentice Hall. New Jersey, NY.

Assessment criteria

60% written test

30% marketing project

10% class activity.

Organizational management in sports

Code: BUS2SD002

Extent: 4 ECTS cr

Timing: 1-2

Language: English

Level: Coaching studies

Type: compulsory

Prerequisites

None

Learning objectives

- To understand the principles of management and their application to the sports organizations and the sports industry
- To understand the four functions of management (planning, organizing, leading and evaluating.)
- To understand the roles, responsibilities, and skills required of managers in today's changing organizations.

Course contents

- Introduction to sport management and organizations
- Defining the manager's terrain
- Planning
- Organizing
- Leading
- Controlling

This course examines sport and sport-related organizations. The four functions of management – planning, organizing, leading, and evaluating – provide the course's general framework. Future trends in sports management will be highlighted.

Cooperation with the business community and other organisations

Guest lecturers

Teaching and learning methods

36 h lectures

30 h project

30 h self-study

The teacher with main responsible for the course, teacher/s

Markus Arvaja

Course materials

Chelladurai, P. 2005. Managing organizations for sport and physical activity. Arizona: Holcomb Hathaway.

Robbins, S. & Coulter, M. 2007. Management. 9th edition. Prentice Hall.

Slack, T. & Parent, M. 2006. Understanding sport organizations: The application of organization theory 2nd edition. Champaign, Il: Human Kinetics.

Additional reading

Senge, P.1990. The fifth discipline: The art and practice of the learning organization. New York: Doubleday.

Assessment criteria

30% presentations

30% project work

40% class activity

Free elective studies

Coaching as a Profession

Code:

Extent: 3 cr (80 h)

Timing: Semester 4

Language: English

Level: Core of coaching

Type: Elective

Prerequisites

Technical and tactical development in sports

Learning objectives

- Students will get familiar with different coaching environments and learn how to effect on their own environment
- The course will familiarize how to build a successful team, team identity and team staff
- Using visitors and experienced coaches the students will get familiar to the professional coaching styles and reality of coaching environment
- Students will learn how to prepare the team and athlete to a competition, series and tournaments

Course contents

- Coaching Process
- Managing the working environment
- Building and developing a team and a coaching staff
- Team Identity
- Setting goals for the season

Cooperation with the business community and other organisations

During the second year studies the students are working in practical coaching / teaching positions in local clubs. In addition, the students will also take part in various development camps run by national and international federations.

Teaching and learning methods

30 h lectures

40 h self-study and teamwork

2h examination

The teacher with main responsible for the course, teacher/s

Kari Savolainen

Course materials

Educational material from seminars, research studies, and other coaching education material distributed in the class.

Assessment criteria

30% exam

30% assignments

40% class activity

Note: All areas of evaluation have to be successfully passed

Work placement

Internship/work placement of 30 credits is an essential part of the degree. The degree programme combines a coaching work and practice-oriented approach with emphasis on professional knowhow and personal development.

Training enables students

- to familiarize themselves with coaching duties and tasks in working life while doing work that is relevant to the degree programme
- to apply the knowledge they have learned to practice
- to evaluate their personal aptitude in view of the requirements of working life

Work placement jobs can be international. At the end of the training students will write a report. The approved training will give 30 credits and they are entered in the study records and graduation certificate.

Bachelor's thesis

The degree includes a final project of 15 credit units; which is the same as three months of fulltime work, and it is usually scheduled for 2nd - 4th year of studies. The final project may be a survey, development project, planning project or other project or it may involve developing methods etc. Whenever possible the final project should be combined with the internship. The final project can be carried out individually, in pairs or in teams.