

# Report of Validation Panel

Date of Meeting: 14<sup>th</sup> May 2013

**Named Award:** Bachelor of Business Studies (Honours)  
**Programme Title:** Sport and Exercise  
**Award Type:** Bachelor of Business Studies (Honours)  
**Award Class:** Major Award  
**NFQ Level:** 8  
**Intakes Commencing:** September 2013  
**ECTS/ACCS Credits:** 60

## PANEL MEMBERS

Name / Function / Institution
Dr Michael Harrison, Head, Dept of Health, Sport and Exercise Science, Waterford Institute of Technology
Dr Noel Richardson, Lecturer and Director Centre for Men's Health, Institute of Technology, Carlow
Ms Shirley O'Shea, Senior Health Promotion Officer, Health Promotion Dept., Eye, Ear & Throat Hospital, Cork
Mr Bertie Smith, Principal Ashton School (Retired) Cork, IRFU Official Referee
Mr Mark McManus, Health & Wellness Manager LeisureWorld, Cork & Registrar, Irish Register of Exercise Professionals (REPs Ireland)
Dr Eamonn Cashell, Dean of Graduate Studies, Cork Institute of Technology
Dr Catherine Frehill, Module Moderator, Office of the Registrar and Vice President for Academic Affairs, CIT

## PROPOSING TEAM MEMBERS

Name / Function / Department
Dr Margaret Linehan, Head, School of Humanities
Mr Jim Walsh, Head, Department of Social and General Studies
Mr Brian McGrath, Head, Department of Management and Marketing
Dr Con Burns, Lecturer, Department of Social and General Studies
Mr Noel Collins, Lecturer, Department of Social and General Studies
Ms Jennifer Flack, Lecturer, Department of Social and General Studies
Ms Joan Dineen, Lecturer, Department of Social and General Studies
Ms Jean O'Shea, Lecturer, Department of Social and General Studies
Mr Paul Coffey, Lecturer, Department of Social and General Studies
Mr Maurice Murphy, Lecturer, Department of Management and Marketing
Ms Irene Hogan, Sports Hall Administrator, Department of Social and General Studies

## BACKGROUND TO THE PROPOSED PROGRAMME

The proposal seeks validation for an add-on, one-year Bachelor of Business Studies (Honours) in Sport and Exercise. Currently, students who complete the Level 7 Bachelor of Business in Recreation and Leisure Management within the Department of Social and General Studies can apply for entry to the Level 8 Bachelor of Business Studies with the Department of Management and Marketing. In developing this new Level 8 degree programme in a specialist area the School of Humanities and the Department of Social and General Studies is endeavouring to create an additional progression route for its graduates within their chosen discipline, with a view to enhancing their career opportunities.

The proposed Level 8 course is anchored in business studies and aims to develop skills, competencies and knowledge that can be applied to the areas of sport, leisure and physical activity promotion. Increasing professionalisation in the field of sports coaching and exercise leadership is producing a demand for specialist graduates with high level skills in the practical delivery sphere, but also in project management, social marketing and financial management. This business studies skill set will give CIT graduates a competitive advantage over most other graduates of similar programmes from competitor third level institutions.

Detailed consultation took place with relevant enterprise partners to discuss programme design and development including areas of specialisation, demand for graduates and the title of the programme.

## FINDINGS OF THE PANEL

*NOTE: In this report, the term “**Requirement**” is used to indicate an action or amendment which in the view of the Panel **must** be undertaken prior to commencement of the Programme. The term “**Recommendation**” indicates an item to which the Institute/Academic Council/Course Board should give serious consideration for implementation at an early stage and which should be the subject of ongoing monitoring.*

The Panel has considered the documentation provided and has discussed the programme with the proposers. Based on this, the Panel has arrived at a number of Findings, Requirements and Recommendations as follows.

### 1. Programme-Level Findings

#### 1.1 NEED FOR THE PROGRAMME

**Validation Criterion: Is there a convincing need for the programme with a viable level of applications?**

Overall Finding: Yes

#### 1.2 AWARD

**Validation Criterion: Are the level and type of the proposed award appropriate?**

Overall Finding: Yes

#### 1.3 LEARNING EXPERIENCE

**Validation Criterion: Is the learning experience of an appropriate level, standard and quality overall?**

Overall Finding: Yes

The proposed Programme Outcomes as presented to the Panel are attached as Appendix 1. Findings, requirements and recommendations concerning individual modules (if any) are recorded in Section 3 below.

#### 1.4 PROGRAMME STRUCTURE

**Validation Criterion: Is the programme structure logical and well designed (including procedures for access, transfer and progression)?**

Overall Finding: Yes, subject to certain Requirements and Recommendations

The Programme Outcomes as proposed to the panel on 14th May 2013 are in Appendix 1. The revised programme outcomes as proposed and for approval are in Appendix 3. The Semester Schedules as proposed to the panel on 14th May 2013 are in Appendix 2. The revised semester schedules as proposed and for approval are in Appendix 4.

**1.3.1 Requirement:** The panel is concerned about the balance and inter-relationship between Sport, Exercise and Business. It was felt that the mandatory business modules should be reviewed, in particular FINA8004 Financial Management 2 in semester 2 should be reconsidered as there may be scope for sharing of a more suitable module for the graduate.

**1.3.2 Requirement:** The proposers should reconsider the balance of mandatory and elective modules.

**1.3.3 Requirement:** The specialist areas of the programme should be strengthened by focusing initially on the existing strengths and resources within the department.

**1.3.4 Requirement:** The programmes outcomes should be further developed and expanded.

#### 1.5 PROGRAMME MANAGEMENT

**Validation Criterion: Are the programme management structures adequate?**

Overall Finding: Yes, subject to certain Requirements and Recommendations

**Requirement:** Expand on the proposed management structure within the programme submission documentation.

#### 1.6 RESOURCE REQUIREMENTS

**Validation Criterion: Are the resource requirements reasonable?**

Overall Finding: Yes, subject to certain Recommendations

**1.6.1 Requirement:** Expand on the resources which are available and any additional resources which may be required within the programme submission documentation including laboratories, equipment, software, classrooms and additional journal library requirements.

**1.6.2 Recommendation:** The panel recommends a laboratory be dedicated for use by this programme and the BBus in Recreation and Leisure Management.

#### 1.7 IMPACT ON THE INSTITUTE

**Validation Criterion: Will the impact of the programme on the Institute be positive?**

Overall Finding: Yes

## 2. Module-Level Findings

The Panel notes that 5 modules on the proposed programme as presented to the panel on May 14<sup>th</sup> are pre-approved modules which may be delivered across several CIT programmes. In the revised submission, 5 modules are pre-approved modules.

The Panel was informed that the new draft modules have been the subject of internal scrutiny by the CIT module moderator (Dr Catherine Frehill).

In exercising its brief to consider the overall standard and appropriateness of modules, the Panel wishes to add the following findings, requirements and recommendations.

### 2.1 ALL MODULES

**2.1.1 Requirement:** Any revisions to Module Descriptors or Semester Schedules made to address the recommendations and requirements in this require sign-off from the CIT Module Moderator and the Registrar's Office prior to approval by the CIT Academic Council.

**2.1.2 Requirement:** The appropriate reassessment requirement should be selected for each module.

**2.1.3 Requirement:** Reading lists including journals and texts should be expanded and updated to ensure currency of content.

**2.1.4 Requirement:** The learning outcomes and indicative content should be reviewed to ensure the modules are at an appropriate level.

**2.1.5 Requirement:** Evidence based content and links to research based content should be included.

### 2.2. Shared Approved Modules

**Recommendation:** The assessment descriptions should be expanded to include scope for sport and exercise focused assignments where appropriate .

### 2.3. Modules: Dissertation – Research Phase / Dissertation - Implementation

**2.3.1 Requirement:** The coursework breakdown should be expanded by including several milestones for the students.

**2.3.2 Requirement:** Additional resources should be available for module content to be delivered including lectures or seminars on research methodology, SPSS etc.

### 2.4. Module: Sport Performance Analysis / Clinical Exercise Practitioner / Elite Sports Conditioning

**2.4.1 Requirement:** These modules should be retitled.

### 2.5 Module: Sport and Exercise Nutrition

**2.5.1 Requirement:** The content of the module is too broad to be covered at an appropriate depth for an advanced module. This module should be rewritten by refocusing the module learning outcomes and content. Dietary Analysis software should be utilised in the module.

### 2.6 Module: Applied Sports Psychology

**2.6.1 Requirement:** The content and level of this module was deemed to be at an introductory level and the panel recommends the removal of this module from the Level 8 programme.

## 3. Other Findings

At the validation meeting the panel were very supportive of the programme due to the constructive engagement during the panel sessions. The panel supported and encouraged further development of the programme in line with discussions, requirements and recommendations made by the panel. Panel members required additional submission documentation that better reflected the programme as evidenced through the comments of the proposers at the panel meeting.

The additional documentation including a revised programme schedule (Appendix 3), revised semester schedules (Appendix 4) and module revisions has been reviewed by the panel members who have concluded that the updated submission meets all the requirements as set out previously and not only reflects the strengths within the teaching staff and Institute itself, but reflect the emerging demand with the industry.

The panel wishes to commend the proposers on their work and dedication in putting together the programme proposal.

#### 4. Conclusion

Based on the above findings, the Panel has arrived at the following Conclusions:

- The Programme meets the required standards for an award in the Business field of study at Level 8 of the National Framework of Qualifications.
- The Programme meets the criteria for validation of a new programme adopted by the Academic Council of Cork Institute of Technology.

The Panel therefore recommends that the Programme be validated for five academic years, or until the next programmatic review, whichever is soonest, subject to implementation of the Requirements above, and with due regard to the Recommendations made.

Implementation of Requirements and Recommendations
<b>Requiring Registrar's Office Sign-Off:</b>
<b>1.3.1 Requirement:</b> Completed
<b>1.3.2 Requirement:</b> Completed
<b>1.3.3 Requirement:</b> Completed
<b>1.3.4 Requirement:</b> Completed
<b>1.6.1 Requirement:</b> Completed
<b>2.1.1 Requirement:</b> Completed
<b>2.1.2 Requirement:</b> Completed
<b>2.1.3 Requirement:</b> Completed
<b>2.1.4 Requirement:</b> Completed
<b>2.1.5 Requirement:</b> Completed
<b>2.3.1 Requirement:</b> Completed
<b>2.3.2 Requirement:</b> Completed
<b>2.4.1 Requirement:</b> Completed
<b>2.5.1 Requirement:</b> Completed
<b>2.6.1 Requirement:</b> Completed

## Implementation Report

Panel observations	Action taken
A clearer link between the business and sport/ physical activity elements of the programme is recommended.	<p>The following amendments have been made to the programme: 'Sports Marketing' and 'Social Marketing' modules have been included as mandatory modules in the programme due to their inherent suitability to a Bachelor of Business in Sport and Exercise Management.</p> <p>The assessment protocols of 'Strategic Management 2' have been modified to include sports related assignments.</p> <p>The Programme Outcomes and Profile of the Level 8 Graduate (section 2.3.2) provide an overview of the relationship between the business and sport/ physical activity elements of the programme.</p>
Balance between the breadth of modules and the depth of topics covered.	Modules have been amended to include less breadth of knowledge but significantly more depth.
Focus on strengths of the department including (i) sports coaching and performance analysis, and (ii) physical activity promotion.	<p>The following amendments to the programme have been made:</p> <p>A mandatory module titled 'Sport and Physical Activity: Policy and Practice' has been developed to provide practitioners with an understanding and appreciation of current national and international best practice in sport and exercise.</p> <p>An elective module titled 'Physical Activity and the Older Adult' has been included in the suite of modules in the area of 'Physical Activity Promotion'</p> <p>The 'Sport and Exercise Nutrition' module has been revised to focus solely on nutrition for sports performance. The revised module titled 'Sports Nutrition' is an elective module in the suite of modules in the area of 'Sports Coaching and Analysis'.</p> <p>The 'Applied Sports Psychology' module has been removed from the programme.</p> <p>The Biomechanics element has been removed from the 'Sports Performance Analysis' module.</p>
<p>Resources requirements</p> <ul style="list-style-type: none"> <li>• Human resources requirements must be clearly outlined in the document.</li> <li>• Structural facilities and deficiencies must be clearly outlined in the document</li> <li>• Information technology packages and deficiencies must be clearly outlined in the document</li> <li>• Required databases and journals need to be identified in the document</li> </ul>	<p><b>Human Resources</b></p> <p>The proposed Level 8 programme has got approval for 0.5 of a staff member. It has been identified that the 0.5 staff member would have a primary and/ or post primary postgraduate qualification in the area of Strength and Conditioning.</p> <p>A job description for a Sport and Exercise Science technician has been drafted. A current CIT staff member with spare capacity could</p>

	<p>be retrained to fill such a position. More details in relation to human resource requirements are provided in section 6.1.</p> <p><b>Structural facilities</b> A detailed list of current structural facilities available to this course is included in the document. (See section 5.6) While the proposed programme can function within current facilities the provision of designated lab spaces in the proposed new sports arena will assist in administering practical labs.</p> <p><b>Information Technology</b> The following software and technology are currently available: Dartfish Connect Plus 6, VX Sorts GPS Tracking, Actigraph Accelerometer software, PASW statistics 18, SNAP, Turnitin and Blackboard e-learning. There will be a requirement for the purchase of Dietplan 6 Pro software for dietary analysis in the 'Sports Nutrition' module.</p> <p><b>Databases and journals</b> SPORTdiscus has been identified as a database which carries the majority of journals which are recommended for the proposed programme e.g. International Journal of Performance Analysis in Sport, International Journal of Sport Policy, Journal of Strength and Conditioning Research, Journal of Sport Sciences, Journal of Physical Activity and Health. The proposed purchase of this database has been included in the programme submission (section 6.3)</p>
Ensure all modules are of level 8 standard and that all introductory material is covered in the Level 7 programme. All learning outcomes and programme outcomes must be of Level 8 standard.	All programme outcomes are revised and each module revisited to ensure they are written to Level 8 standard.
Greater inclusion of evidence based research and practice in indicative content.	Modules have been revisited to incorporate this recommendation. Revised modules are based on evidence based research and national and international best practice.
Consider international policies of best practice in relation to Business, Sport and Exercise Science.	A new mandatory module titled 'Sport & Physical Activity; Policy and Practice' has been included on the programme. This module examines current national policy in sport and physical activity and compares Irish policy to international best practice.
Highlight the work being done in Level 7 to date so the panel know what a Level 7 student is entering the Level 8 programme with.	A profile of a Level 7 graduate has been included in section 2.3.1. A profile of the Level 8 graduate is included in section 2.3.2.
Possible dissertation topics inclusive of business related topics	A list of possible dissertation topics including business related topics has been inserted in Appendix F of the submission document.
Dissertation lecture series	A weekly one hour lecture has been added to both the Semester 1 and Semester 2 Dissertation modules.
Concentrate on specialist areas where the strengths of the department lie in terms of practical	Physical activity promotion is one of the strengths of the

experience and research.	department. A new module titled 'Physical Activity and the Older Adult' has been introduced. Specific staff members have expertise in key aspects of the proposed programme e.g. social marketing, nutrition, sports marketing, physical activity promotion and adherence, sports coaching and performance analysis. See table 2.4.4
<b>GENERAL CHANGES TO SUBMISSION DOCUMENT</b>	
More detail on the background and rationale for course	See section 2.1 & 2.2
Inclusion of the feasibility report	See Appendix E
Inclusion of section on course board and course co-ordination of the current Level 7 course	See section 2.4.3
Inclusion of section on the current and past research activity within the course team	See section 2.4.4 & 2.4.5
More detailed section on facilities available to the Recreation and Leisure course	See section 5.6
Update of course structure, assessment grid, programme schedule and module descriptors to include new modules.	See Appendix A & B & C
<b>MODULES</b>	
Major amendments that have been made to the modules are outlined below. Minor amendments are included in the submission document.	
<p><b>Clinical Exercise Practitioner</b></p> <ul style="list-style-type: none"> <li>• Has enough content to be two modules perhaps studied across two semesters. This would allow working with a GP Referral client so the students get hands on experience. The case studies they complete should be anchored on a real person. This may need a lab hour rather than all theory based teaching. The title of practitioner is incorrect if the students don't do any practical. Should it be called Clinical Exercise Instructor?</li> <li>• Motivational interviewing is a transferrable skill and covering it as a theory only including role plays might be too much. This area might need tutorials, practical classes or an open day situation.</li> <li>• In 5 years CIT could have a similar programme to DCU where 70 people with chronic conditions are brought into the college for exercise classes.</li> <li>• Can successful students of this module do ILAM/HSE recognised GP Referral course after. Answer: Yes they just need to complete a conversion course.</li> </ul>	<p>The course team does not deem it necessary to split this module into two modules. While an extra allocation of hours to the module is desirable it was not deemed to be feasible with the current resource restrictions. The module has been amended to replace one of the lecture hours with a lab hour (this will have the resource implication of either capping the module at 20 students or providing an extra hour of delivery for each additional 20 students). The lab hour will allow for practical teaching of motivational interviewing, fitness testing and practical gym-based sessions. The assessment description of the project has also been re-written. The Case Study will now have to be based on a real client with whom the student will have a minimum of 4 sessions. These sessions will not be supervised by the lecturer.</p>
<p><b>Sport Performance Analysis</b></p> <ul style="list-style-type: none"> <li>• 2/5 of the indicative content is biomechanics so necessary to have access to the labs.</li> <li>• Biomechanics being covered is at basic/fundamental level and should probably be done in Year 1-3.</li> <li>• Too much content in the module – e.g. Carlow IT have biomechanics as a full module.</li> <li>• Consider changing the title to reflect the content i.e Sport Movement Analysis.</li> <li>• What are the key messages for a coach to take away from analysis software and how do they interpret this. Communication of this message and linking it to improving performance needs</li> </ul>	<p>The revised 'Sport Performance Analysis' module includes increased depth in Sports Performance Analysis with less breadth. The biomechanics element of the module has been removed to facilitate this.</p> <p>The revised 'Sport Performance Analysis' module has been rewritten to include technical skill analysis as a key component. This component of the module will involve students identifying key performance indicators associated with optimum technical</p>



<p>to be considered.</p> <ul style="list-style-type: none"> <li>• Are the resources available in terms of the GPS, dartfish, accelerometer etc to cover the number of prospective students?</li> </ul>	<p>performance, using video analysis techniques to assess an individual's performance and the provision of effective feedback. Therefore the module title 'Sport Performance Analysis' was retained.</p> <p>Increased emphasis is placed on the Performance Analysis process (i.e. observation, application of key performance indicators, reflection, planning and action) and the application to sports coaching. The content of the revised module has greater focus on recent scientific literature relating to Performance Analysis.</p> <p>The Department of Social and General Studies currently has 26 licences for Dartfish Connect Plus 6, 4 VX Sports GPS Tracking Devices and 20 Actigraph Triaxial Accelerometers which will be used in the module.</p>
<p><b>Physical Activity and Children</b></p> <ul style="list-style-type: none"> <li>• Gender needs to be included in the indicative content.</li> <li>• Evidence based perhaps on current school interventions that work or don't work. What drives activity/inactivity in children. Physical activity measurement in the indicative needs to be more evidence based.</li> <li>• Potential link with coaching modules around the Long Term Player Athlete Development and fundamental movement topics.</li> <li>• Link with undergraduate students doing this module and the post graduate students on the SPRAOI project. Link with local schools for practical element.</li> <li>• Inclusion of vetting, Code of ethics and Children first bill information.</li> <li>• Could elderly module also be included due to our ageing population.</li> <li>• Project should be at Semester end not week 10.</li> </ul>	<p>Module has been amended taking these points into consideration. The content in this module has not been previously covered in Level 7.</p>
<p><b>Sport &amp; Exercise Nutrition</b></p> <ul style="list-style-type: none"> <li>• Broad content when disease prevention and optimum performance are included. There would be enough content for sport without including health.</li> <li>• Is their dietary analysis software available?</li> </ul>	<p>Revised module to remove health elements. The module has been re-written to contain only content specific to sports nutrition. It is now called Sports Nutrition. There will be a requirement for Dietplan 6 Pro software for dietary analysis for this module. The As there is a gap between Year 1 and Year 4 studying this module it is decided to identify it as an Intermediate Level module.</p>
<p><b>Elite Sports conditioning</b></p> <ul style="list-style-type: none"> <li>• Title – term elite has many meanings.</li> <li>• Needs to be evidence based – what works and what doesn't work according to research.</li> <li>• 1 theory hour and 2 practical hours is not Level 8 standard.</li> <li>• If this module was completed across the year then placement with a team or individual could occur.</li> <li>• Needs to be based on conditioning high performance athletes rather than learning the basics</li> </ul>	<p>This module has been re titled 'High Performance Conditioning'. This title captures the content of the module and avoids the use of the term 'elite'.</p> <p>Greater emphasis has been placed on relevant scientific literature to inform the design and justification of speed, strength and conditioning programmes for high performance athletes. Due to the practical applied nature of the module it was decided that</p>

<p>which should be covered already in level 7.</p> <ul style="list-style-type: none"> <li>• Components of conditioning need to be addressed i.e are they working on strength, flexibility etc.</li> <li>• Journal of Strength and Conditioning research – not currently in the library so be aware it costs €1300.</li> <li>• Who has the necessary qualifications to teach this module?</li> </ul>	<p>it should be structured with one lecture and two labs per week. It was felt that the weekly lecture and independent self-directed learning time allocation was sufficient for the theoretical components of the module. The application of these theoretical components in a coaching context was identified as a priority in this module and therefore the module is structured in this format. The possibility of students being placed with sports teams across a training year was discussed. It was decided that this would not be possible due to a variety of factors including the nature of semesterisation and modularisation.</p> <p>The content in this module focuses on the conditioning of high performance athletes. The content is informed by evidence based research and the application of this research to the coaching process. The applied nature of the assessment which involves the assessing, planning, proposed implementation of a sports conditioning programme for high performance athletes in conjunction with the performance and instruction of relevant conditioning exercises and drills ensures that graduates will gain both practical and theoretical expertise in sports conditioning for high performance athletes. The components of speed, strength and conditioning are focused on in the module. These components will be studied in depth. A provision for the Journal of Strength and Conditioning research has been included in the proposal in section 6.3.</p> <p>The proposed Level 8 programme has got approval for 0.5 of a person. It has been identified in section 6.1.1 that this person would have expertise in Strength and Conditioning.</p>
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APPENDIX 1 – Proposed Programme Outcomes

Programme Outcomes

On successful completion of this programme the learner will be able to :

<b>P01</b>	<b>Knowledge - Breadth</b>	An indepth knowledge and understanding of relevant theories, concepts and methods in business,sport and exercise.
<b>P02</b>	<b>Knowledge - Kind</b>	The application of knowledge, concepts and key principles to current research and best practice in business, sport and exercise.
<b>P03</b>	<b>Skill - Range</b>	Proficiency and ability in the core competencies of (i)business ethics, strategic and financial management; (ii) sports coaching, performance analysis, elite sports conditioning, sport psychology and; (iii) clinical exercise practitioner, key issues relating to physical activity and children, exercise psychology and nutrition
<b>P04</b>	<b>Skill - Selectivity</b>	The ability to evaluate and critically analyse complex issues in a practical context and to develop appropriate solutions in the disciplines of business, sport and exercise.
<b>P05</b>	<b>Competence - Context</b>	An understanding of theories and techniques across a broad range of populations in order to formulate appropriate solutions to issues in business, sport and exercise.
<b>P06</b>	<b>Competence - Role</b>	The ability to work both independently and as a member of a team and to work ethically and professionally within set guidelines.
<b>P07</b>	<b>Competence - Learning to Learn</b>	The ability to develop as an autonomous self directed learner with the appropriate academic competencies, confidence and discipline to broaden and deepen knowledge in the chosen field of study.
<b>P08</b>	<b>Competence - Insight</b>	An ability to develop expertise and an applied understanding of professional best practice in business, sport and exercise. To understand and adhere to ethical principles with regard to all stakeholders.

## Appendix 2 – Semester Schedules

### Semester Schedules

#### Semester 1

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
MGMT8001	Business Ethics (Approved)	BRIAN MC GRATH	Advanced	5.0	3.00	2.00	30.0%	70%
MGMT8018	Strategic Management 1 (Approved)	BRIAN MC GRATH	Advanced	5.0	4.00	2.00	30.0%	70%
FINA8003	Financial Management (Approved)	DON CROWLEY	Advanced	5.0	4.00	0.00	30.0%	70%
No Code Yet	Dissertation - Research Phase (Draft)	JIM WALSH	Advanced	5.0	0.33	0.00	100.0%	0%
Elective								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
No Code Yet	Sport Performance Analysis (Draft)	JIM WALSH	Advanced	5.0	3.00	0.00	50.0%	50%
No Code Yet	Clinical Exercise Practitioner (Draft)	JIM WALSH	Advanced	5.0	3.00	0.00	50.0%	50%
No Code Yet	Sport and Exercise Nutrition (Draft)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
FREE6001	Free Choice Module (Approved)	PAUL GALLAGHER	N/A	5.0	4.00	0.00	50.0%	50%

#### Semester 2

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
MGMT8019	Strategic Management 2 (Approved)	BRIAN MC GRATH	Advanced	5.0	4.00	2.00	30.0%	70%
No Code Yet	Dissertation - Implementation (Draft)	JIM WALSH	Advanced	10.0	0.33	0.00	100.0%	0%
FINA8004	Financial Management 2 (Draft)	DON CROWLEY	Advanced	5.0	4.00	0.00	30.0%	70%
Elective								

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Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
No Code Yet	Applied Sports Psychology (Draft)	JIM WALSH	Advanced	5.0	3.00	0.00	40.0%	60%
No Code Yet	Physical Activity and Children (Draft)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
No Code Yet	Elite Sports Conditioning (Draft)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
FREE6001	Free Choice Module (Approved)	PAUL GALLAGHER	N/A	5.0	4.00	0.00	50.0%	50%

## Appendix 3 – Revised Programme Outcomes

### Programme Outcomes

On successful completion of this programme the learner will be able to :

<b>PO1</b>	<b>Knowledge - Breadth</b>	Display a comprehensive knowledge of the theory, policies, concepts and methods pertaining to areas of sport, activity promotion and related business domains. Particular emphasis will be on physical activity promotion across the lifespan, exercise management as well as sports performance, nutrition, conditioning and analysis. The graduate will gain an understanding of the relevant business competencies in areas such as marketing, strategy and financial management.
<b>PO2</b>	<b>Knowledge - Kind</b>	Acquire, evaluate and apply knowledge through research, critical thinking and problem solving with reference to international best practice in the sport, exercise and related business domains.
<b>PO3</b>	<b>Skill - Range</b>	Demonstrate a mastery of a complex and specialised area of skills and tools such as performance and nutrition analysis, statistical analysis software, strategy, sport marketing and financial analysis, sport and physical activity programme development and evaluation.
<b>PO4</b>	<b>Skill - Selectivity</b>	Analyse complex issues relating to sport and exercise in a practical context and to develop appropriate solutions through the disciplines of coaching, health and behavioural change, exercise prescription and sports business management.
<b>PO5</b>	<b>Competence - Context</b>	Demonstrate advanced research, analytical design and problem solving skills in a professional, accountable and creative manner in a wide range of contexts within the business and sports sectors.
<b>PO6</b>	<b>Competence - Role</b>	Work independently or as a member of a team, both ethically and professionally within set guidelines. The graduate will be proficient at initiating, contributing and co-ordinating a team to drive change within the business and sports industry.
<b>PO7</b>	<b>Competence - Learning to Learn</b>	Display the attributes of a reflective, autonomous, self-directed learner possessing the appropriate academic competencies, confidence and discipline to broaden and deepen knowledge and expertise in the sports, exercise and business domains.
<b>PO8</b>	<b>Competence - Insight</b>	Develop and justify a comprehensive, internalised, personal world view based on international evidence based best practice. Display an ability to identify, understand and adhere to ethical principles with regard to all stakeholders.

## Appendix 4 – Revised Semester Schedules

### Semester 1

Elective Regulation

Students must select one elective.

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
MGMT8018	Strategic Management 1 (Approved)	BRIAN MC GRATH	Advanced	5.0	4.00	2.00	30.0%	70%
FINA8003	Financial Management (Approved)	DON CROWLEY	Advanced	5.0	4.00	0.00	30.0%	70%
MRKT8004	Social Marketing (Approved)	BRIAN MC GRATH	Advanced	5.0	3.00	0.00	40.0%	60%
EDUC8036	Dissertation - Research Phase (Approved)	JIM WALSH	Advanced	5.0	1.33	0.00	100.0%	0%
SPRT8002	Sport & Activity Policy (Approved)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
Elective								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
SPRT8003	Sport Performance Analysis (Approved)	JIM WALSH	Advanced	5.0	3.00	0.00	50.0%	50%
SPRT8004	Clinical Exercise Practitioner (Approved)	JIM WALSH	Advanced	5.0	3.00	0.00	50.0%	50%
FREE6001	Free Choice Module (Approved)	PAUL GALLAGHER	N/A	5.0	4.00	0.00	50.0%	50%

### Semester 2

Elective Regulation

Students must select two electives

Mandatory								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
MGMT8019	Strategic Management 2 (Approved)	BRIAN MC GRATH	Advanced	5.0	4.00	2.00	30.0%	70%
SPRT8001	Sports Marketing (Approved)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
EDUC8037	Dissertation - Implementation (Approved)	JIM WALSH	Advanced	10.0	1.33	0.00	100.0%	0%
Elective								
Mod Code	Module Title	Co-ordinator	Level	Credits	FT Hours Contact Hours	PT Hours Contact Hours	Course Work	Final Exam
SPRT8005	High Performance Conditioning (Approved)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
SPRT8006	Physical Activity and Children (Approved)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
SPRT8007	Physical Activity & Older Adult (Approved)	JIM WALSH	Advanced	5.0	3.00	0.00	100.0%	0%
SPRT8008	Sports Nutrition (Approved)	JIM WALSH	Intermediate	5.0	3.00	0.00	50.0%	50%
FREE6001	Free Choice Module (Approved)	PAUL GALLAGHER	N/A	5.0	4.00	0.00	50.0%	50%