

DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT

QUALIFICATIONS

The National Qualifications Framework NQF

In the Finnish national qualifications framework all qualifications are allocated a level amongst eight different levels of difficulty. University of Applied Sciences degree qualifications are on level 6 and University of Applied Sciences' post-graduate degrees are on level 7. Levels 6 and 7 and national generic competences common to all universities of applied sciences describe the level of competence expected of university of applied sciences graduates.

Level 6, university of applied sciences degree qualification, Bachelor level

Possesses comprehensive and advanced knowledge of his/her field, including the critical understanding of theories, key concepts, methods and principles. Understands the extent and boundaries of professional duties and/or disciplines. Possesses advanced skills, which demonstrate mastery of issues, the capability to apply knowledge and come up with creative solutions, which are required in a specialized professional, scientific or artistic field to solve complex or unpredictable problems.

Possesses the capability to manage complex professional work or projects and the capability to work independently in expert duties in the field. Possesses the capability to make decisions in unpredictable operating environments. Basic capability to work as an independent entrepreneur in the field. In addition to the evaluation and development of his/her own competence, is able to take responsibility for the development of individuals and groups.

Possesses the capability for continuous learning. Knows how to communicate adequately verbally and in writing both to audiences in the field and outside it. Possesses the capability to communicate at an international level and interact in one official language and at least one foreign language.

Level 7, graduate university of applied sciences degree, Master level

Understands comprehensive and highly specialized concepts, methods and knowledge corresponding to the special competence in his/her field, which are used as the basis for independent thought and/or research. Understands questions pertaining to the field and interfaces between various fields and evaluates them and new knowledge critically. Possesses the capability to solve demanding problems in research and innovation activities, where new methods and procedures are developed and knowledge from various fields is applied and combined.

Possesses the capability for independent work in demanding expert duties in the field or as an entrepreneur. Possesses the capability to manage and develop complex, unpredictable and new strategic approaches. Possesses the capability to lead work and/or people. Possesses the capability to evaluate the activities of individuals or groups. Possesses the capability to accumulate knowledge and practices in his/her field and/or take responsibility for the development of others.

Possesses the capability for continuous learning. Knows how to communicate verbally and in writing both to audiences in the field and outside it. Possesses the capability to communicate at an advanced international level and to interact in one official language and at least one foreign language.

Generic working life skills or competences

The universities of applied sciences together with representatives from working life have determined the skills, i.e. competences that a university of applied sciences graduate is expected to have.

Competences are comprehensive areas of knowledge and skill that describe the graduate's level of qualification, achievement potential and their ability to accomplish the work associated with their selected profession. Competences are divided into degree-programme specific (professional) and generic competences. Generic competences are common to the degree programmes offered by all fields; however their special features and significance may vary in different professions and professional tasks. The generic competences create the foundations for working as a professional, cooperating and the ability to develop one's own expertise.

The professional competences will be presented separately in the Study Guide before each degree programme.

Generic Competences

	Description of the competence, bachelor level	Description of the competence, master level
LEARNING COMPETENCE	<ul style="list-style-type: none"> - is able to evaluate and develop one's competence and learning methods - is able to retrieve and analyze information and evaluate it critically - is capable of taking responsibility for collaborative learning and sharing knowledge in teams 	<ul style="list-style-type: none"> - is able to evaluate and develop one's expertise in a versatile and goal-oriented way - is able to retrieve and analyze information and evaluate it critically from the point of view of different fields - is capable of taking responsibility for collaborative learning in a goal-oriented way
ETHICAL COMPETENCE	<ul style="list-style-type: none"> - is able to take responsibility for one's own actions and for the consequences of these actions - is able to work according to the ethical principles of the subject field - is able to take other people into account - is able to apply the principles of equality - is able to apply the principles of sustainable development - is able to wield influence in society using acquired skills and basing all activity on ethical values 	<ul style="list-style-type: none"> - is able to take responsibility for the actions of a community and for the consequences of these actions - is able to apply the ethical principles of the subject field as an expert and as a developer of working life - is able to make decisions considering an individual and the community - is able to contribute to the principles of equality in working life - is able to contribute to the principles of sustainable development and social

		<p>responsibility</p> <ul style="list-style-type: none"> - is able to lead socially significant operations, basing all activities on ethical values
WORKING COMMUNITY COMPETENCE	<ul style="list-style-type: none"> - is able to operate as a member of a work community - is able to operate in communicative and interactive situations in working life - is able to utilize information and communications technology in one's subject field - knows the working life in one's subject field and is able to create personal contacts in working life and to operate in professional networks - is capable of decision making in unpredicted situations - is able to apply the principles of organizational management and leadership in working life and has abilities for managerial tasks - possesses entrepreneurial skills 	<ul style="list-style-type: none"> - is able to develop the operations and occupational well-being of a work community - is able to develop multidisciplinary communication and interaction in working life - is able to utilize information and communications technology in one's work - is able to create networks and partnerships - is capable of management and development tasks and is able to improve operations in complicated and unpredictable environments - is able to work as an expert or entrepreneur and has abilities for management and supervision tasks
INNOVATION COMPETENCE	<ul style="list-style-type: none"> - is able to conduct research, development and innovation projects applying the existing knowledge and methods of the field - is able to work in projects - is capable of creative problem solving and development of working methods - is able to find customer-oriented, sustainable and profitable solutions 	<ul style="list-style-type: none"> - is able to manage research, development and innovation projects and masters the methods of research and development work - is able to manage project work - is able to create new information and improve existing working methods by combining expertise from different fields - is able to develop customer-oriented, sustainable and profitable solutions
INTERNATIONALIZATION COMPETENCE	<ul style="list-style-type: none"> - possesses communicative competence necessary for one's work and for professional development in the subject field - is able to collaborate in a 	<ul style="list-style-type: none"> - is capable of international communication in one's work and in the development of operations - is able to operate in

	<p>multicultural environment</p> <ul style="list-style-type: none">- understands the effects of and opportunities for internationalization development in one's own field	<p>international environments</p> <ul style="list-style-type: none">- is able to predict the effects of and opportunities for internationalization development in one's own field
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SCHOOL OF HEALTH AND SPORTS DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT

Objectives of the Degree Programme

The objective of the Sports and Leisure Management Degree Programme is to provide both Finnish and international students with a high quality, practical yet academic training in the field of sports. The programme emphasises the development of sports and exercise skills and competence particularly required in coaching. Students will be prepared for coaching and to develop their own field. Their professional competence will be built upon a multidisciplinary knowledge base, as well as practical and interpersonal skills. They will also be able to operate within different kinds of working groups and networks.

Graduates will be qualified to seek employment in sports and leisure organisations, associations, clubs and businesses and they will possess the know how to run their own sports and leisure enterprises. Upon completion of the required 210 credits within three and a half years, graduates are awarded a Bachelor of Sports Studies and are entitled to use the professional title of Sports Instructor.

The degree programme consists of basic studies, professional studies and free choice studies. An essential part of the studies is also a five-month period of practical training. Part of the studies can be completed abroad.

Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing:

- A programme that is both responsive and flexible to the needs of students
- A programme that is both challenging yet supportive
- An international atmosphere.

Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied; depending on the subject they may include: lectures, PE demonstrations, seminars, individual tutorials, workshops, case study, group work, project work and research.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from partner institutions, for example Vuokatti Campus (www.vuokatticampus.fi). Interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Sports and Leisure Management.

Description of Competences

Subject specific competences Degree programme in Sports and Leisure Management	Description of the competence The Student
COMPETENCE IN PHYSICAL ACTIVITY	<ul style="list-style-type: none"> ▪ Ability to manage the fundamental knowledge and skills required in the most common physical activities and to apply them when instructing different target groups ▪ Demonstration of the possession of fundamental knowledge required in special needs education ▪ Understanding of the value of various physical activities as a tool for developing motor skills, physical qualities, and self-expression
COMPETENCE IN HEALTH PROMOTING PHYSICAL ACTIVITY AND COACHING	<ul style="list-style-type: none"> ▪ Demonstration of a fundamental knowledge of anatomy and physiology and the ability to apply when teaching different types of target group ▪ Competence in the mechanisms of physical activity, the fundamentals of testing and training planning / coaching programs ▪ Proficient knowledge of the factors affecting human growth, development, and social behaviour as well as the ability to take them into consideration during physical activity ▪ Demonstration of the ability to plan and instruct health promoting physical activities ▪ Demonstration of expertise in health enhancing physical activity
COMPETENCE IN PEDAGOGY AND DIDACTICS	<ul style="list-style-type: none"> ▪ Demonstration of ability to use a variety of different instruction and teaching methods as well as goal setting with different target groups ▪ Management of planning, execution, and evaluation of extensive modes and modules of teaching ▪ Demonstration of ability to use physical education for the benefit of supporting and providing education in human growth and development ▪ Instruction expertise and the ability to utilise learning concepts based on personal values and level of knowledge in physical education
COMPETENCE IN AREAS OF PHYSICAL EXERCISE INVOLVING LEADERSHIP AND ENTERPRISE	<ul style="list-style-type: none"> ▪ Ability to manage developmental visions in physical activity culture and services as well as to improve the status of physical education in society ▪ Demonstration of the ability to work in a variety of different expert and executive tasks in physical education ▪ Proficiency in the different enterprise opportunities in physical education and in starting a small business

Annual Themes - Study Progress Description

1st year Orientation

Students will gain an overall understanding of physical education and their own attitude towards their selected professional field as well as of the demands of physical exercise and coaching.

2nd year Action

Students will plan, implement and assess supervised exercise for different target groups taking into account the skills based, knowledge based and educational goals of exercise.

3rd year Coaching and Depth

Students will be able to plan goal and customer oriented coaching and exercise programs, with the ability to justify their actions in their capacity of sports instructors and coaches.

4th year Competent and Capable of Development

Students will develop the field of physical exercise independently by networking with different operators in the field and other cooperation bodies.

Structure of the Programme

Basic Studies (25 cr)

Basic studies are compulsory studies. These courses include basic courses in communication skills as well language studies.

Professional Studies (91 cr)

These courses are carried out from the first year onwards and they include special study modules covering different areas of sports. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in well-being and health promoting exercise, physical activity, pedagogy and didactics as well leadership and entrepreneurship.

Further specialisation studies (44 cr)

In these studies students will be prepared for coaching and to develop their own field. Their professional competence will be built upon a multidisciplinary knowledge base.

Free-choice Studies (5 cr)

The aim of the free-choice studies is to provide the student with the opportunity to deepen and widen knowledge related to his or her own professional field. These can be chosen from the degree programme or from another degree programmes in the same school or from another university of applied sciences, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

Practical Training (30 cr)

An essential part of studies is a five-month-long practical training period, which takes place during the 2nd and 3rd study year. Finnish students must complete either practical training or a semester of their studies abroad. Before starting practical training students must have a minimum of 40 credits. The purpose of

practical training is to offer students the opportunity to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in different kinds of sports organisations.

Thesis and Maturity Test (15 cr)

The purpose of the thesis is to demonstrate students' ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. It is recommended that the thesis be completed in co-operation with sport companies or organisations any or in co-operation with other interest groups. Preparation of the thesis is usually accomplished towards the end of studies during the final year.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

Foreign Studies

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students without prior international experience will be given priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found from Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

Language Studies

The Degree Programme in Sports and Leisure Management includes 18 credits of compulsory language studies. Language studies should comprise at least Finnish and English studies. Finnish students also have one compulsory Swedish course. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level in the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies).

Finnish Students

English	9 cr
Finnish	6 cr
Swedish	3 cr

Foreign Students

English	6 cr
Finnish	12 cr

Foreign language courses offered at this level are French, Spanish, Italian, Russian, Chinese and German.

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS (2013)

Basic Studies

60 cr

KBBA4Z BASIC BUSINESS COMPETENCE		15 CR
KBBA020	Business Operations	5 cr
KBBA021	Introduction to Marketing	5 cr
KBBA022	Management Accounting	5 cr
KBBO4Z OPERATIONAL ENVIRONMENT		10 CR
KBBO006	Law Studies	5 cr
KBBO007	Economics	5 cr
KBBM5Z METHODOLOGICAL STUDIES		10 CR
KBBM011	IT and Office Applications	5 cr
KBBM012	Business Mathematics	5 cr
KBBC5Z COMMUNICATION STUDIES		25 CR
KBBC012	Business English and Academic Writing	5 cr
KBBC013	Business Communication Skills	3 cr
KBBC014	Personal Development Programme	2 cr
	<i>Finnish Students</i>	
KBBC011	Swedish	5 cr
KBBC018	Business Finnish	5 cr
KBBC019	Academic Writing (Finnish)	5 cr
	<i>Foreign Students</i>	
KBBC015	Finnish for Foreigners 1	5 cr
KBBC016	Finnish for Foreigners 2	5 cr
KBBC017	Finnish for Foreigners 3	5 cr

Professional Studies

40 cr

KBPI7Z MANAGING INTERNATIONAL OPERATIONS		20 CR
KBPI024	Introduction to Management	5 cr
KBPI021	International Management	5 cr
KBPI022	Financial Accounting	5 cr
KBPI023	Strategic Management	5 cr
KBPW8Z WORK COMMUNITY COMPETENCE		10 CR
KBPW001	Leadership and Human Resource Management	5 cr
KBPW002	Intercultural Communication	5 cr
KBPM8Z METHODOLOGICAL COMPETENCE		10 CR
KBPM010	Project Management	5 cr
KBPM011	Research Methods	5 cr

Specialization Studies

50 cr

KBPA9Z	ADVANCED MARKETING STUDIES	30 CR
KBPA001	Integrated Marketing Communication	5 cr
KBPA002	Services Marketing	5 cr
KBPA003	International Networking and Collaboration	5 cr
KBPA004	Product, Brand and Price Management	5 cr
KBPA005	Selling and Sales Management	5 cr
KBPA006	Advanced Project in Integrated Marketing Communication	5 cr OR
KBPA007	Advanced Project in Services Marketing	5 cr
KBPB9Z	BUSINESS COMPETENCE DEVELOPMENT	20 CR
KBPB001	Quality and Risk Management	5 cr
KBPB002	International Marketing	5 cr
KBPB003	Marketing Research	5 cr
KBPB004	Strategic Marketing Management	5 cr

Free-choice Studies

15 cr

KBW10Z	FREE-CHOICE STUDIES	15 cr
KBW317	Consumer Buyer Behavior	5 cr
KBW318	Asian Business	5 cr
KBW319	Social Media Marketing	5 cr
KBW320	European Business	5 cr
KBPF002	Russian Business	5 cr
KBW322	Product Development	5 cr

Practical Training

30 cr

Thesis

15 cr

Contents:	Introduction to written communication Academic texts and documentation Business correspondence
Learning Methods:	Lectures, supervised exercises, written assignments
Assessment Methods:	Writing exercises and assignments, exam or a supplementary written assignment
Bibliography:	Binder, Kärnä, Metivier, Miestamo, Salenius, Savinainen, Solonen, Taimio, Åberg: Liikeviestinnän käsikirja - viestit vaihtoon 7 kielellä Further material provided by lecturer

(SSBC005) Swedish: Svenska för Idrottsbranchen

Credits:	3 cr	Timing:	3rd yr
Learning Objectives:	Students will be proficient sports and leisure vocabulary with the competence to communicate using spoken and written Swedish for sports and leisure related communication and interaction situations.		
Previous Learning:	European Qualifications Framework B1		
Contents:	Terminology and vocabulary in the field of sports and leisure Spoken and written communication and interaction Interacting with clients		
Learning Methods:	Supervised exercises		
Assessment Methods:	100 % attendance and active participation Completed oral and written assignments and exercises Written and oral exam		
Bibliography:	To be announced		

(SSBC014) Professional Communication Skills

Credits:	3 cr	Timing:	1st and 3rd year
Learning Objectives:	Students will develop their professional communication skills with the focus on sports instruction, activity tourism and interaction with clients, colleagues and co-operation partners.		
Contents:	Terminology in activity tourism Professional communication skills		
Learning Methods:	Supervised exercises		
Assessment Methods:	100 % attendance and active participation, oral and written assignments, language portfolio and/ or written exam		

(SSBC009) Finnish for Foreigners 1

Credits:	6 cr	Timing:	1st yr
Learning Objectives:	To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.		
Contents:	Pronunciation, syllable division and other general issues about the language		

Bibliography: To be announced

(SSPH4Z) HEALTH PROMOTION 2 9 cr

(SSPC013) Health Exercise Coaching 2

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students will be able to compile exercise programmes for different age groups taking into account level of performance and capability. They will also be able to instruct clients how to adopt a health promoting life-style

Contents: Fitness, measuring and compiling exercise programmes,
Different methods of exercise counselling.

Learning Methods: Lectures, supervised exercises, Course will partly be delivered as R&D studies

Assessment Methods: Testing clients and compiling exercise programmes for them - exercise counselling assignment

Bibliography: Further reading as indicated by the lecturer.

(SSPH010) Motor Learning

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be conversant with the basic methods of analysing movement, and the progress of motor learning

Contents: The basic elements of movement
Observing performance
Analyzing performance
Motor learning

Learning Methods: Lectures and exercises

Assessment Methods: Assignment

Bibliography: To be announced

(SSPH008) First Aid and Health Risks

Credits: 3 cr Timing: 1st - 3rd yr

Learning Objectives: Students will be prepared for action in situations requiring first aid. They will be conversant with the basic principles of prevention and aid with the ability to work in cooperation with other first aiders and helpers.

Contents: Emergency and first aid as part of the care chain and the duty to help
The first aid situation: a crisis for the helper and casualty
First aid action
Prevention of exercise-related injuries and first aid
Health and safety

Learning Methods: Lectures, supervised exercises, independent study

(SSPA006) Gym Training

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be aware of the foundations of power training and will be able to instruct and programme gym training sessions.

Previous Learning: Anatomy and Physiology

Contents: The foundations of power training
Instructing gym training
Programming a gym training session

Learning Methods: Lectures, supervised exercises

Assessment Methods: Exam/approved accomplishment of learning assignments and exercises

Bibliography: Baechle, T. R. & Earle, R. W. 2008. Essentials of strength training and conditioning.
Delavier, F. 2006. Strength training anatomy.**(SSPA2Z) PHYSICAL ACTIVITY 2 15 cr**

Student learns basics of Sports and gets an expertise to instruct and teach these sports. Theoretical knowledge connected to practise and targeting them to different target groups is required Ball Sports Athletics Ice Sports Aquatics 1

(SSPA010) Ball Sports

Credits: 6 cr Timing: 2st yr

Learning Objectives: Students will become familiar with different ball sports while at the same time developing skills, game control and gaining knowledge of the rules. They will also get to know the basic specific tactics of each game and develop their own game sense.

Contents: Different ball games
Specific game practice
Game sense
Game control
Organisation

Learning Methods: Supervised exercises, instruction practice

Assessment Methods: Practical game/sport skills demonstrations during practice sessions, and assignments

Bibliography: To be announced

(SSPA005) Athletics

Credits: 3 cr Timing: 2nd yr

Learning Objectives: During this course students will develop their jumping, running and throwing skills as well as their knowledge of the rules, equipment and central forms of athletics. The connection between athletics and other sports will be examined and students will also become familiar with speed and strength training. They will also develop

motor skills and gain the necessary know-how for sports instruction.

Contents:	Running, jumping, and throwing Motor skills and skills for different forms of athletics Strength and speed Performance instruction
Learning Methods:	Supervised exercises, instruction exercises
Assessment Methods:	Accepted completed skill tests, exam, instruction practise sessions.
Bibliography:	To be announced

(SSPA001) Ice Sports

Credits:	3 cr	Timing:	2nd yr
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Learning Objectives: Students will gain an awareness of the significance of ice-skating and ice games within the sphere of winter sports. They will become proficient in basic skating skills and familiar with different ice games as well as the advantages of skating in terms of developing fitness and balance.

Contents:	Skating Sports and games on ice Instruction practice
Learning Methods:	Lectures, supervised exercises, instruction practice
Assessment Methods:	Approved attendance of lectures and accomplishment of supervised assignments and instruction practice sessions.
Bibliography:	To be announced

(SSPA014) Aquatics 1

Credits:	3 cr	Timing:	1st yr
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Learning Objectives: Students will be conversant with the basics of freestyle, breast and back stroke techniques and life saving.

Contents:	Swimming techniques Life saving
Learning Methods:	Lectures, supervised exercises
Bibliography:	Guzman, Ruben. The Swimming Drill Book Hannula, D. Coaching Swimming Successfully

(SSPA3Z) PHYSICAL ACTIVITY 3 10 cr

Student learns basics of Sports and gets an expertise to instruct and teach these sports. Theoretical knowledge connected to practise and targeting them to different target groups is required Downhill Skiing Aquatics 2 Gymnastics

(SSPA003) Downhill Skiing

models and projects in the context of sports. This includes first studies at basic business operations such as marketing, accounting, law and management.

(SSPL001) Introduction to Business Operations

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To provide students with a general overview of all business aspects, and to familiarise students with business and management functions.

Previous Learning: The course assumes no prior knowledge of business.

Contents: Business concepts, business environment, interest groups, legal forms of ownership, management, overview of business functions (operations, human resources, marketing, Finance, accounting), money and financial markets.

Learning Methods: Lectures, group work, case studies and exercises

Assessment Methods: Exam, active participation

Bibliography: Nickels, McHugh, Understanding Business 8th edition.

(SSPL014) Introduction to Marketing

Credits: 5 cr Timing: 2nd year

Learning Objectives: Students are able to understand the role and importance of marketing in business and are able to analyse companies marketing.

Previous Learning: No prior knowledge needed.

Contents: Marketing history, societal level marketing, marketing environment, marketing process, key areas of marketing today.

Learning Methods: Lectures, cases, group assignment.

Assessment Methods: Lectures, cases, group assignment.

(SSPL015) Management Accounting

Credits: 5 cr Timing: 2nd yr

Learning Objectives: Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and control

Contents: General terms and aims in management accounting
Economic balance: profitability, liquidity and solidity
Cost-volume-profit analysis
Long term calculations: investments
Budgeting
Activity based costing
Balanced scorecard

Learning Methods: Lectures, assignments

Assessment Methods: Exam, exercises

Bibliography: To be announced

(SSPL016) Project Management

Credits: 3 cr Timing: 2nd year

Learning Objectives: To learn how to plan and implement a project, how to use project tools, how to manage project.

Contents: Project management tools and models, project processes, successful project management.

Learning Methods: Lectures, cases, group assignment

Assessment Methods: Exam, project work in groups.

(SSPL013) Law Studies

Credits: 2 cr Timing: 4th yr

Learning Objectives: The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and business laws.

Contents: Legal system
Contract law
Business law

Learning Methods: Lectures, exercises

Assessment Methods: Exam

Bibliography: Surakka, Aapo: Access to Finnish Law, WSOY

(SSPL017) Leadership and Human Resource Management

Credits: 5 cr Timing: 2nd year

Learning Objectives: Students will know the importance of leadership and human resource management, and the areas of HRM.

Previous Learning: Introduction to business operations.

Contents: Leadership and management basic theories, human resource management theories and practice.

Learning Methods: Lectures, cases, group assignment.

Assessment Methods: Exam, group assignment.

(SSPL011) Strategic Marketing Management

Credits: 3 cr Timing: 2nd yr

Learning Objectives: The course aims at strengthening students' understanding of strategic Marketing

techniques, and developing strategic thinking skills. At the end of the course, students will not only gain insight into the scope, roles and the processes involved in the strategic marketing process of a firm, but will also be able to perform strategic marketing analysis, planning, and implementation.

Previous Learning:	Introduction to Marketing, introduction to Management, and Management accounting.
Contents:	Business and Marketing Strategic management, Strategic analysis of internal and external environment, segmentation and opportunity analysis, market strategies, product/branding, promotion, distribution, and promotion strategies. Strategic Marketing planning, and implementation of integrated marketing program.
Learning Methods:	Lectures, case studies presentations and discussions, and Web-based Strategic Marketing Simulation.
Assessment Methods:	Active participation in sessions, case studies presentation discussions, Active and continuous role in the Simulation rounds, exam
Bibliography:	Kerin. Peterson, Strategic Marketing Problems (cases and comments) Aaker D. A, Strategic Market Management, 2007, Wiley and Sons.

(SSPL7Z) ACTIVITY TOURISM 19 cr

(SSPL006) Principles of Tourism

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will comprehend the nature of the tourism system. Upon completion of this course students will be able to define and classify basic tourism concepts. The course provides appreciation of the components of tourism demand as well as tourist consumer behaviour. Furthermore students will be able to name various tourism players and their economic, environmental and socio-cultural impact.

Contents: Introduction of a tourism system
Definitions and classifications
Consumer behaviour and tourism demand
Economic, environmental, socio-cultural impact of tourism
Attractions, accommodation, destinations
The future of tourism

Learning Methods: Lectures, workshop, small group work, presentations

Assessment Methods: Exam, course work, assignments

Bibliography: Course book: Cooper Chris, John Fletcher, Alan Fyall, David Gilbert & Stephen Wanhill (2008): Tourism # Principles & Practice, 4th Ed, Prentice Hall. An imprint of Pearson Education, Essex, England.
Add. reading: McIntosh Robert W., Charles.R. Goeldner & J.R, Brent Richie (2012): Tourism # Principles, Practices & Philosophies, 12th Ed., John Wiley & Sons, New York, USA.

(SSPL007) Introduction to Activity Tourism

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students will recognise the importance and complexity of activity tourism. Upon completion of this course students will be able to define activity tourism and its components. Students will be able to distinguish between nature, sports and wellbeing tourism, name examples and get to know practical products from each field.

Contents:
 Definition of key terms
 Activity tourism in Finland
 Nature tourism, sport tourism, wellbeing tourism

Learning Methods: Lectures, group work, case studies, company visits

Assessment Methods: Exam, assignments, presentations

Bibliography: Selected books and reading. Handouts provided by lecturer.

(SSPL008) Activity Tourism Product Development

Credits: 5 cr **Timing:** 3rd yr

Learning Objectives: Students will be able to identify the role of product development for sustainable and profitable tourism companies. The goal of the course is to compose an activity tourism product plan taking all necessary processes into consideration. Students combine study skills from different disciplines in order to create a new product idea.

Contents:
 Trends in activity tourism
 The tourism product
 Activity tourism markets
 Marketing aspects (price, package, channels, promotion, etc.)
 Managing space and time (seasonality)
 The product development process

Learning Methods: Lectures, group work, projects. Part of the course is delivered as R&D studies.

Assessment Methods: Course work (development plan), presentation

Bibliography: Reading/material provided by lecturer

(SSPL009) Adventure Tourism

Credits: 3 cr **Timing:** 3rd yr

Learning Objectives: The course provides the academic and practical knowledge and skills needed in adventure tourism programmes. Upon completion of this course students can outline the key characteristics of adventure and are able to explain important aspects of the experience creation process. Students will be conversant in adventure tourism industry supply and demand related issues. The course emphasises adventure education. Students will comprehend stages in group development and can apply different leadership styles.

Contents:
 Definitions and key terms of adventure tourism
 The adventure tourism industry: demand/supply
 Adventure education: group development, leadership styles
 Creation of experiences
 Risk as part of adventures

Learning Methods: Lectures, group work, workshop, group exercises, excursion, company visit

Assessment Methods: Active participation, assignments, presentations, learning diary

Bibliography: Swarbrooke J., Beard C., Leckie S. & Pomfret G. 2003. Adventure Tourism. Butterworth & Heinemann: Oxford.
 Priest, S. & Gass, M.A. 1997. Effective Leadership in Adventure Programming. USA: Human Kinetics.
 Material provided by the lecturer.

(SSPL010) Programme Services Management

Credits: 5 cr Timing: 3rd yr

Learning Objectives: Students will comprehend the scope and evolution of activity tourism management. They will be proficient in comparing tourism programme offers and following the steps of planning and implementing activity programme services. The course provides a wide range of skills and knowledge needed when managing tourism activity services.

Contents: Goals and steps in activity programme planning
 Customer/participant analysis
 Guiding
 Safety issues
 Sustainability

Learning Methods: Lectures, group work, field trip with company visits and programme testing

Assessment Methods: Active participation in classes and excursions, reports, presentations, learning diary

Bibliography: Reading list/material provided by lecturer

(SSPR6Z) RESEARCH STUDIES 5 cr

Students will develop their know-how in a genuine work situation and gain skills required for carrying out research and development projects.

(SSPR003) R&D Studies

Credits: 5 cr Timing: 3rd yr

Learning Objectives: Students will have the basic skills required to improve their expertise enabling them to conduct various research and development projects, while understanding the significance that such projects have in terms of developing professional competence. In addition students will be able to critically assess data produced by research and development work.

Contents: Background to research and development operations
 Qualitative research process
 Quantitative research process
 Commercialisation process
 Analysis and interpretation of research material

Learning Methods: Lectures, supervised exercises, seminars

Learning Objectives: Students will know how the most common sports injuries occur and how to care for them.

Contents: Typical sports injuries
How injuries occur
Stress injuries and their care

Learning Methods: Independent study

Assessment Methods: exam/assignment

Bibliography: Material as indicated by the teacher

(SSBW010) Taping and Massage

Credits: 3 cr Timing: 2nd - 4th yr

Learning Objectives: Students will know the basics and reasons for taping. They will understand massage as a whole and be able to use different forms of massage to induce relaxation and recovery.

Previous Learning: Anatomy and Physiology

Contents: Ankle, knee and wrist taping
The uses of sports tapes
The anatomy of the area for taping
Introduction to massage
Different forms of massage and their application in the massage of different anatomic areas

Learning Methods: Lectures, supervised exercises, independent work

Assessment Methods: Exam, participation

Bibliography: To be announced

(SSBW018) Self-defence Sports

Credits: 3 cr Timing: 3rd - 4th yr

Learning Objectives: Students will be competent in the basics of one particular martial art.

Contents: Judo
Taekwon-do
Aikido
or other possible martial art

Learning Methods: lectures, supervised training sessions

Assessment Methods: Participation

Bibliography: Teacher's own material

(SSBW014) Digital Games

Credits: 3 cr Timing: 2nd-4th yr

Learning Objectives: Students will know the most common digital games. They will also develop their own exercise-based product using digital games.

Contents: The contents will be explained in material provided by the lecturer.

Learning Methods: Lectures, supervised exercises

Assessment
Methods: Project work

Bibliography: To be announced

(SSBW015) Dance

Credits: 3 cr Timing: 2nd - 4th yr

Learning Objectives: Students will be conversant with the different areas of dance and the basic steps of normal and latin dances. Students will be able to teach basic dance steps and they will understand dance as part of physical education.

Contents: Foreign and Finnish round and folk dances
Traditional and latin dances

Learning Methods: Supervised exercises, instruction practice

Assessment
Methods: Participation

Bibliography: To be announced

(KLWY020) Orientation for Student Exchange

Credits: 3 cr Timing: Before and after
study exchange or
practical training
abroad

Learning Objectives: Students will prepare for the exchange period by making the necessary arrangements in advance and by thinking about their own capabilities, language skills and what they are expecting from the exchange period. Students will deepen their knowledge of the country where they will be staying and of their own field abroad and in Finland. Students will be able to compile a report on their exchange period as well prepare themselves for the return to their own university.

Contents: Practical arrangements for the exchange period, evaluation of language skills and language training, in depth orientation to the destined country, Finland knowledge, problem solving skills, the return home and reporting. Those who have applied for exchange via the Asio e-application system should complete their international exchange report via Asio. The Asio e-report also replaces tasks 9 and 10 from Valtteri.

Learning Methods: It is recommended that all those participating in an exchange programme,

particularly if the exchange period lasts for more than 3 months, should complete this course. The Valtteri training package can be accessed in Moodle e-learning environment: <http://moodle.kajak.fi>, from the course category Muut. In order to register for the course, you need a course key. The key will be given to you when your exchange application has been approved.

(SST10Z) THESIS 15 cr

Students will deepen their professional knowledge and develop their professional know-how by using research material and by following the common ethical rules of research.

(SST001) Thesis

Credits: 15 cr Timing: 3rd yr

Learning Objectives: The thesis provides an opportunity for students to develop and demonstrate their competence in applying their knowledge and skills to a practical assignment requiring expertise linked to their professional studies. They will deepen their professional competence in working life practices in cooperation with others involved in the same process. The thesis should demonstrate that the student is proficient in critical, research-based, developmental and ethical thinking to be used as a foundation for the development of expertise.

Previous Learning: Introduction to Research (3 cr) before presenting the Topic Analysis. The Topic Analysis must be approved before starting the thesis plan. The thesis plan must be approved before commencing the actual thesis and presenting it. The thesis must be presented before completing the maturity test.

Contents: Part 1: Thesis Topic Idea 3 cr
Aims of the thesis, selection and defining of the topic, supervision and peer-supervision, commitment, responsibility and duty, topic analysis, information retrieval skills
Part 2: The Thesis Plan 5 cr, cooperation with the commissioning party, commissioning agreement and copyright, evaluation procedures, the thesis plan and its presentation
Part 3: Completion of the Thesis, its presentation and documentation (report).

Learning Methods: Lectures, seminars, independent study, in parts delivered online

Assessment Methods: Written and oral presentation of the topic analysis, thesis plan, and the thesis, seminars, attendance of presentations of other theses, poster and maturity test, acting as a peer supervisor and chairing.

Bibliography: Specific to each thesis

HARJOITTELU

(SSPT9Z) PRACTICAL TRAINING 30 cr

Students will become responsible experts in their field, be able to apply their knowledge and network with other sports and physical exercise and sports interest groups and activists.

(SSPT003) Practical Training (Orientation)

Credits:	12 cr	Timing:	2nd yr
Contents:	A 8-week practical training period in a municipal exercise/leisure department, a sports/exercise organisation and club or in public exercise/leisure companies and institutions (in Finland or abroad).		
Learning Methods:	Partly delivered online		
Assessment Methods:	Report and diary kept during practical training period, Power-Point presentation.		

(SSPT004) Advanced Training

Credits:	18 cr	Timing:	4th yr
Learning Objectives:	Students will deepen their knowledge of and competence in sports, exercise and leisure operations and coaching. They will be able to develop their work and operational environment using research based knowledge.		
Contents:	An 12-week practical training period in relevant companies or public institutions and associations/clubs (in Finland or abroad)		
Learning Methods:	Partly delivered online and as R & D studies.		
Assessment Methods:	Report and diary kept during the practical training period, online assignment		