# 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.

	Description of the competence, bachelor level	Description of the competence, master level
LEARNING COMPETENCE	<ul> <li>is able to evaluate and develop one's competence and learning methods</li> <li>is able to retrieve and analyze information and evaluate it critically</li> <li>is capable of taking responsibility for collaborative learning and sharing knowledge in teams</li> </ul>	<ul> <li>is able to evaluate and develop one's expertise in a versatile and goal-oriented way</li> <li>is able to retrieve and analyze information and evaluate it critically from the point of view of different fields</li> <li>is capable of taking responsibility for collaborative learning in a goal-oriented way</li> </ul>
ETHICAL COMPETENCE	<ul> <li>is able to take responsibility for one's own actions and for the consequences of these actions</li> <li>is able to work according to the ethical principles of the subject field</li> <li>is able to take other people into account</li> <li>is able to apply the principles of equality</li> <li>is able to apply the principles of sustainable development</li> <li>is able to wield influence in society using acquired skills and basing all activity on ethical values</li> </ul>	<ul> <li>is able to take responsibility for the actions of a community and for the consequences of these actions</li> <li>is able to apply the ethical principles of the subject field as an expert and as a developer of working life</li> <li>is able to make decisions considering an individual and the community</li> <li>is able to contribute to the principles of equality in working life</li> <li>is able to contribute to the principles of sustainable development and social</li> </ul>

### **Generic Competences**

		responsibility
		<ul> <li>is able to lead socially significant operations, basing all activities on ethical values</li> </ul>
WORKING COMMUNITY COMPETENCE	<ul> <li>is able to operate as a member of a work community</li> <li>is able to operate in communicative and interactive situations in working life</li> <li>is able to utilize information and communications technology in one's subject field</li> <li>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</li> <li>is capable of decision making in unpredicted situations</li> <li>is able to apply the principles of organizational management and leadership in working life and has abilities for managerial tasks</li> <li>possesses entrepreneurial skills</li> </ul>	<ul> <li>is able to develop the operations and occupational well-being of a work community</li> <li>is able to develop multidisciplinary communication and interaction in working life</li> <li>is able to utilize information and communications technology in one's work</li> <li>is able to create networks and partnerships</li> <li>is capable of management and development tasks and is able to improve operations in complicated and unpredictable environments</li> <li>is able to work as an expert or entrepreneur and has abilities for management and supervision tasks</li> </ul>
INNOVATION COMPETENCE	<ul> <li>is able to conduct research, development and innovation projects applying the existing knowledge and methods of the field</li> <li>is able to work in projects</li> <li>is capable of creative problem solving and development of working methods</li> <li>is able to find customer- oriented, sustainable and profitable solutions</li> </ul>	<ul> <li>is able to manage research, development and innovation projects and masters the methods of research and development work</li> <li>is able to manage project work</li> <li>is able to create new information and improve existing working methods by combining expertise from different fields</li> <li>is able to develop customer- oriented, sustainable and profitable solutions</li> </ul>
INTERNATIONAL IZATION COMPETENCE	<ul> <li>possesses communicative competence necessary for one's work and for professional development in the subject field</li> </ul>	<ul> <li>is capable of international communication in one's work and in the development of operations</li> </ul>

multicultural environment	international environments
- understands the effects of and opportunities for internationalization development in one's own field	<ul> <li>is able to predict the effects of and opportunities for internationalization development in one's own field</li> </ul>

# 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**

<b>Subject specific competences</b> Degree programme in Sports and Leisure Management	Description of the competence The Student
COMPETENCE IN PHYSICAL ACTIVITY	<ul> <li>Ability to manage the fundamental knowledge and skills required in the most common physical activities and to apply them when instructing different target groups</li> <li>Demonstration of the possession of fundamental knowledge required in special needs education</li> <li>Understanding of the value of various physical activities as a tool for developing motor skills, physical qualities, and self-expression</li> </ul>
COMPETENCE IN HEALTH PROMOTING PHYSICAL ACTIVITY AND COACHING	<ul> <li>Demonstration of a fundamental knowledge of anatomy and physiology and the ability to apply when teaching different types of target group</li> <li>Competence in the mechanisms of physical activity, the fundamentals of testing and training planning / coaching programs</li> <li>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</li> <li>Demonstration of the ability to plan and instruct health promoting physical activities</li> <li>Demonstration of expertise in health enhancing physical activity</li> </ul>
COMPETENCE IN PEDAGOGY AND DIDACTICS	<ul> <li>Demonstration of ability to use a variety of different instruction and teaching methods as well as goal setting with different target groups</li> <li>Management of planning, execution, and evaluation of extensive modes and modules of teaching</li> <li>Demonstration of ability to use physical education for the benefit of supporting and providing education in human growth and development</li> <li>Instruction expertise and the ability to utilise learning concepts based on personal values and level of knowledge in physical education</li> </ul>
COMPETENCE IN AREAS OF PHYSICAL EXERCISE INVOLVING LEADERSHIP AND ENTERPRISE	<ul> <li>Ability to manage developmental visions in physical activity culture and services as well as to improve the status of physical education in society</li> <li>Demonstration of the ability to work in a variety of different expert and executive tasks in physical education</li> <li>Proficiency in the different enterprise opportunities in physical education and in starting a small business</li> </ul>

### **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 2 nd 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		Foreign Students	
English	9 cr	English	6 cr
Finnish	6 cr	Finnish	12 cr
Swedish	3 cr		

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



### **DEGREE PROGRAMME IN INTERNATIONAL BUSINESS (2013)**

Basic Stud	lies	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
	Finnish Students	
KBBC011	Swedish	5 cr
KBBC018	Business Finnish	5 cr
KBBC019	Academic Writing (Finnish)	5 cr
	Foreign Students	
KBBC015	Finnish for Foreigners 1	5 cr
KBBC016	Finnish for Foreigners 2	5 cr
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# **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

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 <b>OR</b>
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
КВРВООЗ	Marketing Research	5 cr
KBPB004	Strategic Marketing Management	5 cr

# Free-choice Studies

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
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Thesis 15 cr
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15 cr

# COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN SPORTS

### PERUSOPINNOT

# (SSBC3Z) LANGUAGE AND COMMUNICATION 25 cr

### (SSBC013) Personal Development Programme

Credits:	4 cr	Timing:	1st yr
Learning Objectives	successful start to the to identify their pers	heir studies leading to sonal learning charact . The programme aim	students with the tools to ensure a success in future careers, by enabling them teristics, whilst at the same time introducing as to facilitate the individual personal
Contents:	Initial assessment w Personal SWOT Learning styles	eek (Boot Camp)	
Assessment Methods:	Portfolio-Course wo	ork of completed task	s throughout the programme
Bibliography:	Selected readings, h	andouts related to su	bject areas

### (SSBC002) Interpersonal Skills

Credits:	3 cr	Timing:	1st yr
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Learning Objectives: Students will learn how to interact with clients, colleagues and partners. They will possess the competence to support the development of their clients' and groups' interaction skills.

Contents:	Active listening
	Cooperation and problem solving skills
	Clear self expression
	Ecosystematic methods
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Learning Methods: Lectures, supervised exercises

Assessment Assignments, exercises Methods:

Bibliography: To be announced

### (SSBC006) English: Basics of Sports and Leisure English

Credits:	3 cr	Timing:	1st yr

Learning Objectives: Students will build up their professional terminology and develop their professional writing and speaking skills.

Contents: Terminology in the field of sports and leisure

	Basic professional writing and speaking skills
Learning Methods:	Supervised exercises
Assessment Methods:	100 % attendance and active participation, Oral and written assignments and exercises, language portfolio and/ or written exam
Bibliography:	To be announced

# (SSBC008) English: Academic Writing

Credits:	3 cr	Timing:	2nd year

Learning Objectives: The student will improve his/ her academic writing skills.

Contents:	Features of academic writing Coherence and cohesion Style Grammar Punctuation Referencing Paraphrasing, quoting and summarising
Learning Methods:	Supervised exercises
Assessment Methods:	100 % attendance and active participation, completed exercises and assignments, language portfolio and/ or written exam
Bibliography:	To be announced

### (SSBC003) Finnish 1

Credits:

3 cr

Credits:	3 cr	Timing:	1st yr
Learning Objectives	1	orking life. Students w	tion, oral communication and interaction vill develop their oral communication skills
Contents:	The theory and prac Meetings and negoti Introduction to spok Cultural differences	ations	ation
Learning Methods:	Lectures, supervised	l exercises	
Assessment Methods:	Group work and pre	sentation assignments	s, exercises and exam
Bibliography:	Material provided by	y the lecturer	
(SSBC004)	Finnish 2		

Learning Objectives: Students will develop their written Finnish skills and practise the specific writing skills required of their profession.

1st yr

Timing:

Contents:	Introduction to written communication Academic texts and documentation Business correspondence				
Learning Methods:	Lectures, supervise	d exercises, written a	ssignments		
Assessment Methods:	Writing exercises a	nd assignments, exan	n or a supplementary written assignment		
Bibliography:		ikirja - viestit vaihtoo	enius, Savinainen, Solonen, Taimio, Åberg: on 7 kielellä		
(SSBC005)	Swedish: Sven	ska för Idrottsb	oranchen		
Credits:	3 cr	Timing:	3rd yr		
Learning Objectives	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 Qualifica	tions 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 C	ommunication (	Skills		
Credits:	3 cr	Timing:	1st and 3rd year		
Learning Objectives	s: 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 exercise	Supervised exercises			
Assessment Methods:	100 % attendance and active participation, oral and written assignments, language portfolio and/ or written exam				
(SSBC009)	Finnish for Fo	reigners 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				

	Numerals: time, pri	orking, living, studyin ces, banking tions and understandi shopping	-
Learning Methods:	Communicative, pra	actical approach and	group work
Assessment Methods:	Class work and writ	tten or/and oral exam	
Bibliography:	Facts about Finland Hämäläinen, Aletaa Kenttälä, Kieli käyt	n	
(SSBC010)	Finnish for Fo	reigners 2	
Credits:	3 cr	Timing:	1st yr
Learning Objectives	s:To improve commu	nication skills in the	Finnish language
Previous Learning:	Finnish for Foreigners I		
Contents:	This unit builds on the knowledge gained in Finnish for Foreigners I		
Learning Methods:	Small group sessions		
Assessment Methods:	Active participation in class activities, written and oral tests		
Bibliography:	Kangasniemi, Suomen kielen tikapuut jatkotaso 1 Hämäläinen, continued		
(SSBC012)	Finnish for Fo	reigners 3	
Credits:	3 cr	Timing:	3rd yr
Learning Objectives	s:To improve commu	nication skills in oral	and written Finnish
Previous Learning:	Finnish for Foreigners I - II		
Contents:	This unit builds on the knowledge gained in Finnish for Foreigners I - II		
Learning Methods:	Small group sessions		
Assessment Methods:	Active participation in class activities, written and oral tests		
Bibliography:	White: From Start to Kuparinen & Tapan		

# PAKOLLISET AMMATTIOPINNOT

# (SSPF1Z) FUNDAMENTAL KNOWLEDGE 1 18 cr

In this module, student learns fundamental and theoretical basics in the field of sports Anatomy & Physiology Exercise Physiology Biomechanics of Human Movement Human Motor Development Nutrition

(SSPH001)	Anatomy and I	Physiology	
Credits:	5 cr	Timing:	1st yr
Learning Objectives	use this knowledge i	n client-oriented spor	he human body and how it works and can ts instruction and coaching work to yell as to reinforce exercise behaviour.
Contents:	Introduction to Cher Cells, tissues and org Locomotor system The nervous system Breathing and circul Digestion Fluid balance and ur Metabolism Thermal/heat contro	gans and the senses ation ine excretion	
Learning Methods:	Lectures, supervised exercises, independent study, part of the studies completed online		
Assessment Methods:	Exam, assignments		
Bibliography:	To be announced		
(SSPH002)	Exercise Physic	ology	
Credits:	4 cr	Timing:	1st yr
Learning Objectives	so as to be able to us		nctioning and structure of the human body client oriented sports instruction, health cement.
Contents:	Work and power in exercise and methods to measure them. Aerobic and anaerobic energy production mechanisms. Oxygen consumption in exercise. Circulation and breathing in exercise. Acid-base balance in exercise. Thermal regulation in exercise. Altitude and metabolism.		
Learning Methods:	Lectures, supervised work	assignments, parts of	f course completed online, independent
Assessment Methods:	Exam, assignments		
Bibliography:	McArdle, Katch, Ka Current articles	ttch, Exercise Physiol	logy.

# (SSPC001) Biomechanics of Human Movement

Credits:	3 cr	Timing:	1st yr	
Learning Objectives	Students will know	the basic mechanism	as and terminology of biomechanics.	
Contents:	Terminology of biomechanics. Structure and function of the neuromuscular system. Voluntary human movement and reflex action. Adaptations of the neuromuscular system.			
Learning Methods:	Lectures, supervise	d exercises		
Assessment Methods:	Assignment			
Bibliography:	To be announced			
(SSPH004)	Human Motor	Development		
Credits:	3 cr	Timing:	1st yr	
Learning Objectives: Students will be conversant with the physical growth and motor development of people from different ages groups.				
Contents:	Physical growth of people from different age groups The development of human motor skills in different age groups and how to observe such development			
Learning Methods:	Supervised exercises, independent study			
Assessment Methods:	Pair-work assignme	ent (video recording)		
Bibliography:	Haywood, K. & Ge	Haywood, K. & Getchell, N. 2009. Life span motor development.		
(SSPH007)	Nutrition			
Credits:	3 cr	Timing:	2nd yr	
Learning Objectives	ves: Students can define the main principles of a healthy diet, being able to assess the nutritional quality of food. They will be proficient in providing nutritional instructions and advice taking into account the customer's physical activeness, age and other individual, food-related needs.			
Contents:	Diet according to nutritional recommendations Nutritional needs of different age groups The impact of exercise on energy and nutrient and energy requirements Food related special requirements Knowledge of food Assessing the nutritional content of diet			

Nutritional counselling Learning Methods: Lectures, assignments

Assessment Exam and instruction practice

Methods:

Bibliography: To be announced

# (SSPF2Z) FUNDAMENTAL KNOWLEDGE 2 13 cr

In this module student learns theoretical and practical basics from programming physical exercises to different target groups. Studies include: Health and Exercise Coaching (Personal Training) Applications of Exercise Adapted Physical Education Sports Psychology

### (SSPC014) Applications of Exercise

Credits:	4 cr	Timing:	1st yr
Learning Objectives	will recognise the m use exercise in the c proficient in the use them according to c and assessing streng	ain principles of cari are of different target of fitness testing met ustomer needs. They	different forms of illness are caused and ng for such illnesses. They will be able to t groups and illnesses. Students will be thods for the elderly, being able to apply will be capable of planning, implementing ises for the aging and elderly as well as es.
Contents:			
Learning Methods:	Lectures and supervised exercises The course will partly be implemented as RDI studies		
Assessment Methods:	To be announced		
Bibliography:	To be announced		
(SSPC012)	Health Excerci	se Coaching 1	
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:	To be announced		

# (SSPH003) Adapted Physical Education

Credits:	3 cr	Timing:	2nd yr
Learning Objectives	to use a variety of d lead and instruct he	ifferent instruction a terogenic groups with ng exercise to suit pe	ts of adapted physical education, being able nd teaching methods. They will be able to h attention to the individual. They will be rsons with special needs in a variety of
Contents:	Dealing with indivi	duals and differentiate blied sports and exercise	
Learning Methods:	Lectures and exerci	ses	
Assessment Methods:	To be announced		
Bibliography:	To be announced		
(SSPC007)	Sports Psychol	ogy	
Credits:	3 cr	Timing:	3rd yr
Learning Objectives	s:Students will be aw performance in spor		ical factors involved in improving
Contents:	Promotion of social Promotion of self-co well-being	rt ation, lifelong health skills for life, group oncept and cognitive	
Learning Methods:	Lectures, seminar		
Assessment Methods:	Assignment		
Bibliography:			cal Educators- Student in Focus. of Sport and Exercise Psychology.
(SSPH3Z)	HEALTH EX COMPETEN		ND COACHING
(SSPP003)	Introduction to	o Physical Educ	cation
Credits:	3 cr	Timing:	2nd yr
Learning Objectives	to plan annual, seme purposes of instruct	esterly and hourly ex ing clients of different account the education	ndations of educational science, being able sercise syllabi and teaching content for the nt age groups. Students will be aware of and nal, knowledge-based and skill-related

objectives of exercise in their planning.

Contents:		planning basics. The	ducational science, the learning and e aims and contents of physical education
	Controlling the teacl	hing event and teach	
Learning Methods:	Lectures, supervised	l exercises.	
Assessment Methods:	Exam, instruction pr	ractice.	
Bibliography:	To be announced		
(SSPP004)	Instructing Hea	alth-Enhancing	g Physical Activity
Credits:	4 cr	Timing:	1st yr
Learning Objectives	sessions and operation counselling methods	onal models. They v s in a variety of ways	and assess health enhancing exercise vill use different goal-oriented teaching and s. Students will formulate a counselling and values and knowledge structures as a sports
Contents:	Health exercise instr	ruction session plann	ing, instruction and assessment
Learning Methods:	Exercises The cours	e will partly be delive	vered as RDI studies
Assessment Methods:	To be announced		
Bibliography:	To be announced		
(SSPP005)	Health Enhanc	ing Physical A	ctivity
Credits:	3 cr	Timing:	1st yr
Learning Objectives	promoting exercise a	and the most commo	ics and recommendations of health on fitness measurements. They will be different sports emphasising health
Contents:	Health-Related Fitne	g policy documents ysical activity s concerning physic physical activity for on physical activity f ss measurements: the ess Test	al activity health
Learning Methods:	Lectures and assignment	ments Part of the stu	dies will be online
Assessment Methods:	To be announced		

Bibliography: To be announced

# (SSPH4Z) HEALTH PROMOTION 2 9 cr

### (SSPC013) Health Excercise 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
- AssessmentTesting clients and compiling exercise programmes for them exercise counselling<br/>assignment
- Bibliography: Further reading as indicated by the lecturer.

### (SSPH010) Motor Learning

Credits:	3 cr	Timing:	1st yr
Learning Objectives	Students will be con progress of motor le		c methods of analysing movement, and the
Contents:	The basic elements of Observing performa Analyzing performa Motor learning	ince	
Learning Methods:	Lectures and exercise	ses	
Assessment Methods:	Assignment		
Bibliography:	To be announced		
(SSPH008)	First Aid and H	Health Risks	
( <b>SSPH008)</b> Credits:	<b>First Aid and H</b> 3 cr	Health Risks Timing:	1st - 3rd yr
Credits:	3 cr Students will be pre- conversant with the	Timing: pared for action in sit	tuations requiring first aid. They will be evention and aid with the ability to work in
Credits:	3 cr Students will be pre- conversant with the cooperation with oth Emergency and first The first aid situatio First aid action	Timing: pared for action in sit basic principles of pr her first aiders and he	puations requiring first aid. They will be revention and aid with the ability to work in lpers. The chain and the duty to help oper and casualty

Assessment	Quizzes, active participation in exercises. Opportunity to acquire the Finnish Red
Methods:	Cross EA2 certificate.

Bibliography: To be announced

# (SSPA1Z) PHYSICAL ACTIVITY 1 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 SKIING AND OUTDOOR ACTIVITIES MUSICAL EXERCISE GYM TRAINING

### (SSPA009) Skiing and Outdoor Activities

Credits: 4 cr Timing: 2nd yr

Learning Objectives: Students will be aware of the significance of skiing as a key form of winter exercise while being proficient in basic skiing techniques. They will also be able provide skiing instruction. In addition students will become conversant with the principles and different forms of nature activities.

Contents:	Cross-country skiing techniques
	Games on skis
	Ski tours and treks
	Snowshoeing
	Canoeing

Learning Methods: Lectures, supervised exercíses

Assessment Approved attendance of lectures and accomplishment of exercises and instruction practice

Bibliography: To be announced

### (SSPA007) Musical Exercise

Credits:	3 cr	Timing:	1st yr
Learning Objectives			ent to form a series and develop their own eading aerobics sessions.
Contents:	Creative movement		
Learning Methods:	Lectures, supervised	l exercises, instructing	g exercises
Assessment Methods:	Lectures, exercises,	instruction practice s	essions.
Bibliography:	To be announced		

### (SSPA006) Gym Training

Credits:	3 cr	Timing:	1st yr
Learning Objectives		are of the foundations	s of power training and will be able to sions.
Previous Learning:	Anatomy and Physic	ology	
Contents:	The foundations of p Instructing gym train Programming a gym	ning	
Learning Methods:	Lectures, supervised	lexercises	
Assessment Methods:	Exam/approved acco	omplishment of learn	ing assignments and exercises
Bibliography:	-	rle, R. W. 2008. Esse trength training anato	entials of strength training and conditioning.

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

Bibliography: To be announced

### (SSPA005) Athletics

Credits:	3 cr	Timing:	2nd yr
Cieuns.	50	rinning.	∠nu yi

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

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

Credits:	3 cr	Timing:	3rd yr
Learning Objectives	slopes. They will ga	in knowledge of dow	f safe and effective movement on the nhill skiing, telemark (free-heel skiing)and ble to supervise activities on the slopes.
Contents:	Downhill (alpine), te Instruction/organisat Knowing the equipm		ciing, snowboarding
Learning Methods:	Lectures, supervised	exercises	
Assessment Methods:	Approved attendance practice sessions.	e of lectures and acco	omplishment of exercises and instruction
Bibliography:	To be announced		
(SSPA015)	Aquatics 2		
Credits:	3 cr	Timing:	1st year
Learning Objectives	:Students will be aple	e to to plan, instruct a	nd assess aquatic exercises.
Contents:	Different forms of aquatic exercise		
Learning Methods:	Lectures, supervised exercises and instruction practice		
Assessment Methods:	Instruction assignments and exam		
Bibliography:	AEA, Aquatic fitness professional manual		
(SSPA011)	Gymnastics		
Credits:	4 cr	Timing:	2nd yr
Learning Objectives	develop and assistan single floor and appa	ice methods. They wi	tics terminology, how the basic movements ll also know how to develop a series from ovements, while being able to use basic and kills.
Contents:	Basic gymnastics Apparatus gymnastic Movement developm		
Learning Methods:	Lectures, supervised exercises,		
Assessment Methods:	Attendance of lectures, completion of set exercises, instructor training sessions, learning tasks, instruction practise sessions.		
Bibliography:	http://moniviestin.jyu.fi/sisalto/liikunta Further material provided by lecturer		
(SSPL6Z)	RUSINESS S	TUDIES 26 c	r

# (SSPL6Z) BUSINESS STUDIES 26 cr

The aim of the module is to learn to plan and execute customer oriented business

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

Credits:3 crIming:2 dr yrIcarning Object:For ourse assuments with business and userses supports now ledge to siness.Previous LearningThe course assuments in the sources sument of nancial markets.Contents:Business conceyts with sees environment interest groups, legal forms of ownership, management, searce accounting), money and financial markets.Contents:Business conceyts with exercises studies and exercises functions.Assessment Methods:Icetures, group wet, case studies and exercises.Assessment Methods:Nickels, McHupt Understanding Business marketing.Credits:5 crIning:Asterning Object:Store wetleded.Credits:So prior knowledeeded.Credits:No prior knowledeeded.Assessment Methods:Icetures, cases yreaded.Assessment Methods:Icetures, cases yreaded.Assessment Methods:Icetures, cases yreaded.Assessment Methods:Icetures, cases, key areaded.Assessment Methods:Icetures, cases yreaded.Assessment Methods:Icetures, cases, key areaded.Assessment Methods:Icetures, cases, key areaded.Credits:Marketing histring today.Assessment Methods:Icetures, cases, tey areaded.Credits:S crIning:Assessment Methods:Icetures, cases, tey areaded.Credits:S crIning:Assessment Methods:Icetures, cases, tey areaded.Credits:S crIning:Credits:S crIning:Assessment Methods:Icetur	(SSPL001)	Introduction to	o Business Ope	rations
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         Sibilography:       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, marketing environment, marketing process, key areas of marketing today.         Learning Methods:       Lectures, cases, group assignment.         Assessment Methods:       Lectures, cases, group assignment.         Assessment Methods:       Lectures, cases, group assignment.         Contents:       Marketing history societal level marketing, marketing environment, marketing process, key areas of marketing today.         Learning Methods:       Lectures, cases, group assignment.         Assessment Methods:       General terms and immin management accounting         Credits:       5 cr </td <td>Credits:</td> <td>3 cr</td> <td>Timing:</td> <td>2nd yr</td>	Credits:	3 cr	Timing:	2nd yr
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 Objective:       Suddents are able to understand the role and importance of marketing in business and are able to analyse companies marketing, marketing environment, marketing process, key areas of marketing today.         Previous Learning       No prior knowledge needed.       Imagement, exercise of marketing today.         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.         GSSPL015)       Management Accounting         Credits:       5 cr       Timing:       2nd yr         Learning Objectives:       Students and the meaning of profitability and learn how to make and use calculations required by management accounting and control         Credits:       5	Learning Objectives			
management, overview of business functions (operations, human resources, marketing, Finance, accounting), money and financial markets.Learning Methods:Lectures, group work, case studies and exercisesAssessment Methods:Exam, active participationSibliography:Nickels, McHugh, Understanding Business 8th edition.(SSPL014)Introduction to MarketingCredits:5 cr5 crTiming:2nd yearLearning Objectives: Students are able to understand the role and importance of marketing in business and are able to analyse companies marketing, marketing environment, marketing process, key areas of marketing today.Previous LearningNo 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 AccountingCredits:5 crS crTiming:2nd yrLearning Objectives:Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planing, decision-making and controlContents:General terms and aims in management accounting Economic balance: profitability, liquidity and solidity Cost-volume-profit tanalysis Long term calculatios::investments Budgeting Activity based costing	Previous Learning:	The course assumes	s no prior knowledge	of business.
Assessment Methods:Exam, active participationAssessment Methods:Exam, active participationBibliography:Nickels, McHugh, Understanding Business 8th edition.(SSPL014)Introduction to MarketingCredits:5 crTiming:2nd yearLearning 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:Credits:5 crTiming:2nd yrLearning Objectives:Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and controlContents: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	Contents:	management, overv	view of business func	tions (operations, human resources,
Methods:Bibliography:Nickels, McHugh, Understanding Business 8th edition.(SSPL014)Introduction Introduction(SSPL014)Introduction IntroductionCredits:5 crTiming:2nd yearLearning 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 environment, marketing process, key areas of marketing today.Learning Methods:Lectures, cases, group assignment.Assessment Methods:Lectures, cases, group assignment.(SSPL015)Management LecountingCredits:5 cr5 crTiming:2nd yrLearning Objective:Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and controlContents:General terms and arms in management acculting and control analysis Long term calculations: sinvestments Budgeting Activity based costing	Learning Methods:	Lectures, group wo	rk, case studies and e	exercises
(SSPL014)Introduction to WarketingCredits:5 crTiming:2nd yearLearning Objectives: Students are able to understand the role and importance of marketing in business and are able to analyse companies marketing.Importance of marketing in business and importance of marketing in business and are able to analyse companies marketing.Previous LearningNo 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 AccountingCredits:5 cr5 crTiming:2nd yrLearning Objectives: Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and controlContents: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		Exam, active partic	ipation	
Credits:5 crTiming:2nd yearLearning Objectives:Students are able to understand the role and importance of marketing in business and are able to analyse companies marketing.Previous LearningNo 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. <b>(SSPL015)Management Accounting</b> Credits:5 cr5 crTiming:2nd yrLearning Objectives:Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and controlContents: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	Bibliography:	Nickels, McHugh, V	Understanding Busin	ess 8th edition.
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         S 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	(SSPL014)	Introduction to	o Marketing	
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 AccountingCredits:5 cr5 crTiming:2nd yrLearning Objectives:Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and controlContents: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	Credits:	5 cr	Timing:	2nd year
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 AccountingCredits:5 cr5 crTiming:2nd yrLearning Objectives:Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and controlContents: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				
Image: 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	Previous Learning:	No prior knowledge	e needed.	
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	Contents:			
Methods:       Imagement Accounting         (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	Learning Methods:	Lectures, cases, gro	oup assignment.	
Credits:5 crTiming:2nd yrLearning Objectives: Students will understand the meaning of profitability and learn how to make and use calculations required by managers for planning, decision-making and controlContents: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		Lectures, cases, gro	oup assignment.	
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	(SSPL015)	Management A	Accounting	
calculations required by managers for planning, decision-making and controlContents: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	Credits:	5 cr	Timing:	2nd yr
Economic balance: profitability, liquidity and solidity Cost-volume-profit analysis Long term calculations:investments Budgeting Activity based costing				
Learning Methods: Lectures assignments		Economic balance: Cost-volume-profit Long term calculati Budgeting Activity based costi Balanced scorecard	profitability, liquidit analysis ons:investments ing	

Learning Methods: Lectures, assignments

Assessment Exam, exercises Methods:

Bibliography:	To be announced			
(SSPL016)	Project Manag	gement		
Credits:	3 cr	Timing:	2nd year	
Learning Objectives	s: To learn how to pla manage project.	n and implement a p	roject, how ot use project tools, how to	
Contents:	Project managemen management.	t tools and models, p	project processes, succesful project	
Learning Methods:	Lectures, cases, gro	up assignment		
Assessment Methods:	Exam, project work	in groups.		
(SSPL013)	Law Studies			
Credits:	2 cr	Timing:	4th yr	
Learning Objectives			general knowledge of the legal framework s on contract and business laws.	
Contents:	Legal system Contract law Business law			
Learning Methods:	Lectures, exercises			
Assessment Methods:	Exam			
Bibliography:	Surakka, Aapo: Acc	cess to Finnish Law,	WSOY	
(SSPL017)	Leadership an	d Human Reso	urce Management	
Credits:	5 cr	Timing:	2nd year	
Learning Objectives	ives: 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, gro	up assignment.		
Assessment Methods:	Exam, group assign	iment.		
(SSPL011)	Strategic Marl	keting Manager	nent	
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
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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
T · N/ (1 1	

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

Assessment Exam, course work, assignments Methods:

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
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Learning Objectives	completion of this c components. Studer	ourse students will be ts will be able to dist	nd complexity of activity tourism. Upon e able to define activity tourism and its inguish between nature, sports and et to know practical products from each
Contents:	Definition of key te Activity tourism in Nature tourism, spo		tourism
Learning Methods:	Lectures, group wor	rk, case studies, comp	pany visits
Assessment Methods:	Exam, assignments,	presentations	
Bibliography:	Selected books and	reading. Handouts pr	ovided by lecturer.
(SSPL008)	Activity Touris	sm Product Dev	elopment
Credits:	5 cr	Timing:	3rd yr
Learning Objectives	ves: 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 pr	ovided by lecturer	
(SSPL009)	Adventure Tou	ırism	
Credits:	3 cr	Timing:	3rd yr
Learning Objectives	adventure tourism p the key characteristic experience creation industry supply and	orogrammes. Upon co ics of adventure and a process. Students wil demand related issue will comprehend stag	actical knowledge and skills needed in mpletion of this course students can outline are able to explain important aspects of the ll be conversant in adventure tourism es. The course emphasises adventure ges in group development and can apply

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, present	tations, 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 Se	rvices Managen	nent
Credits:	5 cr	Timing:	3rd yr
Learning Objectives	They will be proficient steps of planning and	ent in comparing tour d implementing activ	evolution of activity tourism management. ism programme offers and folowing the ity programme services. The course ledge needed when managing tourism
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 c	er
		p their know-how in g out research and dev	a genuine work situation and gain skills velopment projects.
(SSPR003)	<b>R&amp;D</b> Studies		
Credits:	5 cr	Timing:	3rd yr
Learning Objectives: Students will have the basic skills required to improve their expertise enabling them			

Learning Objectives: Students will have the basic skills required to improve their expertise enabling the 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 devleopment 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

Assessment Methods:	Assignments, seminars, exam.
Bibliography	To be appounced and

Bibliography: To be announced and http://www.kajak/opari.fi

# VAPAASTIVALITTAVAT OPINNOT

# (SSBW8Z) FREE-CHOICE STUDIES 15 cr

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging expertise.

### (SSBW006) Sociology of Sports

Credits:	3 cr	Timing:	2nd - 4th yr	
Learning Objectives		nsight into the signifi to differences betwee	cance of sport and exercise as a sociological en exercise cultures.	
Contents:	The socialisation of	Sociological research in exercise and sports The socialisation of sports and exercise Internationalisation of sports and exercise		
Learning Methods:	Independent study			
Assessment Methods:	Exam/assignment			
Bibliography:	Material provided b	y lecturer		
(SSBW007)	Physical Exerc	ise for the Disa	bled	
Credits:	3 cr	Timing:	2nd-3rd yr	
Learning Objectives			orts and principles of sports for the disabled operations of disabled sports associations.	
Contents:	The status of sports for the disabled Classification Coaching systems Disabled sports associations			
Learning Methods:	Independent study			
Assessment Methods:	Assignment			
Bibliography:	Material provided b	Material provided by lecturer		
(SSBW008)	Sports Injuries	5		

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

Learning Objectives	s: Students will know how the most common sports injuries occur and how to care for them.			
Contents:	Typical sports injur How injuries occur Stress injuries and t			
Learning Methods:	Independent study			
Assessment Methods:	exam/assignment			
Bibliography:	Material as indicate	Material as indicated by the teacher		
(SSBW010)	Taping and Massage			
Credits:	3 cr	Timing:	2nd - 4th yr	
Learning Objectives			is for taping. They will understand massage orms of massage to induce relaxation and	
Previous Learning:	Anatomy and Physi	ology		
Contents:	Ankle, knee and wr The uses of sports ta The anatomy of the Introduction to mas Different forms of r anatomic areas	apes area for taping sage	lication in the massage of different	
Learning Methods:	Lectures, supervised	Lectures, supervised exercises, independent work		
Assessment Methods:	Exam, participation			
Bibliography:	To be announced			
(SSBW018)	Self-defence S	ports		
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			

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	s, 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
- AssessmentWritten and oral presentation of the topic analysis, thesis plan, and the thesis,Methods:seminars, attendance of presentations of other theses, poster and maturity test, acting<br/>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		