






BSc in Exercise & Health Fitness

Introduction and Outline


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[Schedule for the day](#)











Programme Structure

- Total of 9 Modules including the Research Project
- 6 Modules taught in the traditional classroom manner
- 3 Modules taught through blended learning (mix of traditional and e-learning)








Programme Structure

- Total of 250 contact hours
 - 190 Traditional classroom based
 - 60 e-learning
 - Plus research project, private study, assignments etc












General Delivery Structure

- **Autumn start** Mods 1,2,5,6,8,9
- **Spring start** Mods 3,4,7


General Delivery Structure

- 15 contact weekends between Sept 2013 & May 2014
- 6 hours per day
- 4 classes per day 1.5 hours ea.
- 15 min morning & afternoon break
- 45 min lunch
- Start 9.30am finish 4.45pm






Module 1

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- **Management in Exercise & Health Fitness (6 ECTS) MG4067**
 - Blended Learning
 - 10 Traditional Classroom hours
 - 20 E-learning hours
- **Tutor:**

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Module 1

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- Strategic Planning - principles of management in the exercise & health fitness sector
- Time Management – time, planning and scheduling tasks and projects.
- Delegation - delegating work and empowering team members.
- Best Practice - use of best practice theories and techniques for managing oneself and one's team.
- Improvement of standards and delivery.
- Motivation - motivating keys to managing people, attitudes and values
- Leadership - leading an effective management team.

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Module 2

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- **Financial Management in Exercise & Health Fitness (6 ECTS) FI4017**
 - 30 Traditional Classroom hours
- **Tutor:** Claire Phelan

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Module 2

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- Financial management and application.
- Budget preparation and budget development.
- Collecting, analysing and communicating financial information.
- Innovation and entrepreneurship, management of working capital.
- Cash flow projections, bank reconciliation's
- Ethical practice and effective use of financial resources

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Module 3

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- **Public Relations & Marketing in Exercise & Health Fitness (6 ECTS) MK4028**
 - 10 Traditional Classroom Hours
 - 20 E-Learning hours
- **Tutor:** Dr. Maurice Patterson

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Module 3

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- Positive and effective public relations and marketing.
- Marketing strategies, product and brand management.
- Service marketing and pricing strategies.
- Marketing Research.
- Product and brand management.
- Customer behaviour and customer policies.
- Providing leadership in the development of effective public relations and marketing strategies.

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Module 4

- **Human Resource Management in Exercise & Health Fitness (6 ECTS) PM4088**
 - 10 Traditional Classroom hours
 - 20 E-Learning Hours
- **Tutors:** Dr. Ronan Carbery
Dr. Christine Cross



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Module 4

- Planning, recruitment and selection processes
- Employment legislation.
- Health and safety in the workplace, staff reviews, performance appraisals and reward management schemes.
- Continuing professional development of management and reflection on learning and personal development planning for staff.
- Development of communication skills which including conflict resolution strategies in the Exercise & Health Fitness Sector



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Module 5

- **Information Technology & Multimedia in Exercise & Health Fitness (6 ECTS) SS4037 30**
Traditional Classroom hours
- **Tutor:** Damien Jackson


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Module 5

- Multimedia in marketing and promotion in the Exercise & Health Fitness sector
- Desktop Publishing
- Website Design
- Membership tracking, e-commerce
- Internet Business Banking and payroll software


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Module 5

Assessment

1. Desktop Publishing (40%)
Students are required to produce an e-zine newsletter (minimum 8 A4 pages - maximum 10 A4 pages) The newsletter should display best practice in terms of navigation, layout, typeface, alignment, titles, pull-quotes, use of images, colours, borders, frames, backgrounds etc


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Module 5

2. Website Design (40%)
Students are required to produce a website on CD (minimum of 8 pages- maximum of 10 pages) The website should be based on best practice for website design including suitability for target audience, navigation, use of colours, use of correctly sized web graphics and images. Interactivity should be in evidence and one page should be password protected

The website should be accompanied by a 250-300 word rationale supporting your design decisions

3. Theory Assessment (20%)


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Module 6

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- Health Promotion in Exercise & Health Fitness (6 ECTS) EN4027
 - 30 Traditional Classroom hours

Tutor: Catherine McNamara

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Module 6

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- Health promotion- community development and adult education & theories of behavioural change.
- Health education- public health, community mental health, application to exercise & health fitness
- Programme development and empowerment. - Multi-agency partnership.
- Needs assessment and evaluation in exercise & health fitness.
- [Reading list](#)
- [Assessments](#)

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Module 7

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- Mod. 7 Diverse Populations in Exercise & Health Fitness (6 ECTS) SS4088
 - 30 Traditional Classroom hours
- Tutor: Dr. Daniel Tindall

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Module 7

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- Introduce students to diversity, inclusion and integration issues as they relate to exercise, health fitness, and Adapted Physical Activity (APA).
- Adapted Physical Activity and inclusive movements and key legislation to inclusion and disability
- Adapted physical activity programming principles and implementation.
- Exercise adherence and tolerance of individuals with disability.
- Disability sport, and public/private fitness facility adaptations for individuals with disabilities.

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Module 8

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- Mod. 8 Event Management in Exercise & Health Fitness (6 ECTS) SS4037
 - 20 Traditional Classroom hours

Tutor: Caroline Shanley

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Module 8

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- Event risk management and events operations Business strategy and services event marketing,
- Methods and techniques of event management, Organisational, planning, and communication skills in the management of an event, effective communication of information, ideas, complex problems when managing an event,
- Appropriate approaches to managing people in the event management environment.

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Module 9

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- Mod. 9 Final Research Project (12 ECTS)
SS4047

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Module 9

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- A comprehensive business plan which will draw from all modules of the BSc
- [Final Project](#)

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Coordination

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- Course Coordinator: Damien Jackson
 - Timetable
 - Central point of contact for both Tutors/ Lecturers and students
 - Tutor/ Lecturer and student support
 - Learning Support website
 - General overall course management

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Support

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- **Learning Support Website**
 - E-Learning Content Modules 1,3 & 4
 - Extra Resources
 - Reminders,
 - Articles, links to websites etc
 - Tutor handouts /presentations
- Student uploads--send them to me via e mail and I will upload them for you

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BSc Learning Support

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- URL: www.ncefbsc.com
- Username: student@ncef.com
- Password: bsc_support
- Best viewed using Internet Explorer or Firefox Browsers

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BSc Learning Support





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- **Content:**
 - E- Learning content for Modules 1,3,4
 - Mix of text, animations, video and audio
 - Modules 3 & 4 do not start until spring semester, content is not completed yet.
 - Support materials for other modules, these will build as the course progresses
 - PDF Articles
 - Web links ...websites, videos
 - Audio downloads for car/ipod etc

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BSc Forum


- Accessed from BSc website
- Divided into modules
- Ask questions here of classmates or tutors




Textbooks

- List of core and recommended reading from each tutor
- Purchase the core text
- Use the library for recommended reading
- Purchase Cite it Right today!! €2



General






- **Lunch & Coffee Breaks**
 - Saturdays: Stables Club, Javas, Sports Bar and Spar
 - Sundays: Sports Bar only
- **Parking**
 - Car park behind KBS or opposite Stables Club... Free at weekends



General










- **Library**

Days	Library Building	Information Desk
Monday - Friday	08:30 - 23:00	09:00 - 21:00
Saturday	10:00 - 19:00	10:00 - 16:30
Sunday	11:00 - 18:00	CLOSED


 - Wide range of access to articles, journals etc on-line
 - Renew on-line



General

UL Writing Centre
[Services](#)



General






- **Contacts**
 - Course Coordinator: Damien Jackson
 - damienjackson@ncefinfo.com
 - Ph: 051 391163 (9-5pm Mon-Fri)
 - Mob: 086 6847683 (Emergencies only)
 - NCEF Student Services Officer
 - yvonne.osullivan@ul.ie
 - 061 202829



Contact Details

- Confirm E mail Addresses
- Confirm Mobile No.s
- Permission for Texts if required.



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