



APPROVED

Awards	
Honours Bachelor Degree	
Mode of Delivery:	Full Time
No. of Semesters :	8
NFQ Level:	8
Programme Credits:	240
Language of Instruction:	English
Department:	Sport Media and Marketing

Semester Schedules

Stage 1 / Semester 1

Elective Regulation
Player Development module chosen by students depends on their sports option: GAA, Rugby or Football.

Mandatory	
Module Code	Module Title
COAC C1313	Introduction to Coaching Pedagogy
PHIO C1311	Applied Anatomy and Sport Physiology 1
RECH C1804	Professional Writing and Research in the Digital Age
TECH C1805	Information Technology
DEVL C1315	Player Development 1 - Rugby
DEVL C1316	Player Development 1 - GAA
DEVL C1317	Player Development 1 - Football

Stage 1 / Semester 2

Elective Regulation
Students select Player Development and Coach Ed modules depending on their sports option: GAA, Rugby or Football.

Mandatory	
Module Code	Module Title
ACCT C1307	Introduction to Accounting for Sport
MGMT C1307	Foundations of Sport Management
PHIO C1315	Applied Anatomy and Sport Physiology 2
DEVL C1320	Player Development 2 - Rugby
COAC C1315	Coach Education 1 - GAA
COAC C1316	Coach Education 1 - Football
DEVL C1321	Player Development 2 - GAA
COAC C1317	Coach Education 1 - Rugby
DEVL C1322	Player Development 2 - Football

Stage 2 / Semester 1

Elective Regulation
Students select Player Development and Coach Ed modules depending on their sports option: GAA, Rugby or Football.

Mandatory	
Module Code	Module Title
STGY	Injury Prevention and Recovery Strategies in Sport
ACCT	Accounting for Sport
MKTG H2321	Sports Marketing
COAC	Coach Education 2 - GAA
SPRT H2319	Coach Education 2 - Football
COAC_1	Coach Education 2 Theory - Rugby
DEVL_2	Player Development 3 - GAA
DEVL_1	Player Development 3 - Rugby
DEVL	Player Development 3 - Football

Stage 2 / Semester 2

Elective Regulation
Students select Player Development and Coach Ed modules depending on their sports option: GAA, Rugby or Football.

Mandatory	
Module Code	Module Title
PHIO	Strength and Conditioning
ECON H2311	Sports Economics
FNCE	Finance for Sport 1
DEVL_1	Player Development 4 - Rugby
COAC	Coach Education 3 Practical - Rugby
DEVL C2315	GAA Club Development
SPRT H3316	Coach Education 3 - Football
LEAD	Player Development 4 - GAA
DEVL	Player Development 4 - Football

Stage 3 / Semester 1

Elective Regulation

2 x 5 credit Electives required. Coach Ed and Player Development options determined by stream student is in (i.e Gaa, Football or Rugby)

Mandatory	
Module Code	Module Title
SPRT	Fitness Testing and Load Monitoring in Sport
FNCE	Finance for Sport 2
COMM	Sponsorship in Sport
MGMT H3357	People Management Skills (Sports)
Elective	
Module Code	Module Title
DEVL	Player Development 5 - Football
COAC_1	Coach Education 4 - Rugby
DEVL_2	Player Development 5 - GAA
DEVL_1	Player Development 5 - Rugby
SOCL H3336	Community Sport and Social Inclusion
ANAL	Sports Performance Analysis
COAC_2	Coach Education 3 - GAA
COAC	Coach Education 4 - Football

Stage 3 / Semester 2

Elective Regulation

1. Students must take either 1. Work Placement or 2. Study Abroad or 3. Sports Internship project plus the two five credit electives in semester 6. 2. Students may EXIT at this stage of the programme with a BA in Sports Coaching and Business Management (GAA or Rugby or Soccer) (Embedded Exit Award), provided they have achieved the required Level 7 learning outcomes. Academic Regulations apply.

Elective	
Module Code	Module Title
WKPL C3315	Work Placement
SPRT	Sports Internship Project
PROJ C3802	Study Semester Abroad
MGMT H4325	Operations Management (Sport)
DATA	Introduction to Data Analysis for Sport

Stage 4 / Semester 1

Elective Regulation

2 x 5 electives to be chosen Dissertation module runs over Semester 7 and 8 however credits lie in Semester 8 only

Mandatory	
Module Code	Module Title
SPRT	Periodisation
CULT	Equality, Diversity and Inclusion in Sport
STGY	Strategy, Governance and Leadership
DISS C4803	Dissertation (Part 1 of 2)

Elective	
Module Code	Module Title
COAC	Coach Education 4 - Football
MGMT C4805	Event Management
MTDS	Adapted Physical Activity
ANAL	Sports Performance Analysis 1
PSYC	Sport and Exercise Psychology 1

Stage 4 / Semester 2

Mandatory	
Module Code	Module Title
STUD	Contemporary Issues in Sport
COAC C4803	Coach Development and Mentoring
DISS C4803	Dissertation (Part 2 of 2)
Elective	
Module Code	Module Title
DATA	Introduction to Data Analysis for Sport
MGMT H4325	Operations Management (Sport)
PSYC	Sport and Exercise Psychology 2
SERV	Physical Activity for Special Populations
ANAL	Sports Performance Analysis 2