



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

Mandatory	
Module Code	Module Title
PHIO	Applied Anatomy and Sport Physiology 1
COAC	Introduction to Coaching Pedagogy
DEVL	Applied Athletic Development 1
TECH	Information Technology
RECH	Professional Writing and Research in the Digital Age

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
PHIO	Applied Anatomy and Sport Physiology 2
ACCT	Introduction to Accounting for Sport
MGMT	Foundations of Sport Management
COAC	Introduction to the Coaching Environment
DEVL	Applied Athletic Development 2

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
STGY	Injury Prevention and Recovery Strategies in Sport
ACCT	Accounting for Sport
MKTG H2321	Sports Marketing
LAWS	Nutrition and Doping Regulation in Sport
COAC	Coach Education and Practice 1

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
PHIO	Strength and Conditioning
ECON H2311	Sports Economics
FNCE	Finance for Sport 1
SPRT	Physical Activity and Health
COAC	Coach Education and Practice 2

Stage 3 / Semester 1

Elective Regulation

2 x 5 credit Electives required.

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
COAC	Coaching Pedagogy and Practice 3
SOCL H3337	Community Sport and Social Inclusion
ANAL	Sports Performance Analysis

Stage 3 / Semester 2

Elective Regulation

1. 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 Sport, Business and Coaching (Embedded Exit Award), provided they have achieved the required Level 7 learning outcomes. Academic Regulations apply.

Elective	
Module Code	Module Title
WKPL	Work Placement
SPRT	Sports Internship Project
PROJ H3323	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
PROJ H4303	Dissertation (Part 1 of 2)

Elective	
Module Code	Module Title
MGMT H4326	Event Management
MTDS	Adapted Physical Activity
ANAL	Sports Performance Analysis 1
PSYC	Sport and Exercise Psychology 1

Stage 4 / Semester 2

Elective Regulation

2 x 5 electives to be chosen.

Mandatory	
Module Code	Module Title
STUD	Contemporary Issues in Sport
SPRT H4302	Coach Development and Mentoring
PROJ H4303	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