

Bachelor of Science in Exercise & Health Fitness (B.Sc.)

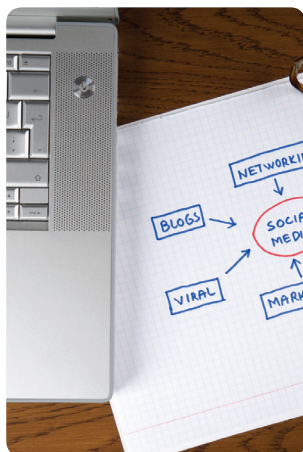
Stage 2: Facility Operations in Exercise & Health Fitness



National Council
for Exercise & Fitness



UNIVERSITY of LIMERICK
OILESCOIL LUIMNIGH



This is a Specialist Module in Stage 2 of the B.Sc. in Exercise & Health Fitness. Applicants who choose the degree programme may take this module as one of their options. (Please note this is a compulsory module for those who choose the Diploma in Exercise & Health Fitness - Strand 2 Practitioner Education Programme).

RECOGNITION: 15 European Credit Transfer System (ECTS) credits towards the Diploma/B.Sc. in Exercise & Health Fitness. The Diploma/B.Sc. are awarded by the University of Limerick and are placed at Level 7/8 on the National Qualifications Framework (NQF) and Level 6 on the European Qualifications Framework (EQF).

Aim:

To provide exercise & health fitness professionals with the opportunity to understand the concepts & principles of facility operations and to apply them in the supervisory management of a professional & successful exercise and health fitness facility. Participants will be provided with the skills, knowledge & competencies to operate a professional & successful exercise and health fitness facility environment.

Module Details:

This module is e-learning based, which is delivered through an interactive website which includes text, animations and video and is supported by a coordinator email and telephone support. As this is an e-learning module, applications will be accepted on an on-going basis however please note all online assessments and assignments must be completed within one academic semester. The submission dates are available on application.

Autumn Semester (September start) must be completed by early December.

Spring Semester (January start) must be completed by mid April.

Summer Semester (May start) must be completed by mid July

Entry Requirements:

(A) For Certificate in Exercise & Health Fitness (CEHF) Graduates and Recertified NCEF Level 1 holders:

- Completed NCEF/UL Application Form
- Curriculum Vitae outlining your work experience in the industry
- Copy of your CEHF/PEAI NCEF Level 1 Certificate

(B) For Expired NCEF Level 1 holders (1987-2006) and for those with equivalent qualifications:

- Completed NCEF/UL Application Form
- Applications for entry on to this module is through the NCEF/UL Recognition of Prior Learning (RPL) Scheme*. Applicants will be assessed on an individual basis and in accordance with NCEF/UL RPL criteria. RPL applicants are required to complete a pro-form Portfolio of Learning (POL). This form is available from NCEF Head Office or online at www.ncefinfo.com

OFA Occupational First Aid (OFA) is an NCEF & industry requirement. All candidates must provide a current OFA Certificate on application.

* Please note an RPL fee applies to all applicants required to submit a POL Form. On successful acceptance the fee is deducted from the overall programme fee.

NCEF Head Office,
PESS Building,
University of Limerick,
Castletroy, Limerick
T: 061-202829
F: 061-335911
E: ncef@ul.ie
www.ncefinfo.com

Module Content

The content of this module is divided into 6 units. Five units relate to various topics and unit 6 contains details of your final assessment. Each unit also has its own electronic self-assessment to help you gauge your progress before moving onto a new topic.

Unit 1: Management and Leadership

- Functions of the management process
- Characteristics of good leaders
- Styles of leadership
- Roles of leaders vs. managers
- Characteristics of effective managers

Unit 2: Public Relations and Services Marketing

- Characteristics of services
- Classifications of services
- 8 'P's of services marketing
- Relationship marketing and customer loyalty schemes
- E-marketing
- Public relations
- Benefits of good public relations

Unit 3: Human Resource Management

- Planning, recruitment and selection
- Employment legislation
- Employee motivation and satisfaction
- Employee appraisal

Unit 4: Business Planning

- SWOT analysis
- Budget development
- Cashflow and bank reconciliation
- Employee records and documents
- Business structures
- Compiling business plans

Unit 5: Assessment

- On-line theory assessment (20%)
- Submission of a business plan for a small business (80%)

Continuing Professional Development (CPD)/ Lifelong Learning

Continuing Education Credits (CEC's). This Module will earn PEAI/ NCEF holders 650 CEC'S. An extra 75 CEC's are available on successful completion of assessment requirements.

15 ECTS Credits towards the Diploma/Bachelor of Science in Exercise & Health Fitness.

