

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

## Stage 4



National Council  
for Exercise & Fitness



UNIVERSITY of LIMERICK  
OLLSCOIL LUIMNIGH



The Bachelor of Science in Exercise & Health Fitness (B.Sc.) offers individuals the opportunity to research, study and practice at an advanced level in the area of Exercise & Health Fitness. (See full B.Sc. Pathway on [www.ncefinfo.com](http://www.ncefinfo.com)).

**RECOGNITION:** The B.Sc. is awarded by the University of Limerick (UL) and is placed at Level 8 on the National Framework of Qualifications (NFQ) and Level 6 on the European Qualifications Framework (EQF).

### Aim:

To provide graduates of the Diploma in Exercise & Health Fitness (DEHF) or those with equivalent qualifications with the opportunity to advance and apply their knowledge, skills and competencies so as to provide direction, leadership and professional expertise at the highest management levels in the Exercise & Health Fitness sector.

### Programme Design:

Elements of the B.Sc. programme year will include traditional classroom based learning, e-learning and blended learning including electronic support structures for collaborative interaction. Comprehensive teaching and learning materials have been developed for all modules. These materials include interactive resources for e-learning.

### Programme Delivery:

Those delivering on the programme are drawn from the NCEF, the Faculty of Education and Health Sciences and the Kemmy Business School at UL. Guest Lecturers with relevant backgrounds will also present on the programme.

The programme will span over three academic semesters with 16 contact weekends and will be offered every alternate academic year subject to demand.

### Entry Requirements:

- Diploma in Exercise & Health Fitness (DEHF), NFQ Level 7, at honours grade level 2.2 or higher or an equivalent qualification in a relevant discipline.
- Applications for equivalency will be assessed on an individual basis through the NCEF/UL Recognition of Prior Learning (RPL) Scheme \*. RPL Applicants are required to complete a pro - forma Portfolio of Learning (POL) as part of their application.
- Successful interview. Interviews can be completed via face to face, telephone or skype.

\*Please note a Recognition of Prior Learning fee of €125 applies to all applicants required to submit a Portfolio of Learning. On successful acceptance the fee is deducted from the overall programme fee.

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# Programme Content

## 1. Management in Exercise & Health Fitness

- 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 - the 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

## 2. Financial Management in Exercise & Health Fitness

- 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 reconciliations
- Ethical practice and effective use of financial resources

## 3. Public Relations & Marketing in Exercise & Health Fitness

- 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

## 4. Human Resource Management in Exercise & Health Fitness

- 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

## 5. Information Technology & Multimedia in Exercise & Health Fitness

- Multimedia in marketing and promotion in the exercise & health fitness sector.
- Information technology - membership tracking, e-commerce.
- Continuing professional development and staff training to exercise & health fitness personnel through the use of multi-media.

- Internet business banking and payroll software
- Advancement of personal information technology and multimedia skills

## 6. Health Promotion in the Exercise & Health Fitness

- Health promotion - community development and adult education
- Health education - public health, community mental health and application to exercise & health fitness
- Health promotion theories of behavioural change
- Programme development and empowerment
- Multi-agency partnership
- Needs assessment and evaluation in exercise & health fitness.

## 7. Diverse Populations in Exercise & Health Fitness

The purpose of this module is to 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
- Key legislation as it relates to inclusion and disability in Ireland
- Various types of 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

## 8. Event Management in Exercise & Health Fitness

- 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

## 9. Final Project in Exercise & Health Fitness

- Principles of good research, quantitative, qualitative & mixed methodologies
- Sourcing & critically assessing current literature and research on specific topics
- Applying relevant knowledge, theory and findings in research design and implementation
- Presenting to peers for critical analysis and at workshops & seminars
- Data gathering techniques and basis statistical analysis
- Attitudes, ethics and values while conducting research in the area of exercise & health fitness management