


► Bachelor studies from August 2022 onwards 

Education in English

Business, Administration and Law

Information and Communication Technologies

Service Industry

► **COACH Sports Coaching and Management**

EXPER Hospitality and Tourism Experience Management

STEM Sustainable Tourism and Event Management

COACH Sports Coaching and Management Bachelor of Sport Studies, 210 ECTS

Bachelor of Sport Studies

Programme

Curricula

Implementations

Name and level of education

Bachelor of Sports Coaching and Management and the Finnish title of liikunnanohjaaja (AMK)

Admission requirements and applications

Act of Polytechnics 932/2014, Section 25 §
Before applying see the admission criteria at [Studyinfo](#)

Scope and duration

210 ECTS, 3,5 years

Recognition of learning

Read more about the principles of recognition of learning at Haaga-Helia.
[Recognition of learning](#)

Mode of study

The studies are fulltime, daytime studies. The first two years of the studies include intensive studying at the Haaga-Helia UAS Vierumäki Campus, after which the student has a chance to obtain information and knowledge in a real-life working environment during the 1 - 1,5 years of work placement. Many employment opportunities for the graduate open up while the student is completing the required work-placement in e.g. a sport club or a national sport organization.

Language of tuition

English

Requirements and decrees

Completion of the courses specified in the curriculum, compulsory work placement, a thesis and maturity test.

Haaga-Helia's operations are governed by [The Government Decree on Universities of Applied Sciences \(1129/2014\)](#) (only in Finnish) and [the degree regulations](#).

Study attainments and assessment

Find out more about [the degree regulations and assessment process of Haaga-Helia](#)

Targets and structure

With the innovative educational concept of competence- based and student-centered working-methods the Degree Programme in Sports Coaching and Management prepares students along three main development streams with the focus on:

- Personal development and professional growth
- Coach development (with emphasize on holistic athlete development)
- event and organizational management

Internationalisation

The Degree Programme is truly international. Every year several students come from different countries, e.g. Canada, USA, Slovakia, Bulgaria, Hungary, Estonia, Latvia, England, Germany, Austria, Italy, South-America and many more. These international students bring different cultures, coaching cultures, traditions, behaviors, and working strategies to the programme, which leads to a real exchange in terms of knowledge and practices.

Guest lecturers, project-work abroad in cooperation with the International Ice Hockey Federation (IIHF) and on-campus exchange students add another level of internationalization to the studies. The students are encouraged to attend and organize international events, seminars and conferences, which create the possibility for networking with other coaches and sport managers and to establish connections to associations and clubs in numerous countries.

Our mission is: "We help people to grow" – Let's meet in Vierumäki Campus!

Work placement and cooperation with the business community

The programme offers unique opportunities for the students to be actively involved in the sport of their choice on local, national and international level. Through close cooperation of the Degree Programme with the International Ice Hockey Federation (IIHF), the International Ice Hockey Centre of Excellence (IIHCE) and the Finnish Ice Hockey Association (FIHA) the students are constantly involved in the development of ice-hockey on a world-wide scale. In 2021 Haaga-Helia became the second higher education institution in the world to receive ICCE FULL Level endorsement in sports coaching ([International Council for Coaching Excellence](#)).

The modern and unique learning environment and pedagogical innovations are made possible through close cooperation with partners and networks from the working life. These working life partners can be, clubs, companies, sport associations and federations operating in the field of sport (e.g. coaching, marketing, development, coordination, and events).

Career opportunities

The programme imparts knowledge on coaching sports on all levels, as well as on the organization and promotion of sport event management. A graduate from this degree programme is able to work e.g. in the fields of:

- Sports coaching (with emphasize on holistic athlete development and ice-hockey)
- Managing and organizing sports events and activities
- Instructing and coaching in sports associations and federations, as well as in clubs and gyms
- Administration and management of sports clubs, gyms, associations and federations.

Postgraduate studies

University studies

Alumni activities

[Read more about the Haaga-Helia's alumni and join the international network.](#)

Contact information

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[Study Services](#)

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