

Sports Coaching and Management



Are you aspiring to become a professional coach? This program presents unique opportunities to enhance and develop your coaching skills through the innovative educational approach of competence-based and student-centered methods. The program includes coaching sports at all levels, sports management within organizations and promoting sports event management.

This program specializes in ice hockey coaching, offering a distinctive chance to immerse yourself in the renowned and highly esteemed Finnish ice hockey culture and coach education, recognized worldwide. The Sports Coaching and Management program has received [FULL ICCE endorsement](#), attesting to its excellence. Haaga-Helia is the second institution globally to achieve this exceptional and high-quality recognition after undergoing a thorough evaluation process.

If your interest lies in a sport other than ice hockey, our program provides ample opportunities to enhance your skill set. Over the years, we have had the privilege of working with numerous sport coaches and athletes from various disciplines within our program. Whether you're a seasoned expert or just embarking on your coaching journey, we are committed to offering you both the opportunity and an environment for your personal growth and development.

Collaboration with Prominent National and International Governing Bodies

Throughout the program, students actively engage in their chosen sport on local, national, and international levels. For instance, students play a continuous role in global ice hockey development due to the program's close collaboration with the

International Ice Hockey Federation (IIHF), the Ice Hockey Centre of Excellence (IIHCE), and the Finnish Ice Hockey Association (FIHA).

Expertise of the Faculty

The program is taught by highly qualified educators who possess substantial practical experience working with professional athletes and teams. With a student-teacher ratio of 1 to 5, we ensure a conducive environment for student-centered teaching methods.

State-of-the-Art Sport Campus

Our state-of-the-art Olympic training facilities have been upgraded to meet world-class standards, offering an excellent learning environment. Students can also freely utilize these facilities during their leisure time. On-campus student dormitories provide a convenient living option.

Modern Study Approach

Our innovative and modern learning environment is possible through close partnerships with sport industry professionals and networks. These partners encompass clubs, companies, sport associations, and federations involved in various aspects of sport, including coaching, marketing, development, coordination, and events. Our studies are grounded in evidence and practice.

Personalized Study Plans and Real-Life Projects

Students are expected to demonstrate high levels of life management, self-leadership, self-motivation, curiosity, and critical thinking. Collaborating with personal tutor teachers, students create customized study plans tailored to individual needs, enabling continuous self-reflection through a unique tutoring process throughout their studies. Real-life projects include opportunities to coach children in local clubs and assist campus coaches, some of whom work with Olympic athletes and teams.

Why choose Sports Coaching and management at Haaga-Helia University of Applied Sciences?

- Haaga-Helia is among the most renowned Universities of Applied Sciences in Finland.
- Finland's largest sports education center, featuring a dynamic campus environment in Vierumäki.
- Our safe learning environment encourages teamwork and fosters a unique atmosphere for personal growth.
- Program that seamlessly integrate theory and practice in studies.
- Study for two years on campus and then select your preferred organization or country for a work placement in the third year.
- We boast an impressive employment rate of up to 98 %
- Both teachers and alumni have achieved international success in ice hockey, participating in events such as the Olympics and world championships.
- Our alumni excel in prestigious ice hockey leagues and various other sports organizations worldwide.

Graduates from this program can pursue careers in:

- Sports coaching (with an emphasis on athlete-centered coaching and ice hockey)
- Coach developers
- Instructing and coaching in sports associations, federations, clubs, and gyms

- Managing and organizing sports events and activities
- Administration and management of sports clubs, gyms, associations, and federations.
- Sport entrepreneurs

Scholarship opportunity through Olympic Solidarity

The primary objective of the scholarship programme is to enhance the coaching skills and knowledge of eligible coaches. Selected students who are interested in benefiting from an Olympic Scholarship for Coaches should contact directly their respective National Olympic Committee.

Study Guide

Vierumäki Campus Sport Services

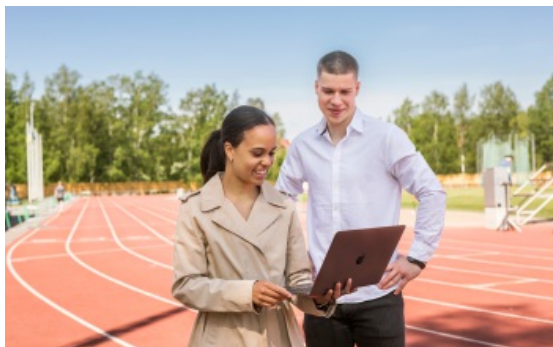
Ice Hockey at Vierumäki Campus

Student Housing at Vierumäki Campus

ICCE endorsed at FULL level

Sports Coaching and Management (bachelor of sports studies) has received FULL ICCE endorsement from the International Council of Coaching Excellence.

[Read more](#)



APPLICATION

Full-time studies, August 2024 intake

Joint application to higher education spring 2024

Application period from 3 to 17 January 2024 at 15.00 (UTC/GMT +2).

- Advance assignment will be published on Haaga-Helia website on 3 January 2024.

- Send your advance assignment by email to [studyservices\(at\)haaga-helia.fi](mailto:studyservices(at)haaga-helia.fi) by 24 January 2024 at 16.00 Finnish time.
- The online interview will be held from 20 to 22 March 2024.
- [Application criteria and application form](#)

More information about [the entrance examination](#).

Apply now at [Studyinfo.fi](#)

Admission statistics

Applying through Joint application

Tuition fees and scholarships

Study in the world's happiest country

**Study in
Finland**

BACHELOR OF SPORTS STUDIES

Scope of the degree: 210 credit points (ECTS)

Degree programme: Sports coaching and management

Campus: [Vierumäki](#)

Mode of Study: Full-time studies

Duration: 3,5 years

Tuition fee for non-EU/EEA citizens:
9 500 €



Apply now at
[Studyinfo.fi](#)



Contact





Admission Services

+358 400 230 409
admissions@haaga-helia.fi

Bachelor's
Degree

Bachelor of Sports
Studies

University of applied
sciences

Well-being

Coaching

Student experiences



05.01.2021

STUDENT TESTIMONIAL

“Studying here develops me as a person and as a coach”, says Derek Read, second-year stude...

More study options



Liikunnanohjaaja (AMK), liikunnanohjaajakoulutus, Vierumäki

Tutkintokoulutus | 210 op | Yhteishaku



Degree Programme in Sustainable Tourism and Event Management

Bachelor's degree | 210 ECTS | Porvoo



Degree Programme in Hospitality and Tourism Experience Management

Bachelor's degree | 210 ECTS | Helsinki

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