

**SE909**  
Level 8  
Carlow

# Bachelor Arts (Honours) in Sports Management and Coaching (Football)

## Course overview

This course is a four-year Level 8 BA (Honours) in Sports Management and Coaching (Football) which is delivered by SETU in association with the Football Association of Ireland. The aim of the course is to provide an academic qualification that combines business management, coaching, fitness and player development.



## Subject area

The course will provide competencies and skills in such areas as player development and coaching.

The course will give an understanding of the cross-functional nature of the business and sport environment and will develop in students a multitude of transferable business and communication skills.



## Unique features

- Course delivered in association with the FAI.
- Graduates will acquire an academic qualification while gaining the opportunity to develop as a footballer and to obtain coaching qualifications.
- Competitive SETU FC team environment. Men's and women's teams compete in the Colleges and Universities Football League.
- Player development and coach education modules are delivered by experienced coaches and coach educators from the FAI. Students have the opportunity to attain the UEFA B Coaching Qualification in the third year of the course.
- Premium sporting facilities including elite sports gym, top class grass pitches and floodlit football pitch.

## Course subjects

Graduates of the course will have a comprehensive understanding of modern coaching methods and attain FAI Qualifications up to the UEFA B Diploma.

The player development module will allow students to develop their tactical, technical, physical, mental and lifestyle capacities and to reach their potential as a footballer.

Students will complete a work experience placement in the third year of the course.

Students will study a wide variety of sports management modules preparing them for a range of potential career paths.

## Career opportunities

Graduates will be equipped with the knowledge and skills to seek relevant employment in sports related business environments. Potential Career Paths include: FAI Third Level Football Facilitator, FAI Development Officer, FAI Administration, Sports Management, Club Development, coaching, fitness and the business of sport.

Graduates have been employed in the following areas:

- Youth Academy Coach
- Youth Development Officer
- Sports Programme Co-ordinator
- Performance Analyst
- Coach Education Tutor
- Marketing
- Sales
- Recruitment.

## Follow on study options

Graduates of the course will be eligible to progress to master's level in the areas of performance analysis, strength and conditioning, and business.

## Entry requirements

2 subjects: H5

4 subjects: O6/H7

English or Irish: O6/H7

Once you apply for the course through the CAO you will receive a portfolio to complete and return. You will then be invited in for a practical assessment day and interview.

Garda vetting will be required for participation on the course.

## How do I apply?

Apply on [www.cao.ie](http://www.cao.ie).

Course Code: **SE909**

**Further information**  
[www.setu.ie](http://www.setu.ie)

**Programme Leader:**  
Paul O'Reilly  
[paul.oreilly@setu.ie](mailto:paul.oreilly@setu.ie)  
T: +353 (0)86 075 8499

