



DEVELOPING THE PROFESSIONAL SKILLS OF THE FUTURE SPORTS INSTRUCTORS IN ACCORDANCE WITH THE EQF

2011



Education and Culture DG

Lifelong Learning Programme

THEORETICAL TRAINING PROPOSED LEARNING UNITS	COMPETENCIES	KNOWLEDGE	SKILLS /ABILITIES
<p>CONCEPTS AND PRINCIPLES</p>	<ul style="list-style-type: none"> * Understanding of the development of the concept of Management/Marketing and their evolution * Understanding of the strategic management/marketing process from the development of a strategic plan, through environmental analysis, and planning implementation. * Understanding of risk management and the importance of managing ancillary services in outdoor facilities also in connection with marketing techniques. 	<p><u>INTRODUCTION TO MANAGEMENT OF OUTDOOR SPORTS</u></p> <p>1.1 Management Principles</p> <ul style="list-style-type: none"> 1.1.1 Definition of Management Principles 1.1.2 Functional Areas/Key Skills <p>1.2 Financial Principles</p> <ul style="list-style-type: none"> 1.2.1 Tapping New Revenues 1.2.2 Doing More with Less <p>1.3 Legal Principles Applied to Sport Management</p> <ul style="list-style-type: none"> 1.3.1 Review of Key Terms 1.3.2 Outdoor Sports and activities Law 1.3.3 Current Issues in Sport Law <p>1.4 Ethical Principles Applied to Sport Management</p> <ul style="list-style-type: none"> 1.4.1 Ethics Defined 1.4.2 Morality vs. the Law 1.4.3 Morality vs. Corruption 1.4.4 Codes of Conduct <p>1.5 Facility Management/Event Management</p> <ul style="list-style-type: none"> 1.5.1 History of Facility and Event Management 1.5.2 Financing 1.5.3 Current Issues 1.5.4 Risk Management (Events) <p>1.6 Media Relations</p> <ul style="list-style-type: none"> 1.6.1 Press Conference/Announcements 1.6.2 Making a Media campaign <p>1.7 Recreational Sport</p> <ul style="list-style-type: none"> 1.7.1 Recreation Segments 1.7.2 Community Base Recreation 	<ul style="list-style-type: none"> * Development of the concept of Management/Marketing and their evolution * Development of the concept of strategic management/marketing process from the development of a strategic plan, through environmental analysis, and planning implementation * Development of the ability for risk management and the importance of managing ancillary services in outdoor facilities also in connection with marketing techniques

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		<p>1.7.3 Public Recreation 1.7.4 Outdoor Recreation 1.7.5 Therapeutic Recreation</p> <p><u>INTRODUCTION TO OUTDOOR SPORTS MARKETING</u></p> <p><i>2.1 Emergence of Outdoor Sport Marketing</i> 2.1.1 Definitions of marketing and sport marketing 2.1.2. Production, sales and marketing orientation theories</p> <p><i>2.2 Framework for Strategic Outdoor Sport Marketing</i> 2.2.1 Goals and objectives of sport marketing 2.2.2 Marketing mix for sport marketing</p> <p><i>2.3 External and Internal Contingencies</i> 2.3.1 External - Economy - Sport governing bodies - Legal and political - Competitors - Consumers 2.3.2 Internal - Management/administrative - Participants</p> <p><i>2.4 Promotion Concepts</i> 2.4.1 Communications process 2.4.2 Promotional strategic planning 2.4.3 Role of media in sport marketing 2.4.4 Measurement through media rating and market share</p> <p><i>2.5 Promotion Mix Elements</i> 2.5.1 Advertising 2.5.2 Publicity/public relations</p>	

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		2.5.3 Personal selling 2.5.4 Endorsements 2.5.5 Special events 2.5.6 Media strategy 2.6 Distribution Concepts 2.6.1 Distribution concepts 2.6.2 Types of channels 2.6.3 Ticket distribution 2.6.4 Product extension distribution 2.6.5 Internet as distribution channel 2.6.6 Sport media as distribution 2.7 Pricing Concept 2.7.1 Definition of price 2.7.2 Determinants of price	
THE ORGANIZATION AND MANAGEMENT OF THE TRAINING SESSION	<ul style="list-style-type: none"> * Understanding how to work with group/group building * Understanding the principles of personal communication /non verbal * Understanding how to resolve Conflicts 	<u>COMMUNICATION AND INTERPERSONAL SKILLS</u> 3.1 Communication Principles 3.1.1 Exploring the Communication Process 3.1.2 Communication Competence 3.1.3 Characteristics of Self Concept 3.1.4 Managing Impressions 3.2 Characteristics of Nonverbal Communication 3.2.1 Types of Nonverbal Communication 3.3 Conflict Resolution 3.3.1 Conflict Resolution Process 3.3.2 Healthy vs Non Healthy Conflict Resolution	<ul style="list-style-type: none"> * Ability to work with group/group building * Ability to understand the principles of personal communication /non verbal * Ability to resolve conflicts in a group

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<p>ELEMENTS OF PHYSIOLOGY</p>	<ul style="list-style-type: none"> * Understanding the basic elements of physiology * Understanding the body functions and possible injuries 	<p><u>BASIC ELEMENTS OF PHYSIOLOGY FOR EACH ACTIVITY</u></p> <p>4.1 Introduction to Exercise and Sport Physiology</p> <ul style="list-style-type: none"> 4.1.1 Myoskeletal System and motor skill 4.1.2 Neural adaptation to resistance training 4.1.3 Anaerobic and Aerobic Systems 4.1.4 Oxidative Capacity of Muscle, Estimating Anaerobic 4.1.5 Effort, Resting Energy Expenditure 4.1.6 Energy Cost of Activities, Fatigue and its Causes. <p>4.2 High altitude physiology</p> <p>4.3 Possible Injuries</p>	<ul style="list-style-type: none"> * Ability to understand the basic elements of physiology * Acquiring knowledge about the body functions and possible injuries
<p>FIRST AID PRACTICES</p>	<p>Understanding First Aid Practices</p>	<p><u>FIRST AID FOR OUTDOOR ACTIVITIES</u></p> <p>5.1 First Aid Basics</p> <p>5.2 Bleedings & Tourniquets</p> <ul style="list-style-type: none"> 5.2.1 External Bleeding 5.2.2 Applying a Tourniquet 5.2.3 Internal Bleeding <p>5.3 Cardiopulmonary Resuscitation (CPR)</p> <p>5.4 Fractures & Applying Splints</p> <p>5.5 Frostnip & Frostbite</p> <p>5.6 Heat Exhaustion & Heat Stroke</p> <p>5.7 Hypothermia</p> <p>5.8 Spinal Injuries</p> <p>5.9 Sprains & Strains</p> <p>5.10 Organizing a first aid kit</p> <ul style="list-style-type: none"> 5.10.1 What to include according to specific activities 	<p>Knowing how to use first aid practices</p>

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HEALTH AND SAFETY	<ul style="list-style-type: none"> * Understanding general safety precautions * Understanding Health and safety Regulations and the Legal Framework 	<p><u>HEALTH AND SAFETY FOR OUTDOOR ACTIVITIES</u></p> <p>6.1 General Safety Precautions</p> <p>6.2 Regulations and Legal Framework</p> <p>6.3 Responsibilities for Health and Safety in Fieldwork</p> <p style="padding-left: 20px;">6.3.1 Group Leaders</p> <p style="padding-left: 20px;">6.3.2 Fieldworkers</p> <p>6.4 Notification of Routes and schedules</p> <p style="padding-left: 20px;">6.4.1 Vehicles</p> <p>6.5 Clothing</p> <p>6.6 Equipment</p> <p style="padding-left: 20px;">6.6.1 Personal Equipment</p> <p style="padding-left: 20px;">6.6.2 Group Equipment</p> <p>6.7 Situations in which extra care is required</p> <p>6.8 Especially hazardous locations and techniques</p> <p>6.9 Recognized Distress Signals</p> <p>6.10 Reporting of Injuries and Ill Health</p>	<ul style="list-style-type: none"> * Knowing when and how to impose General Safety Precautions according to the different activities * Ability to understand how to respect the regulations and the Legal Framework regarding outdoor activities for groups
The training equipment (preparation and maintenance)	Understanding basic maintenance principles	<p>7.1 Basic Maintenance</p> <p style="padding-left: 20px;">5.1.1 Types of equipment</p> <p style="padding-left: 20px;">5.1.2 Techniques</p> <p>7.2 Mechanical Equipment</p> <p>7.3 Wooden Equipment</p> <p>7.4 Plastic Equipment</p> <p>7.5 Other Equipment</p>	Using maintenance principles according to the nature of the equipment

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<p>Psycho-pedagogic basis of training</p>	<ul style="list-style-type: none"> * Understanding different teaching and learning styles * Understanding how experiential learning is combined with outdoor activities 	<p><u>INTRODUCTION TO EXPERIENTIAL TEACHING AND LEARNING STYLES</u></p> <p>8.1 Characteristics of experiential learning</p> <ul style="list-style-type: none"> 8.1.1 The experiential learning process 8.1.2 Analyzing the experiential learning process <p>8.2 Learning Theories Introduction</p> <ul style="list-style-type: none"> 8.2.1 Concrete Experience and Abstract Conceptualization 8.2.2 Reflective Observation and Active Experimentation <p>8.3 Experience cycle</p> <ul style="list-style-type: none"> 8.3.1 Having an experience 8.3.2 Reviewing the experience 8.3.3 Concluding from the experience 8.3.4 Planning the next steps 	<ul style="list-style-type: none"> * Using different and learning styles with different groups of persons * Making an outdoor activity a learning through doing experience
<p>Methods and techniques used in the practice of the sports discipline</p>	<p>Understanding Basic and specific outdoor sports techniques</p>	<p><u>BASIC AND SPECIFIC OUTDOOR TECHNIQUES</u></p> <p>9.1 Orienteering</p> <ul style="list-style-type: none"> 9.1.1 Map reading 9.1.2 Use of Compass and electronic orienting instruments <p>9.2 Weather prediction</p> <ul style="list-style-type: none"> 9.2.1 Using Internet sites 9.2.2 Using local knowledge <p>9.3 River/sea reading</p> <ul style="list-style-type: none"> 9.3.1 Using Information Channels 9.3.2 Using Local knowledge <p>9.4 Specific outdoor sports techniques</p>	<p>Using appropriately each outdoor technique for the given activity</p>

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<p>Environmental awareness</p>	<ul style="list-style-type: none"> * Understanding environmental ethical issues * Understanding environmental regulations * Understanding dispose of waste and anti-contamination techniques 	<p><u>ENVIRONMENTAL AWARENESS</u></p> <p>10.1 Ethic issues 10.1.1 Leave not trace concept</p> <p>10.2 Environmental regulations</p> <p>10.3 Contingency Plan 10.3.1 Different types of plans according to activities</p> <p>10.4 Dispose of waste</p> <p>10.5 Different anti-contamination techniques</p>	<ul style="list-style-type: none"> * Learning how to organise activities considering environmental ethical issues and environmental regulations * Ability to handle contingencies regarding environmental issues in different outdoor environments