

Master of Science in Performance Coaching

Place yourself at the
forefront of sports science

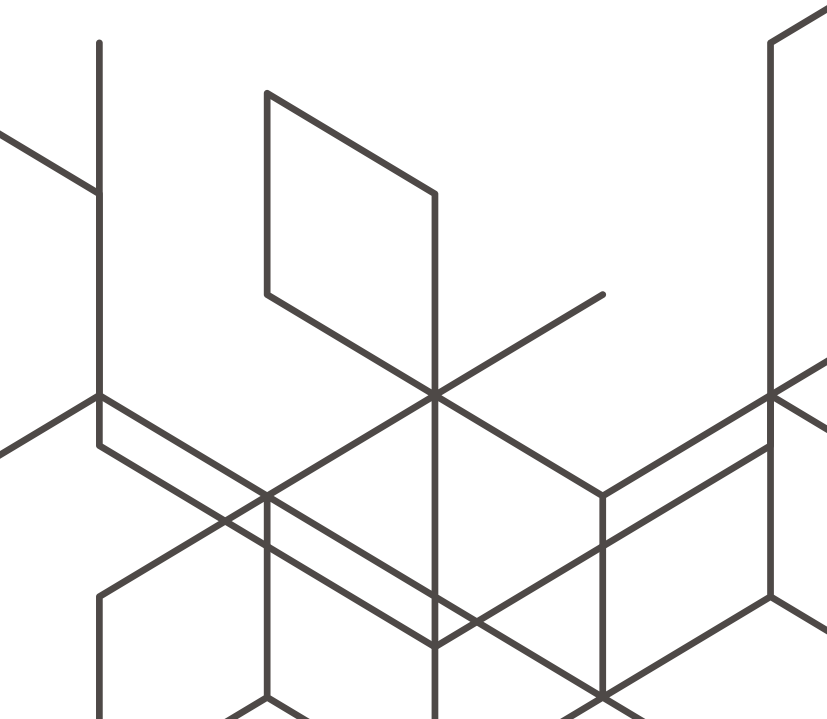


SETANTA
College

The Online Sports College



Irish American University



Ready to help drive the elite performance revolution?

Let's go.

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Welcome to Setanta College, an internationally renowned Centre of Excellence in all aspects of Performance Science and Coaching.

Founded in 2006, our passion is to help students realise their full potential by delivering both the technical and interpersonal skills that enable them to shine in their careers.

We ensure that our students - over 55,000 of them in the past decade - are always at the cutting edge of technology and learn the most current methodologies and coaching skills from some of the most respected professional lecturers in sport.

We are delighted to partner with Irish American University in delivering this programme making it a truly international one which allows a greater reach to students worldwide. Come join us - and see what we can achieve together.

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Introduction

Defining 'Performance Coaching'

Performance Coaching: the discipline where the biological and behavioural sciences are integrated within a coaching environment to support athletes' preparation, performance, and welfare within their chosen sport or physical activity.

Introducing our unique Master of Science Programme

The Setanta College Master's Degree is the only programme that offers an online, flexible, and world recognised qualification in this growing field.

Those studying this programme will gain a credential that is in exceptionally high demand - not only within elite sports and human performance related activities, but also within the world of general exercise, fitness, wellness and the performing arts.

Designed & Validated by Industry Experts & Organisations

The Master of Science in Performance Coaching is awarded by Irish American University under its accreditation by the Middle States Commission on Higher Education, one of the world's leading accrediting bodies. Further, this programme has been informed, reviewed, and approved by global sporting organisations and companies - all of whom recognise our unrivalled expertise.





ENERGY

88%

The Performance Revolution

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That means opportunity for you.

At Setanta College, we have witnessed a rapidly growing demand for Performance Coaching professionals throughout the world of sport and human performance.

This unique programme will enable you to be at the forefront of new thinking. You will empower, inspire, and ensure that even the world's most innovative technology and coaching practices can be made accessible and relative to all.

This Master of Science programme will enable you, the practitioner to:

- Make effective decisions regarding programming of enhanced movement quality and fitness/conditioning development.
- Enhance your capability to critically appraise and integrate technology into an effective performance plan.
- Expand your knowledge within both exercise and nutritional science.
- Gain a greater understanding of the principles of applied coaching.
- Integrate the 'softer' skills of performance coaching, such as communication and meaningful leadership.
- Build data analysis and research skills, and the ability to effectively appraise the evidence used to support decision making.

The Advance of Absolute Preparation



And the urgent need for new professionals to marshal it.

Sport attainment and human performance endeavour operates within a fast-moving environment. Every sport and physical exercise related activity constantly reaches out to science and the art of coaching to enable its participants perform to their utmost.

In recent decades, we have seen the emergence of heart rate monitors and physiological sensors, the rise of GPS tracking, smart movement sensing clothing and wearables, computer analytics software, force, velocity and power output measurement, the internet of things related to performance, wellness and participant welfare, and many more technological innovations.

Today, technology and science are advancing at a truly exponential rate without the understanding and skills to work within this ever-changing and challenging environment. Technology aside, actual coaching skills required to make meaningful change, that result in better performance and welfare of the participant, need to be addressed.

And therein lies the major goal of the programme; to bridge the gaps between the competencies to appropriately apply technology and advances in methodologies with the 'softer' skills to competently and effectively manage and coach.

That's where Setanta College comes in

At Setanta, we have responded to this burgeoning demand by creating an industry led Performance Coaching programme.

This programme is informed by world renowned performance driven organisations, the industry's leading technology companies, as well as leaders in the fields of sport science and strength and conditioning.

Our Master of Science programme will help students become the flag-bearing interpreters of the latest approaches to conditioning, monitoring, and coaching the participant while leading other support staff. Competencies that will equip you to succeed within this dynamic industry.

Place yourself at the very forefront of change

Successfully completing this programme will give you the skill set needed to understand and interpret the various factors associated with effective human performance and, as a result, develop the practical coaching skills to devise, implement, and oversee an increasingly complex range of performance related programmes.

▶▶ You will find yourself at the forefront of change: enabling, empowering, and inspiring through your use of innovative performance coaching solutions.

A Passport to the Big Leagues

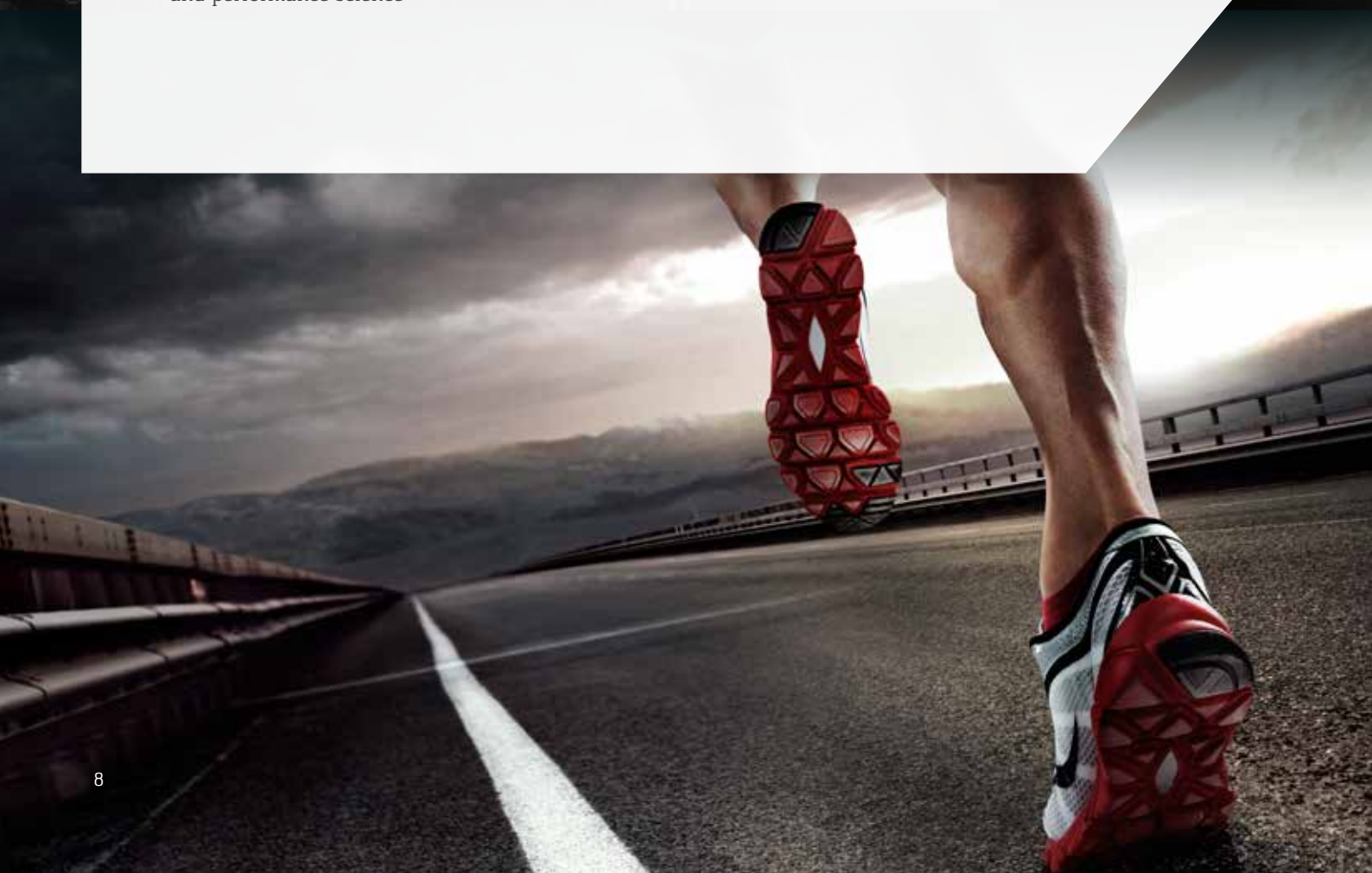
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Our programme will open doors for you across sport and physical activity.

As such, you can expect to achieve significantly high levels of responsibility within a variety of sports, fitness, and performance industry sectors. These include but are not limited to:

- Elite and amateur levels in team and individual sports
- National Governing Bodies of Sport (NGB)
- Performing Arts
- Education, health and public sector
- Health and fitness industry
- Freelance and consultancy
- Sports technology, equipment, and performance science

Successful Alumni

By successfully completing this programme, you will join the highly sought-after alumni of Setanta College, many of whom are eminently engaged in professional employment within the sports, technology, performing arts, fitness industries, and within sport and exercise tertiary education.



A Perfectly Balanced Programme

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Both in content and format.

Overview

The programme includes:

- **6 Online Modules**
(each module is 12 weeks in duration)
- 2 separate on-site weeks for workshops, practical application, and presentations
- Workshop Blocks: April and October of each year
- Final Applied Project
(additional 3 months to complete)

Duration

Students have a choice of course duration:

- You may complete each of the 6 modules consecutively, which means you can complete the entire programme in 72 weeks (6 x 12 weeks) - plus your final project.
- Alternatively, you can choose to study in a bespoke, flexible manner that allows you to create a timeline of studies that works for you.

Delivery Method

This is a blended learning programme where you will study from home or your workplace with weekly lectures being delivered through our virtual learning environment and completed online. In addition, the residential workshops will provide the opportunity for valuable practical application of the content delivered online. Here, you will meet your fellow students, lecturers, and expert leaders from within the fields of sports science and performance coaching. Also, you will enjoy a daily communication forum where students and staff can learn and share in an informal environment.

This attractive way to study allows you to fit your learning flexibly within your work life and daily commitments. For students engaged in the industry, it also supports the application of knowledge into your day-to-day work.

Applied Final Project

Final Project and Assessment
(additional 2 months to complete)

You will submit a final project following the completion of the six modules of learning. Prior to starting the final applied project you will be assigned a project supervisor to guide and mentor you. You can seek advice from the programme leader throughout.

On-site Residential Weeks

During the second and fifth modules, students are required to attend our state of the art Sportslab in Thurles, Co. Tipperary, Ireland. There is also a US East-coast location option for students based in North America.

Residential weeks are held in April and October each year. Dates are confirmed prior to each intake.

Modules

Module One

Advanced Conditioning & Recovery Methods

This module is designed to provide a multidimensional and interdisciplinary approach to performance development, thus providing the practitioner with a variety of current tools and approaches to assess and maximise performance in a range of related components and settings. The two main themes of this module are closely linked; any well-planned conditioning or training methods can only be successfully applied when planning includes key factors of development and recovery. The module begins with a discussion of key principles and approaches using the methodology of performance development within physical activity. Methods of conditioning are addressed and the management of recovery and peaking for optimal performance is integrated within this discussion. Advanced training strategies and approaches related to enhancing performance are considered and evaluated.

Learning Outcomes

At the end of this module students will be able to:

1. Critically evaluate traditional and current conditioning and recovery approaches in sport and physical activity.
2. Apply scientific and practical reflection in participant and programme evaluation using evidence-based science.
3. Design a specific conditioning programme informed by the needs of the participant and demands of the sport/activity.

Module Two

Coaching & Monitoring Technology

This module considers the many and varied approaches to monitoring an athlete's lifestyle, workload, performance metrics, and crucially the options from coaching and monitoring technologies that are used in doing so. Advanced movement and athletic programmes and individual exercise enthusiasts are now embracing, with varying degrees of success, technology based systems to track adaptations to competition, conditioning, training, and recovery stimuli. The operational principles and the role of technology in this process, as well as key validity procedures of a range of technologies, will be considered and critically assessed.

This module will promote a principle led approach to monitoring and assessing, such that the practitioner becomes more critical, effective, efficient, competent, and confident in using and applying technology in monitoring his or her athletes/clients/performers.

Learning Outcomes

At the end of this module students will be able to:

1. Assess and critically evaluate the precision, reliability and effectiveness of a range of sport, exercise, and lifestyle related technologies.
2. Effectively apply a diverse range of sport, movement, and lifestyle technologies in an efficient and meaningful manner in performance monitoring.
3. Demonstrate the ability to develop an athlete and programme monitoring system within a practical coaching setting.

Module Three**Data Management & Research Methods**

A key skill of the advanced practitioner will be the ability to generate independent solutions to the unique challenges they face in their individual training environment. Ultimately, they will require the ability to generate their own evidence-based practice that blends external data and their own findings and observations within the confines of their training environment. Subsequently, the capacity for independent investigation will be critical, allowing the generation of context specific solutions to key performance problems. The learner will also develop an advanced understanding of Microsoft Excel for data management in the process.

Learning Outcomes

At the end of this module students will be able to:

1. Form compliant strategies in the gathering, storing, and management of participant and activity related data.
2. Present and interpret data in a meaningful format using current best practice.
3. Prepare a research project/proposal based on sound fundamentals of applied research.

Module Four**Movement Analysis and Biomedical Aspects**

This module advances the practitioner's knowledge, understanding, and skill competence in gathering meaningful data that will assess posture and movement quality. This means assessing for symmetry and balance within specific patterns that are static, dynamic, and sport or exercise-specific related. Using both observation skills and technology-based analysis such as video, 2-D and 3-D movement analysis technology, the practitioner will learn to apply such applications to assist and enhance analysis. Such skills will facilitate the practitioner to understand the factors associated with enhanced performance but also with natural age-related reductions in performance. Injury is often an inevita-

ble consequence of sport and exercise.

The practitioner may or may not be involved in the acute treatment of injury, however, he or she will play a critical role in seeking to reduce the risk of injury onset. In addition, this module will enable students to identify injury risk factors, to design programmes of exercise that reduce the risk of injury, and that better manage diseased conditions which facilitate continued involvement in sport, physical movement, and exercise.

Learning Outcomes

At the end of this module students will be able to:

1. Assess and quantify static posture and dynamic movement quality using evidenced based criteria.
2. Demonstrate competence in the application of technology for movement analysis.
3. Critically evaluate factors associated with injury incidence in sport and physical activity.
4. Devise strategies to reduce injury risk as part of a support team.

Module Five**Sport and Exercise Nutrition**

The knowledge and insight gained from this module will allow the practitioner to work closely with sport and exercise nutritionists and other support staff members in ensuring that the performer is appropriately supported in meeting their energetic and nutritional needs. The learner will not be expected to be an expert in sports and exercise nutrition following completion of this module. However, the learner will have an in-depth understanding of the best practices for ensuring that the performer is well prepared nutritionally and energetically for the demands of his or her physical activity, by understanding the evidence based demands of sports, exercise, and physical performances from an energetic perspective. Further, nutritional strategies that relate to optimum body composition will be addressed as will the topical issues of the use of supplements in sport and doping in sport.

Learning Outcomes

At the end of this module students will be able to:

1. Effectively use available technology and software to assess the individual macro- and micro-nutrient requirements of the participant.
2. Critically evaluate the energetic demands of training and competition.
3. Make nutrition recommendations using best practice methodology to support the energetic demands of the participant's sport or activity.

Module Six

Applied Coaching

The aim of this module is to advance the understanding and capability of the student to meet the challenges of a changing environment of approaches and methodologies guided by evidence-based practice in sport and exercise performance. Related topics considered in an applied manner include applied coaching science and best practice, motor skills development, and long term athlete development approaches and models. In addition, the key aspects and traits associated with effective coaching practice such as communication and leadership are addressed. The skills that are required to lead a programme that is collaborative, team focused, and innovative will require sensitive management skills and these are also addressed.

Learning Outcomes

At the end of this module students will be able to:

1. Use an evidence-based approach to devising solutions to complex and challenging issues within a coaching environment.
2. Apply evidence based coaching science to participant development.
3. Critically evaluate appropriate leadership and communication strategies in a range of performance and management situations.

Module Seven

Applied Project

The individual project will enable the practitioner to focus on a specific, self-directed research question and to generate an evidence-based solution to this challenge. The project will be selected from a number of industry specific options that best suit the practitioner's current situation or future direction. The practitioner will be challenged with developing an evidence based, objective and robust project drawing from the skills developed throughout the previous modules.

For individuals working within a performance organisation, and where the practitioner is sponsored by the organisation, the project may take the form of an agreed solutions-based project based on a challenge faced by the organisation. Here the project will be agreed between the practitioner, the College, and the employer.

Learning Outcomes

At the end of this module students will be able to:

1. Demonstrate a critical knowledge and understanding of effective enquiry in the strategic development of a performance-based solution.
2. Demonstrate the ability to plan and conduct an effective professional enquiry following a systematic approach to an identified problem.
3. Effectively present the findings of the enquiry, along with key practical application(s) for future practice.

Applying for your Place.

Next Course Starts

September of each year.

Course fees

- EU Students: €9 500 EUR
- International Students: \$13 500 USD

Educational Requirements

Candidates may be accepted onto the programme who hold an undergraduate degree or higher, with preference given to applicants with related subjects such as, but not limited to:

- Health, Fitness
- Sports Science
- Physical Education
- Nutrition
- Physiotherapy/Physical Therapy
- Anatomy, Physiology
- Kinesiology
- Human Biology
- Dance Science, Movement Science
- Athletic Training/Therapy
- Strength & Conditioning

....OR

An appropriate professional qualification (such as CSCS, UKSCA) and at least five years relevant experience

....OR

Special Case Registrations: Recognised Prior Learning (RPL) entry will be available for those without a related degree.

Individual assessment will apply and applicants will be subject to interview.

Local Excellence. Global Recognition.

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How Setanta has impacted on the world of sport.

Setanta College was founded in 2006 by Prof Liam Hennessy, PhD, an Exercise Physiologist, Strength and Conditioning Coach, and former international athlete. Prof Hennessy also held elite performance roles with the Irish Rugby Football Union (IRFU), 3-time Major winning golfer Pádraig Harrington, and with leading European professional soccer teams.

As part of his role at the IRFU, Prof Hennessy developed a series of training modules containing the latest thinking in Performance Science and Strength and Conditioning - but with a particular focus on practical application and coaching.

Acclaimed innovation

This approach proved highly innovative and successful. Since then the College has worked with leading sport coaches and academics, with an applied specialism, and created the current programme of study which has a strong practical focus, yet is scientifically underpinned. Many of its graduates have now taken up roles in the Premier League, NFL, World Rugby, as well as many other global professional sports organisations.

International partners

Setanta College has partnered with globally established sports technology companies such as STATSports, ForceDecks, PUSH, Myontec, Orreco, and PLAE.

As well as providing online programmes, Setanta College partners with universities internationally to provide full-time academic programmes. The college also works with academic institutions and technology companies around the world conducting research in addition to validating and testing the latest innovations.



Tuition Excellence

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Learn from leaders in sport, applied science, and coaching.

The educators in this Master of Science are leaders in their field, including internationally renowned lecturers as well as visiting and guest lecturers.

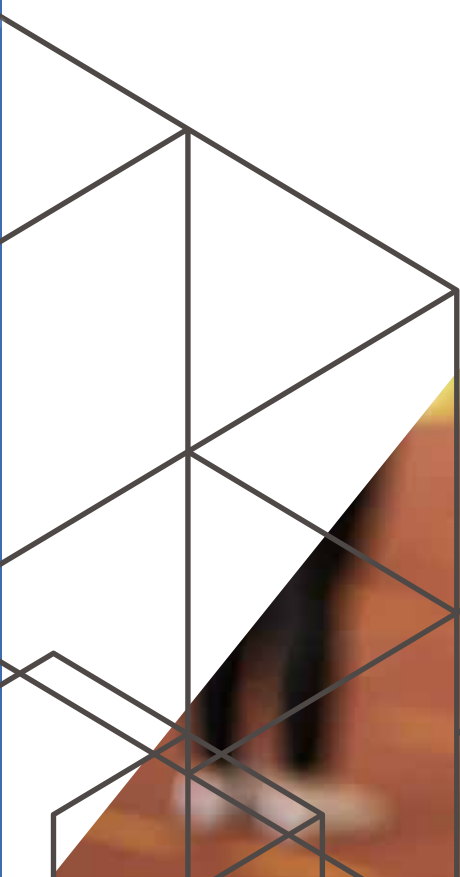
They are all former high level sports participants, active coaches, or both, and they come from varied performance backgrounds.

Indeed, a key requirement is that they are not just academics, but that they have an applied ability, competence, and experience.

Close to your lecturers

Each module has an assigned lecturer who will be a direct point of contact for any student queries specific to the topics of that module.

There is also a community forum where ideas are shared, questions can be asked, and answers given and deliberated on.



Lecturers

Joe Warne PhD Programme Director

Dr. Joe Warne is an elite athlete, coach, and scientist. He specialises in data analytics, biomechanics, and physiology. Joe comes from a sports science background, with extensive practical experience in the S&C setting working with University sport as a high performance coach. He also coaches international athletes with Athletics Ireland, and GAA academy teams. Joe has been the Sports Science author for Irish Runner Magazine for over 6 years and is recognised as one of the world's leading experts in the transition to minimalist footwear with respect to performance and injury risk reduction.

Ian Jeffreys PhD

Professor Ian Jeffreys is an internationally renowned coach, educator, and author and is regarded as a world authority in the development of speed and agility and conditioning for team sports. Ian is a Professor of strength and conditioning at the University of South Wales, where he coordinates all of the University strength and conditioning activities, while consulting extensively with several professional sports organisations. In July 2009, Ian was awarded a Fellowship by the NSCA, for his outstanding contributions to the industry. In 2016 Ian was elected to the Board of Directors of the NSCA and is currently the Vice President of the Association.

Daniel Cohen PhD

Dr. Daniel Cohen formerly lectured at London Metropolitan and is now a lecturer and researcher at the University of Santander in Bucaramanga, Colombia. Daniel is also a performance consultant with several professional sport teams in the EPL, La Liga, NHL, and AFL amongst others. His published research extends from lifestyle related medical concerns to injury risk reduction interventions. Daniel was the founder of NMP Force-Decks, the company that created this technology and which has become one of the leading sport technologies now used on a daily basis across 5 continents.

Sean Carmody MD

Dr. Sean Carmody holds a sport and exercise degree at undergraduate level and holds a postgraduate degree in Exercise and Sports Medicine. He is a General Practice Specialist Trainee who has extensive experience in general medical care. Specialising in sports medicine, he has worked with several professional sport teams including Queens Park Rangers Football Club, Chelsea Football Club and with individual professional golf athletes with the European Tour. Sean is also the Assistant Secretary of the Football Association Medical Society.





Advisory Board

To ensure the highest standards of tuition in all Setanta College courses, we have appointed a world renowned Advisory Board to inform and oversee our educational programmes and research strategy.

The board, chaired by Pádraig Harrington, is comprised of professors, doctors, and practitioners in performance coaching and strength and conditioning from around the world. The mission of this board is to keep Setanta College at the cutting edge in the latest thinking, research, and technology

Liam Hennessy - B.A. MSc, PhD

Professor Liam Hennessy is the President of Setanta College. He is a qualified physical education teacher, exercise physiologist, and strength & conditioning coach.

Liam has worked with a number of professional soccer teams in Europe over the last 3 decades and was the Chief Exercise Physiologist to the Irish Olympic Team at the Atlanta Games. Liam was fitness trainer to Pádraig Harrington for his three Major wins and continues to train Pádraig to the present day.

He is best known for his work within the Irish Rugby Football Union (IRFU) where he developed a world class system of player development and support within the areas of strength and conditioning, injury rehabilitation, sport nutrition, and medical care.



Padraig Harrington

Padraig is widely regarded as one of Ireland’s greatest sportspeople. He has been competing on the European and PGA Tours for over 20 years, is a three-time Major winner, and is the 2020 Ryder Cup Captain.

Padraig has worked with Dr Liam Hennessy, Setanta College Founder and President, for almost 20 years. The principles, which our programmes are based on, are the same principles Liam has been applying with Padraig for his fitness, longevity in sport, and general wellbeing.



Des Ryan MSc

Des is Head of Sports Medicine and Athletic Development at Arsenal FC having previously worked with the IRFU as Fitness Education Manager. Des also worked as head fitness advisor at Connacht Rugby from 1998 to 2008. During this time he worked with the Ireland A rugby team for three years and assisted with the Ireland senior team. Des is also a tutor with the IRFU, UKSCA, and a tutor trainer with World Rugby. He has a keen interest in the area of long-term player development and is a renowned speaker at conferences around the world.



Brian Moore PhD

Dr. Brian Moore is the founder and CEO of Orreco, a leading sport performance solutions company based in California, USA. Orreco was founded in 2009 and uses cutting-edge machine intelligence and advanced learning to help some of the world’s most advanced athletes analyse their health and performance data in order to enhance their performance, to accelerate their recovery and, ultimately, prolong their careers. The team at Orreco work closely with Setanta College in ensuring that the Master’s content is fit for purpose.





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