

## **COURSE CONTENT: ADVANCED**

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When the Finnish curriculum for vocational education changed 1.1.2018, the opportunities to have esport as freely selectable courses also changed. Instead, esport at the vocational institute Prakticum will be a 20 credit local exam.

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## **COURSE: PHYSICAL ACTIVITY**

Scope: 5 credits

Lessons: 90 x 45 min

Degree: Esport profiling

### **Objective (high level)**

The student can

- prepare for themselves a training plan that promotes a healthy way of life, work ability and exercise and can follow the plan
- promote and maintain his / her study, function and work ability in his / her own sport
- promote the well-being of the own sports team
- work in a safe and ergonomic manner, prevent accidents, act in emergency situations and call for help.

### **Content**

Fitness and strength training in different forms

- exercise routine
  - Warm up
  - Workout
  - Stretching
- Relaxation

### **Method and assessment**

- Lectures
- Compilation of different plans and diaries
- Personal trainer

### **VERY WELL APPROVED (1)**

The student can

- prepare for themselves a training plan that promotes a healthy way of life, work ability and exercise and can follow the plan
- promote and maintain his / her study, function and work ability in his / her own sport
- promote the well-being of the own sports team
- work in a safe and ergonomic manner, prevent accidents, act in emergency situations and call for help.
- takes into account the differences between the other participants and different preferences when participating
- participate actively

### **WELL APPROVED (1)**

The student

- Have an idea of how your own exercise plan should look and ask for help to implement it, as well as promote a healthy way of life, work ability and exercise, and can follow the plan
- can maintain his / her study, function and work ability in his or her own sport
- Is actively involved in the well-being of the own sports team
- work in a safe and ergonomic manner, prevent accidents, act in emergency situations and call for help.
- takes into account the differences between the other participants and different preferences when participating
- participate actively

### **APPROVED (1)**

The student can

- with supervision draw up an exercise plan that promotes healthy living, work ability and exercise, and can follow the schedule with supervision
- with supervision maintain his working and working ability in his own sport
- Be part of the well-being of the own sports team
- Handle in a safe and ergonomic manner, prevent accidents, act in emergency situations and call for help.
- takes into account the differences between the other participants and different preferences when participating
- participate actively

## **COURSE: TRAINING LEARNING**

Scope: 1.5 kp

Lessons: 27 x 45 min

Degree: Esport profiling

### **Objective (high level)**

Can use

- knowledge that promotes the implementation of training and training
- Knowledge that promotes health and recovery
- take care of various technical + IT tools in training planning
- the knowledge of the various sporting characteristics of the training plan and the implementation of the completed program.

### **Content**

The athlete's different characteristics

Principles of development

- exercise
- periodization of the training
- the importance of the right diet
- the importance of sleep and rest

Weight training

Skill training

Speed training

Cardio

Endurance training

Mental training

Maintenance of diary

- exercise diary
- diet diary
- sleep diary

Method and assessment

### **Lecture**

- Supervised literature studies
- Field trips
- Compilation of different plans and diaries

### **VERY WELL APPROVED (3)**

To student

- Is able to plan and carry out his training activities according to a pre-defined plan.
- Plan and follow a plan for diet, recovery and rest
- uses technical aids to support training and recovery

### **WELL APPROVED (2)**

To student

- Is able to plan and draw up a plan for their training activities.
- Be able to make a plan for diet, recovery and rest
- Can use technical aids to support training and recovery

### **APPROVED (1)**

To student

- can make a general plan for their training activities.
- Know the general principles of diet, recovery and rest
- know technical assistance and can use them

## **COURSE PLAN: NUTRITION**

Scope: 1.5 credits

Lessons: 27 x 45 min

Degree: Esport profiling

### **Objective (high level)**

Students apply their knowledge of nutrition, diet and nutrition as part of a comprehensive training program.

### **Content**

- The importance of the diet for the athlete
  - Growth
  - development
  - Nutrition
  - Exercise
- The structure of the diet
- The athlete's dietary palette
- The athlete in the grocery store
- Meal and rheumatism in practice
- Food and drink in connection with competitions
- Nutrition and the body
  - food diary

### **Method and assessment**

Lectures and practical supervision as well as self-study.

### **LITERATURE**

Nuor urheilijan ravitsemus by Olli Illander

Liikunta ja ravitsemus of the Federation of Nutritionists.

**VERY WELL APPROVED (3)**

Attendance, prepare food diary, outstanding knowledge in the field of nutrition.

**WELL APPROVED (2)**

Attendance, prepare food diary, good knowledge in the field of nutrition.

**APPROVED (1)**

Attendance and make up a food diary.

## **COURSE PLAN: SPORTS SPECIFIC ISSUES**

Scope: 3 credits

Lessons: 54 x 45 min

Degree: Esport profiling

### **Objective (high level)**

- Know the basics of the special areas treated in the lecture series and apply the knowledge in their own education.
- Can self-study in the different areas through literature, online studies and study visits.
- Understands the importance of the various special areas for the sport.

### **Content**

Lecture series where invited experts lecture on their field of specialization. Based on experts' lectures, teachers continue to work on different themes, among other things

- Doping
- Sports medicine (sports injuries)
- Rehabilitation after injury
- Sport taping
- Mental training
- The athlete's legal status
- Different test methods and test equipment
- Teamwork and communication

### **Method and assessment**

In addition to lecturing specialists, the course is conducted as

- Study
- Literature studies
- Written information
- Slides
- Own work (theoretical and practical)

**VERY WELL APPROVED (3)**

- Know the basics of the special areas treated in the lecture series and apply the knowledge in their own education.
- Can self-study in the different areas through literature, online studies and study visits.
- Understands the importance of the various special areas for the sport.

**WELL APPROVED (2)**

- Know the basics of the special areas treated in the lecture series and apply the knowledge in their own education.
- Can deepen in the different areas through literature, network studies and study visits.
- Understands the importance of the various special areas for the sport.

**APPROVED (1)**

- Get acquainted with the basics of the special areas discussed in the lecture series and can, with supervision, use parts of the knowledge in their own education.
- Can study with insight into the different areas through literature, online studies and study visits.
- Get acquainted with the different areas of specialization and familiarizing themselves with their importance to the sport.

## **COURSE: PERSONAL DEVELOPMENT**

Scope: 5 credits

Lessons: 90 x 45 min

Degree: Esport profiling

### **Objective (high level)**

Student

- Strongly develops their skills based on their sports and their conditions.
- On their own, can develop their skills, how to practice and how to put up their personal training in their branch.
- Understands the connection between success and goal awareness (structure in everyday life, regular routines, sleep, diet and exercise)
- Can act as a team player in different situations and different teams (individual team players)

### **Content**

- At least one occasion per year the individual athlete, alone and / or in team, must be evaluated by a specialist from his / her sport.
- Mental training
- Exercise and exercise time in his sport / branch
- Critical reflection and self-evaluation

### **Method and assessment**

- Lecture
- Supervised literature studies
- Study
- Written information
- Slides
- Own work (theoretical and practical)

### **VERY WELL APPROVED (3)**

To student

- Is able to plan and carry out his training activities according to a pre-defined plan.
- Plan and follow a plan for diet, recovery and rest
- Uses technical aids to support training and recovery
- Participate actively

### **WELL APPROVED (2)**

To student

- Is able to set up a plan for their training activities and follow it.
- Be able to make a plan for diet, recovery and rest
- Can use technical aids to support training and recovery
- Participate actively

### **APPROVED (1)**

To student

- Can do a general plan for their training activities and follow it.
- Know the general principles of diet, recovery and rest
- Know technical assistance and can use them
- Participate actively

## **COURSE PLAN: BASIS OF BUSINESS**

Scope: 2 credits

Lessons: 36 x 45 min

Degree: Esport profiling

### **Objective (high level)**

To student

- Independently establish a strategic portfolio for the ME brand and follow it.
- Set up a household budget and follow it.
- Explain the principle how to report their income in the tax declaration.
- Perform easier accounting
- Know the difference between contract and contract and can follow them.

### **Content**

In this course, students acquire knowledge of

- contracts and contracts
- daily routines
- household
- how do you report income
- sponsors
- prizes
- sale
- how to pay taxes
- how do you pay salary
- easier accounting
- manners
  - How do I behave when I represent someone else, such as a sponsor, a team, a club

### **Method and assessment**

- Lecture
- Supervised literature studies
- Study visits
- Conclusion of strategic marketing plan

### **VERY WELL APPROVED (3)**

To student

- Independently establish a strategic portfolio for the JAG brand and follow it.
- Set up a household budget and follow it.
- Explain the principle how to report their income in the tax declaration.
- Perform easier accounting
- Know the difference between contract and contract and can follow them.
- Is present and actively participating

### **WELL APPROVED (2)**

To student

- Can establish a strategic portfolio for the JAG brand and follow it.
- Asks for help to set up a household budget and follow it
- Know how to report their income in the tax declaration.
- Perform easier accounting
- Know what agreements and contracts are and can follow them
- Is present and actively participating

### **APPROVED (1)**

To student

- Conduct a strategic portfolio for the JAG brand and follow it with guidance.
- Set up the household budget with supervision
- Knowing that they report their income in the tax return.
- Understands what contracts and agreements are for something and can follow them
- Are present and participating

## **COURSE PLAN: THE BASIS OF MARKETING**

Scope: 2 credits

Lessons: 36 x 45 min

Degree: Esport profiling

### **Objective (high level)**

That student can

- Independently establish a strategic portfolio for the ME brand and follow it.
- Independently chart the market and its competitors
- Explain the principle of goal setting and goal follow-up.
- Independently make a clear social media strategy.

### **Content**

- Why should the sponsors spend money on you? What can you offer them? You must be "SOMEONE" on social media and preferably be a brand so you can control yourself, otherwise someone else will check you.
- How do I create the trademark ME
  - Who am I and where am I going?
- Objectives and goal follow-up
  - Clear strategy how to promote yourself.
    - Objectives
    - Plan
    - Implementation
    - Monitoring
    - How does the market look and what are my competitors?
- Clear social media strategy, which platforms and how often you update
  - Wikipedia
  - Twitter
  - Instagram
  - Facebook
  - Snapchat
  - YouTube
  - Twitch

### **Method and assessment**

- Lecture
- Practical exercises
- Study visits
- Business Model Canvas
- Conclusion of strategic marketing plan

## LITERATURE

Isabella Löwengrip "From Blogger to Entrepreneur" <https://youtu.be/KrPtaxU7qEc>

## VERY WELL APPROVED (3)

That student can

- Independently establish a strategic portfolio for the ME brand and follow it.
- Independently chart the market and its competitors
- Explain the principle of goal setting and goal follow-up.
- Independently make a clear social media strategy.
- Is present and actively participating

## WELL APPROVED (2)

That student can

- Establish a strategic portfolio for the ME brand and follow it.
- Know how to chart the market and its competitors.
- Understands the principle of goal setting and goal follow-up.
- Can make a social media strategy.
- Is present and actively participating

## APPROVED (1)

To student

- With supervision, establishes a strategic portfolio for the ME brand and follows it.
- Understands that you map the market and the competitors
- Know what purpose and goal follow-up is for something
- Tutoring can make a social media strategy.
- Are present and participating