

# MSc Applied Sports Coaching

Student & Graduate Testimonials  
PESS | University of Limerick



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Department of  
Physical Education  
and Sport Sciences



**#PostGradAtUL**

# MSc Applied Sports Coaching

**DIFFERENT SPORTS. SHARED PURPOSE.**

One of the greatest strengths of the MSc Applied Sports Coaching is the diversity of coaching backgrounds within each cohort.

So far, coaches from 17 sports have been part of the programme — from adventure sport to weightlifting, team games to individual performance environments.

Learning alongside coaches from other disciplines challenges thinking, broadens perspective, and sparks ideas that transfer far beyond one sport.

**It's not about the sport. It's about coaching.  
It's about your development as a coach.**

Sports Represented by MSc Applied Sports Coaching:



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# Graduate Feedback

A must-do course for any coach looking to improve. It develops strong self-reflection, provides practical tools, and is supported by excellent teaching and peer learning.



**Michael McCrossan**  
PE Teacher & Hockey Coach

So many great learning experiences and memories from the MSc in Applied Sports Coaching at UL. Returning to see current students present diverse research across sports reminded me what a supportive, inspiring and enriching learning environment it is today too.



**Aaron O'Connell**  
Sports & Business Coach, Mind My Performance

My favourite part was learning alongside other coaches. The peer learning was invaluable, and the lecturers understood the demands of balancing coaching and study. It's a master's that develops you personally and professionally



**Evan Talty**  
Limerick Senior Football Skill Aquisition Coach

The course challenged how I think about coaching and expanded my knowledge through learning with a diverse coaching community.



**Donach O'Donnell**  
Hurling Coach, Nenagh CBS



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# Graduate Feedback

“  
The learning was immediately applicable to my coaching practice, particularly in creating positive and effective performance environments.  
”



**Matt Brown**  
Munster Senior Ladies & Boys Pathway Coach



**Louise O'Brien**  
Gymnastics Coach & co-owner  
of Limerick Gymnastics Club

“  
This Master's Programme is extremely well run and supported. If you are passionate about coaching and have the time to invest in your personal and career development, then this is a fantastic course to pursue.  
”

“  
This course had many highlights, including working with phenomenal staff and coaches, guest lectures from leading international practitioners, and the chance to deeply examine and challenge my own coaching beliefs. It sparked significant reflection and strengthened my drive to continually improve my coaching practice.  
”



**Luke Barrett**  
GAA Coach & Performance Analyst



**Liam Clancy**  
GAA Coach

“  
The flexible structure allowed me to be creative and build a portfolio that best represents my work. It helped me balance study, work and coaching, and I look forward to continuing collaboration with classmates and staff who make the experience so well-rounded.  
”



# Graduate Feedback

“ The support from the tutors meant the assignments, although challenging, always felt achievable. That alongside the input from multi-sport guest speakers and support from my classmates leads me to encourage anyone with a love for coaching to consider this course. ”



**Anna-Marie McCarthy**  
LGFA & Camogie Association  
Coach Developer



**John Barry**  
Coach, S&C and Sport  
Scientist, Limitless Fitness  
and Performance

“ A big takeaway for me was being able to focus my own learning in areas that I had an interest in prior to enrolling in the MSc, such as Skill Acquisition, how we learn & how our coach behaviours influence player buy-in. ”

“ You will learn so much about yourself first and foremost. The course is tailored around developing your own skills and it is done practically. The course has been huge for my own development and has helped a huge amount. ”



**Craig Sexton**  
FAI Coach Development  
Manager



**Tom Mckeown**  
Rugby Development Manager  
Maynooth University Barnhall,  
Clongowes Wood College Head  
Coach

“ All of the content is relevant to my coaching journey and delivered in an engaging, thought-provoking way alongside coaches from diverse sports and backgrounds. I already feel like a better coach and, most importantly, more effective in supporting the athletes I work with. ”



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# Graduate Feedback

“Excellent tutors, strong content and top-level guest lectures. It felt like continuous CPD throughout the programme.”



**Damien O'Donoghue**  
Athletic Performance Manager,  
Mardyke Arena UCC

“The coaching behaviour analysis was an eye-opener and helped shape a clear action plan to improve my coaching environment.”



**Jim Crawford**  
ROI Football Coach

“The course encouraged meaningful reflection on why I coach and supported continual improvement in my practice.”



**Richard Connolly**  
Athletics Coach

“A non-prescriptive course that challenges your thinking and supports ongoing development as a coach.”



**Declan Bray**  
Tennis Coach



# Graduate Feedback

“  
The programme helped me question, validate and develop my coaching practice through reflection and peer learning.  
”



**Jonathan Gibson**  
Human Performance & Innovation Consultant



**David Royle**  
TU Dublin PhD Candidate

“  
One of my favourite modules was Coach Philosophy. It challenged me to reflect on why I coach, the values I bring, and how they shape my behaviour and decisions. It helped me define my coaching identity and align it with practice – a must for any coach.  
”

“  
A wonderful experience, fairly stretched in many directions but still manageable. A great way to examine my coaching, learn from best practice models and apply these learnings to what I'm trying to do. It's a big world out there and we're only scratching the surface.  
”



**Peter Casey**  
Games Development Coordinator- Clare GAA



**Carlo Boni**  
Swim Ireland Coach

“  
Being back in class after about 20 years was tough and definitely a humbling experience, but we never stop learning and this was an opportunity not to be missed. I really enjoyed the programme and working alongside such a great group of coaches from different sports.  
”



# Graduate Feedback

“An outstanding programme with incredible support from staff and peers, especially when returning to study later in life. The learning had a real, practical impact on my coaching, deepening my understanding of the process and reinforcing the importance of athlete-centred environments.”



**Padraig Connell**  
Westmeath LGFA and soccer coach

“I’ve been introduced to many concepts through both peer learning and formal instruction on this course that are opening my mind to avenues I didn’t know existed. I’m loving that and it’s one of the primary reasons I wanted to do this course”



**Harry Leech**  
International Weightlifting Coach

“I am slightly overwhelmed by how much I don’t know but that also excites me and is the reason I am enjoying this course so much”



**Michael Bevans**  
Senior Tipperary hurling coach

“It’s been an incredible two year journey alongside an inspiring group of peers, exploring and developing our dynamic coaching contexts”



**Denise Murphy**  
Coach Developer, Youth Programme Lead and Development Officer with Triathlon Ireland



# Graduate Feedback



I would highly recommend the MSc in Applied Sports Coaching to coaches looking to progress. The programme offers diverse content, guest speakers, excellent lecturer support, and a flexible structure that works alongside full-time coaching



**Eoin Jordan**  
Gaelic Football Coach



**Gavin Fleming**  
Academy Manager at Dundalk  
FC



This course had an immediate impact on my coaching. Its practical focus allowed me to apply ideas straight away, while reflective practice and learning alongside diverse coaches broadened my perspective and approach.



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# Take the next step in your coaching journey

## Programme Aim

The MSc Applied Sports Coaching aims to develop coaching expertise that can be meaningfully applied within each coach's own performance environment. The focus is on supporting coaches to grow, reflect, and enhance their effectiveness in practice.

## Who is the programme for?

Applications are welcomed from experienced coaches (typically Level 2+).

There are two entry routes: one for candidates with a relevant Level 8 degree in sport-related fields, and a second through Recognition of Prior Learning for candidates without a degree but with significant coaching experience and qualifications.

### Learn more & apply

Discover full programme details, application information, and upcoming intake dates:

<https://www.ul.ie/gps/courses/applied-sports-coaching-msc>

*Join a community committed to better coaching.*



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# Take the next step in your coaching journey

## Programme Content and Delivery

Coaches on the programme form a community of practice, engaging with expert practitioners and UL staff while analysing their own coaching plans, behaviours, philosophy, and reflections through case studies and coaching research

## Programme Overview

	Autumn Semester	Spring Semester	Summer Semester
Year 1	The Coaching Process & Practice (12 credits)	Reflective Practice for Sports Coaches (12 credits) Performance Analysis in Coaching (6 credits)	Athlete and Coach Development (12 credits)
Year 2	Management & Leadership in Coaching (12 credits) Research Project Development (6 Credits)	Research Project 1 Sports Coaching (12 Credits)	Research Project 2 Sports Coaching (18 credits)

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