

Core competencies - Spa Management Programs

SPA INDUSTRY

Spa Industry general

- ✓ *Spa Business Development & Entrepreneurship*
- ✓ *Introduction to the Spa Industry (including History of Spa)*
- ✓ *Spa, Wellness, & Medical Tourism*
- ✓ *Cultural Diversity & the International Spa Industry*

Finance

- ✓ *Spa Yield & Revenue Management*
- ✓ *Financial Accounting in spas*
- ✓ *Budgeting*
- ✓ *Managerial Accounting in spas*
- ✓ *Inventory management in spas*
- ✓ *Technology and software*
- ✓ *Spa Risk management including insurance and various liabilities (property, guest, treatment)*

Marketing & PR

- ✓ *Public Relations, Marketing, Promotion*
- ✓ *Social Media and Internet Strategy*
- ✓ *Marketing plan including advertising plan*
- ✓ *Spa Retail Management, Merchandising, & Sales*
- ✓ *Shop communications*
- ✓ *Effective selling*

Operational Excellence

- ✓ *Spa Customer Service excellence*
- ✓ *Sustainable Development in spas*
- ✓ *Spa Service Design*
- ✓ *Handling complaints*
- ✓ *SOP's policies, routines and checklists in spas*
- ✓ *Spa Menu planning*
- ✓ *Spa Product knowledge and selection*
- ✓ *Spa Operations & Facility Management including water maintenance, equipment, disability, electrical, security and fire protection*
- ✓ *Spa Service Quality Management & Excellence*
- ✓ *Spa Sanitation & Safety*

HR

- ✓ *Spa Human Resources including payroll, recruitment, termination*
- ✓ *Spa employee induction*
- ✓ *Staff Management and development including performance appraisals, training methods and career paths*
- ✓ *Employee manual*

SPA MANAGEMENT LEADERSHIP

- ✓ *Introduction to Spa & Hospitality Management*
- ✓ *Strategic Business Management and planning*
- ✓ *Developing Business Leadership Skills*
- ✓ *Teambuilding in spas*
- ✓ *Information Technology for the Spa Industry*
- ✓ *Time & Priority Management*
- ✓ *Effective communication in spas*
- ✓ *Group dynamic and conflict handling in spas*

SPA & WELLNESS LIFESTYLE

- ✓ *Anatomy & Physiology*
- ✓ *Spa Design & Development*
- ✓ *Spa Treatments, Services, & Products*
- ✓ *Massage Techniques*
- ✓ *Fitness including gym space and equipment*
- ✓ *Wellness & Lifestyle Management (including Spa Ethics, Law, & Regulatory Compliance Wellness History & Philosophy)*
- ✓ *Nutrition & Spa Cuisine*

ON THE JOB TRAINING

- ✓ *On campus spa lab alternatively certain number of hours worked in a spa*
- ✓ *Minimum 400 hours worked in a spa*

EXAM

- ✓ *Traditional university / collage exams*
- ✓ *Personal development plan*