







EUROPEAN BACHELOR'S IN SPA BUSINESS MANAGEMENT - LEVEL 6 EQF


 **Level**
 6 EQF (European Qualifications Framework)


 **Duration**
 1 year


 **Credits**
 60 ECTS

 **Target group**
 Students - people seeking employment - employees and professionals in the sector

 **Admission requirements**
 Candidates holding a level 5 EQF qualification or a qualification equivalent to the attainment of 120 ECTS

 **Course Structure**
 Full-time or work-study

 **Pedagogical methods**
 Theoretical courses, tutorials and practical work
 Case studies and professional scenarios
 Individual and group projects

 **Professional assessments :**

- Continuous assessment
- Case Study (6h)
- Activity report and professional support (30 min)

CCE :

- Quizzes (1h20)

Modern language :

- Reading Comprehension (1h)
- Listening (45min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

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Wellness tourism is a booming sector: the spa, once considered a luxury product, has now been democratized, leading to a diversification of the offer. This sector is looking for specific profiles with solid management and marketing skills, and expertise in care practices.

The **European Bachelor's in Spa Business Management** aims to provide students with in-depth knowledge of the spa and wellness environment and its international context, and to give them a glimpse of the development opportunities for the structure within which they will exercise their talents.

LEARNING OUTCOMES

- Master the spa environment
- Understand the local challenges and strengths of spas
- Hygiene and safety rules
- Monitor the establishment's financial activity
- Expand business through investment
- Develop care protocols
- Set up recruitment
- Support for teams and skills
- Manage a team and its relationships
- Develop the commercial offer
- Set up communication campaigns
- Organise events

PROGRAMME

PROFESSIONAL SKILLS (240-305 HOURS)

- International Business Environment**
 The spa market - Luxury and customers - Cosmetology/biology/anatomy
- Financial and Accounting Management**
 Inventory management - Costs - Standards - Environmental constraints
- Personnel Management**
 Benefits management - Human resources - Professions
- Marketing and Business Development**
 Marketing and communication strategies - Market and competitor analysis
- Massage Science and Techniques**
 Therapeutic actions - Pathologies - Treatment techniques - Massage ethics and legislation
- Hygiene and Technical Management**
 Health and safety principles - Quality
- Professional assignment (≥12 weeks)**
 Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

- Modern language 1 - CEFR Level B1
 German, English, Spanish, French, Italian, Portuguese
- Modern language 2 and 3 (optional)
 German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- Assistant Spa Manager
- Junior Business Developer
- Product Marketing Manager (cosmetics, equipment)
- Wellness Centre Manager
- Spa Consultant (advice, audit etc.)
- Spa Manager

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)