

SPA MANAGEMENT COURSE 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

HPSMSO340 - Spa Operations and management Experiential Learning, 6 Credits.

Description: This course provides a strong foundation of knowledge for anyone interested in learning about the spa community. Students taking this course will develop an understanding of the main skills required to manage and operate a profitable spa in the multifaceted spa industry. They will explore industry evolution from ancient civilizations to new frontiers of convergence that integrates spas, medicine, healthcare, tourism, and hospitality. A comprehensive overview of spa operations will be provided with an emphasis on current business models and perspectives on maximizing business success. Students will learn all aspects of the successful day-to-day operation of a spa as well as business strategies to employ for sustained growth and profitability in this constantly evolving industry. In-class discussion will focus on definition and market segmentation of spa categories including day, resort, medical, destination, hospital, and lifestyle management programs. Topics include: conceptual skills in management, operations, finance, human resources, marketing, products, treatments, and equipment from initial design and business planning process to opening a spa and managing operations and positioning for managed future growth. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management.

HPSMST300 – Introduction to Spa Treatments, 3 Credits.

Description: Hydrotherapy, spa treatments and body treatments are non-medical procedures fundamental in the core business process of spas: healing therapies and treatments. As this course is designed to serve as an introduction to spa treatments, students will be given a comprehensive overview of treatment philosophy and physiology. Students taking this course will examine the benefits and contraindications of all spa therapies, treatments, and techniques. A strong emphasis will be placed upon hydrotherapy, the physical properties of water, the use of water in spa therapy, balneotherapy, thalassotherapy mineral springs, bathing, soaking, hot tubs, Finnish sauna, hammam, showers, hoses and other water concepts. To ensure students are prepared to properly identify the body-mind connection, they will learn about major human body systems, such as muscles, joints, and bones, the nervous system, the circulatory system, the cardiovascular system, and skin and nail structure. Students will also learn to meet spa industry service standards and will be able to follow sanitation and infection prevention and control guidelines, in order to comply with industry health and safety regulations.

FTFDIC200 – Image Consultancy, 3 Credits.

Description: This course analyzes fashion-based image consultancy for individual clients as a profession of growing importance in both the fashion and tourism industries. Key course topics include the resources necessary to build a career in consultancy, portfolio building, self-marketing, and client consultation. The course also provides important contextual information related to the dynamics of the fashion industry. Field visits and activities are significant components of the coursework, allowing students to not only familiarize themselves with real working environments but also interact with professionals in order to build competency in networking with future intermediaries and clients.

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HPHTOB470 – Organizational Behavior, 3 Credits.

Description: The aim of this course is to provide an overview of main theoretical concepts of organizational behavior (OB) and their application in professional organizations. The course covers various topics in OB, which are generally grouped into the individual, group, and organizational levels of analysis. The course balances conceptual knowledge with practical application. Lectures will provide a broad overview of the course topic and explain key concepts to be used in understanding phenomena occurring in the business world. Relevant case studies will be discussed in class in order to develop students' skills in applying knowledge to practical situations. *Prerequisites:* *Human Resources Management or equivalent.*

FWDNFW380 – Health, Fitness, and Wellness in Italy, 3 Credits.

Description: Wellness is the search for enhanced quality of life, personal and potential growth, through the choice of positive lifestyle behaviors and attitudes. Health can be improved on a daily basis by taking responsibility for our own well being. This course will teach students how our state of wellness is deeply influenced by a variety of factors including nutrition, physical activity, stress-coping methods, good relationships, and career success. Emphasis will be placed on the benefits of a constant and planned physical activity and on the understanding how each of these benefits is important to long-term health. The course provides students with the basic knowledge of primary (cardiorespiratory ability, muscular ability, flexibility, and body composition) and secondary (balance, coordination, agility, reaction time, speed, power, mental capability) components of fitness as well as the basics of anatomy. The course will teach students how to combine a targeted nutrition and physical activity for the pursue of good health as well as develop physical skills that also enhance the psychological and emotional well being. Emphasis will be placed on the differences between health-related fitness and skill-related fitness. The course includes physical activity sessions focused on general physical wellness.

SPRING SEMESTER:

Course Descriptions Coming Soon!

- Day Spa Operations Experiential Learning
- Yoga Therapy: Philosophy and Practice
- Massage Therapy
- E-Marketing for the Hospitality Industry
- Personal Training and Wellness