



THE SWISS BUSINESS SCHOOL
FOR HOTEL & TOURISM MANAGEMENT EDUCATION IN GREECE

Module Descriptors

Introduction to Spa Management

The aim of this unit is to familiarize students with the Alpine online learning structure and time management. Students will be introduced to the many different aspects of the spa industry and how management plays a vital role in the business. They will become familiar with the spa industry's history, trends, different products and services, different types of spas, and management approaches and processes needed to ensure a successful spa operation by a successful spa manager. Students will identify the various positions that can be found in modern spas. The topic Anatomy and Spa related Fitness Services will be covered in this module.

Customer Service and Effective Communication

The aim of this unit is to increase learners' awareness of the importance of providing the customers of today's spa industry with high quality service in order for a spa to be successful now and in the long term by capturing and retaining a financially successful customer base. Students will be introduced to the different types of customers in relation to their needs, wants, and providing satisfaction, to the challenges, and how to turn around a dissatisfied. Strong communication skills and always striving to exceed guest expectations will lead to future success for any spa operation. Topics will include: effective communication skills, the principles of standard operating procedures, the meaning of quality customer service, exceeding customers expectations, guest loyalty, spending money of service can lead to high profit results, handling dissatisfied customers, and safety and sanitation procedures.

Spa Products, Treatments and Services

The aim of this module is to deepen the student's knowledge of a variety of products and services that are available in the today's spa industry. This will include detailed descriptions of products and ingredients, treatments, equipment and services. Students will also learn to differentiate concepts, such as Natural Healing, Holistic approaches, Ayurvedic, Alternative Medicine, Medical Spa and will gain basic knowledge of Beauty treatments, dermatology and skincare. A hygiene guideline will be provided and students will design their own Spa Menu including pricing.

Students will also become familiar with the importance of generating sales of retail products and services in order to accomplish financial success. They will learn how to encourage retail sales in the spa environment which involves the role of retail sales in the spa, consultative sales process, and merchandising in the spa by identification of customer needs.

Fundamentals of Accounting

This module provides the student with an application of financial management for spa operations managers and supervisors. Topics include: purpose of accounting, understanding and application of accounting principles, differences between management and financial accounting, meaning of expense and revenue for a spa operation, purpose, components and completion of an income statement, identifying the key drivers of revenue and expenses, evaluation of different areas of a spa operation and application of cost management practices. Students will

have the opportunity to apply accounting concepts and calculations for decision making and use those skills for greater financial success.

Fundamentals of Spa Operations:

This module will introduce the students to the basic principles and procedures that are essential in successful spa operation in relation to the many sub-departments involved with a spa operation. Students will learn what sub-departments (reception desk, concierges, housekeeping, maintenance, food and beverage, storeroom/inventory, etc.) are all involved with spas and how they all must function together in order to operate effectively. Topics will include: daily tasks and responsibilities, customer service, interior and exterior communication, and team work.

Marketing and Promotion of Spa Products and Services:

The unit aims to equip learners with the knowledge and understanding of the key concepts, principles and techniques affecting marketing environments and the role of marketing in different sectors of the spa industry and the current challenges facing today's spa managers. The module explores consumer behavior in the spa industry and the marketing strategies used in order to influence this behavior as well as the supply and demand of spa products. Topics will include: marketing in a changing world, strategic marketing process, global marketing environment, consumer markets and consumer buyer behavior, marketing your spa, presentation, sales and services.

Human Resources and Spa Staff Management:

The aim of this unit is to introduce students to the important elements and organizational objectives of the human resources management in the spa industry. Learners will become familiar with the necessary knowledge needed for affective recruiting, hiring, training, disciplining, and staffing concerns. It will also inform students how to find and retain well qualified candidates. At the completion of the unit students understand the life cycle of the employee and the role and responsibility of a spa manager. Topics will include: job analysis and design, selecting and recruiting, orientation, training, evaluation, motivation, counseling and progressive discipline procedures.

Spa Operations Management & Leadership

The aim of this module is to introduce students to the critical viewpoint and importance of organizational theory, personnel management and organizational behaviour, as well as, operations management and the role that a manager must play to be successful. Students will become familiar with supervision, management, organization and team building while also being able to provide them the opportunity to incorporate what is studied in a theoretical context with the actual practice of running a spa operation. They will investigate the appropriateness of various organisation structures and cultures to achieve organisational effectiveness within the international hotel industry. Students will also explore leadership styles and motivation of individuals and groups. Students will learn to access the appropriate leadership style for a given situation.