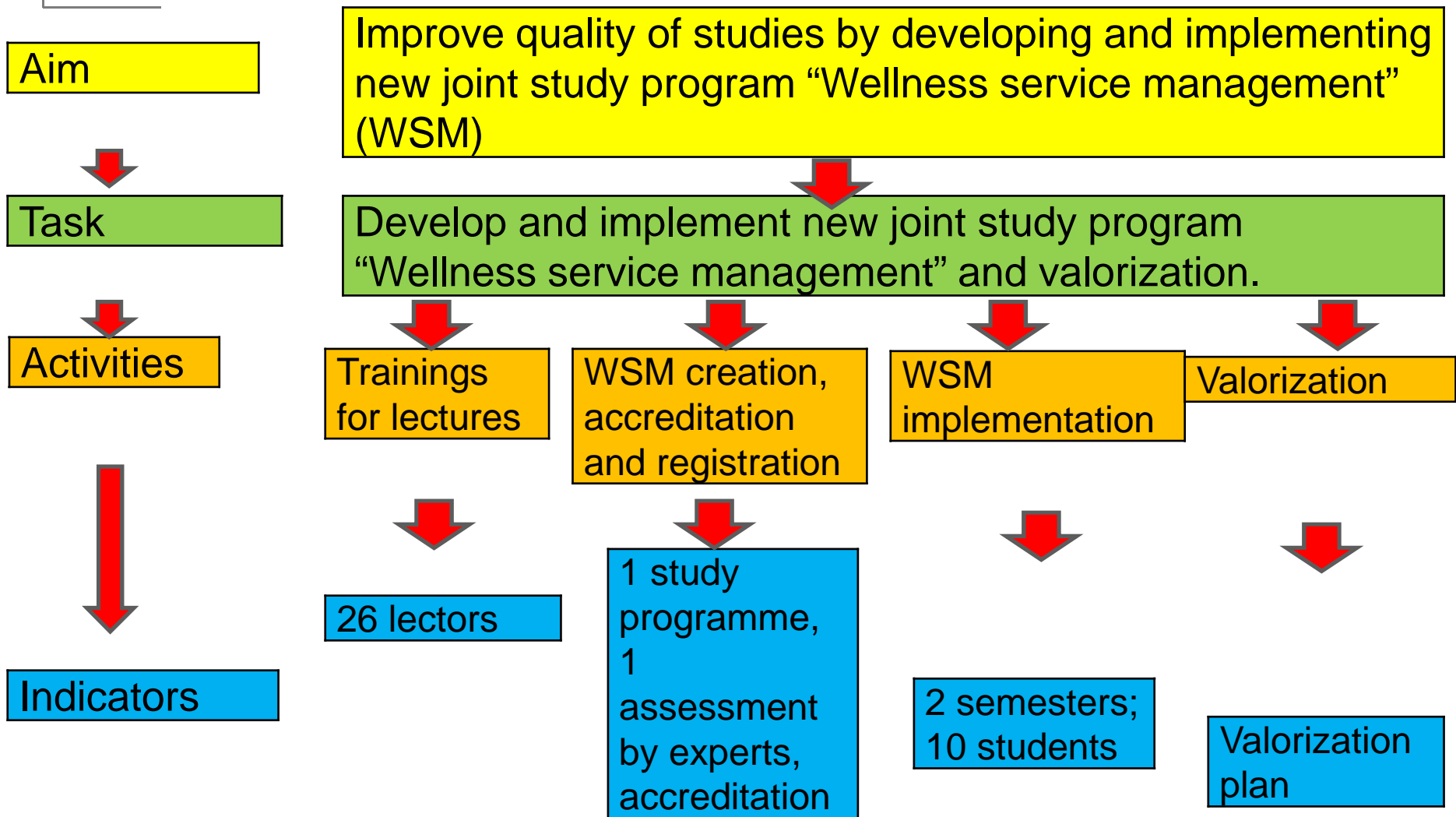




## Joint Study Program “Wellness service management”

February, 2014

# Project aim, goal, activities and indicators



## Final results

- ▶ Accredited, registered and **implemented** 1 program in 2 institutions simultaneously;
- ▶ Minimum 10 students (summing in both institutions) finish first year;

## What has been done up to now

- ▶ Implemented field research;
- ▶ **Prepared Program description, description of Subjects, methodological aid;**
- ▶ Scientific publication in Applied science forum 2013 (VIKO);
- ▶ Initiated science conference “Science Evidence-Based Wellness Development”;
- ▶ WSM accredited in Lithuania (4 years);

## Session 2: Information about program

Name of study program	<b>Wellness service management</b>
Study field	<b>Social sciences</b>
Study area	<b>Tourism and recreation (N 800)</b>
Study area branch	<b>Recreation and leisure</b>
Study type	<b>College studies</b>
Study cycle	<b>First cycle (professional bachelor)</b>
Study form and length	<b>Full-time studies, 3 years</b>
Programme scope in credits	<b>180 ECTS</b>
Minimal education	<b>Secondary school</b>
Acquiring professional degree	<b>Professional bachelor of tourism and recreation</b>
Study language	<b>National + English during mobility</b>

## Aim of the study programme:

- ▶ To educate a *qualified* wellness service manager, capable to *responsibly manage* wellness service processes *individually and in teams, research* the market and service quality, *constantly learn, train and consult* participants of wellness service business in a *changing national and international environment*.

## Outcomes I/V

Study outcomes by study level	Learning outcomes
Application of knowledge	<p>To know wellness terms, meaning and activities, to understand the significance of the requirements and to apply them ensuring safe and high quality wellness service provision.</p> <p>To understand wellness business processes and successfully organize wellness service provision and sales in national and international environment.</p>

## Outcomes II/V

Study outcomes by study level	Learning outcomes
Ability to carry out research	To critically evaluate and apply market and service quality research data successfully developing wellness business.



## Outcomes III/V

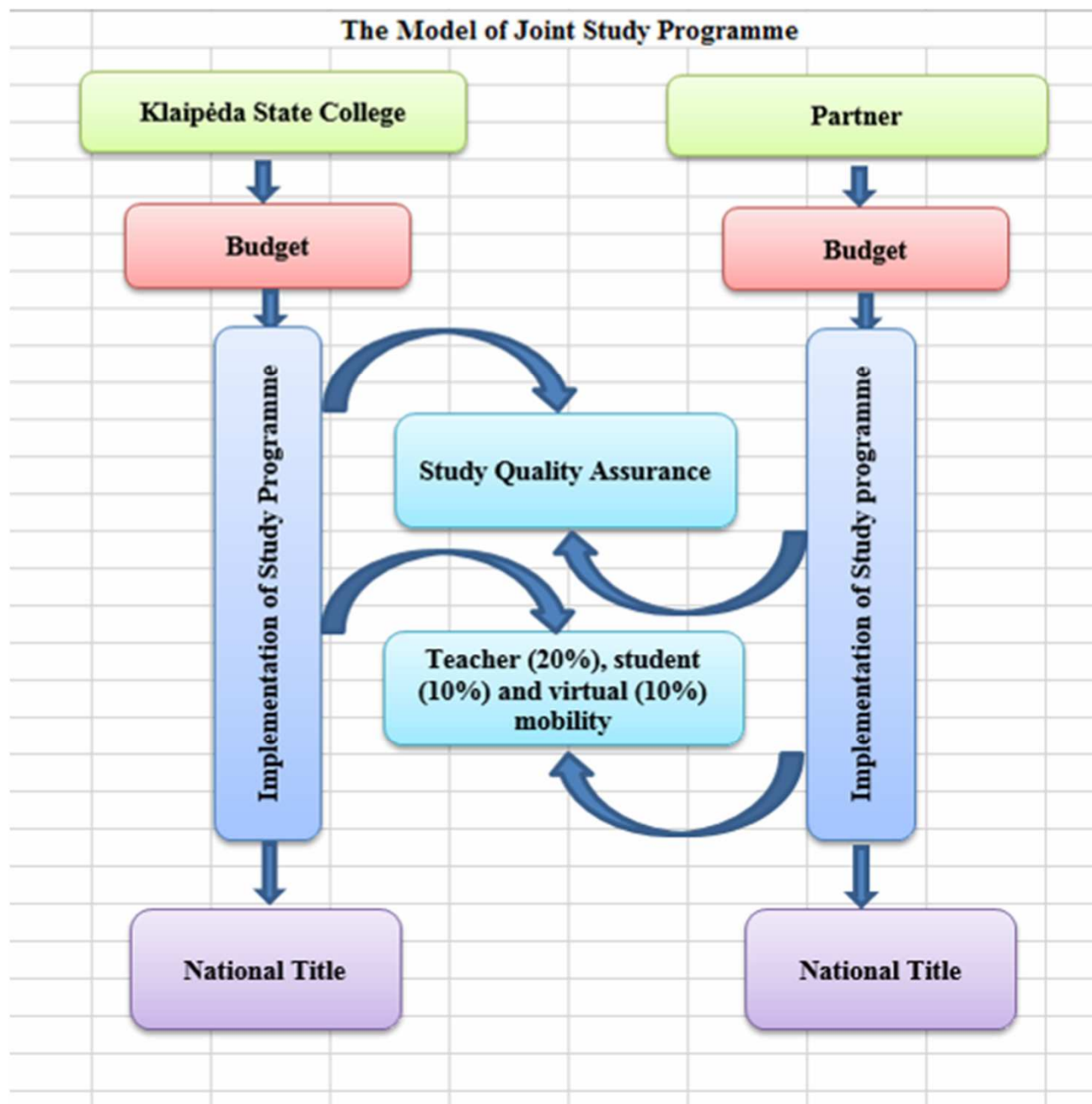
Study outcomes by study level	Learning outcomes
Special skills	<p>To understand wellness business processes and successfully organize wellness service provision and sales in national and international environment.</p> <p>To individually and in teams prepare wellness service package and wellness service marketing strategy working in teams on the basis of market trends and needs.</p>

## Outcomes IV/V

Study outcomes by study level	Learning outcomes
Social skills	<p>To create effective communicative internal and external environment of an organization and to develop client relationship in wellness service market on the basis of cultural differences.</p> <p>To responsibly and effectively manage wellness service business using information technology systems in cooperation with other area specialists.</p>

## Outcomes V/V

Study outcomes by study level	Learning outcomes
Personal skills	To critically analyze and evaluate practical experience in professional activities, constantly learn, train and consult wellness service business participants.



### The Scheme of Mobility

