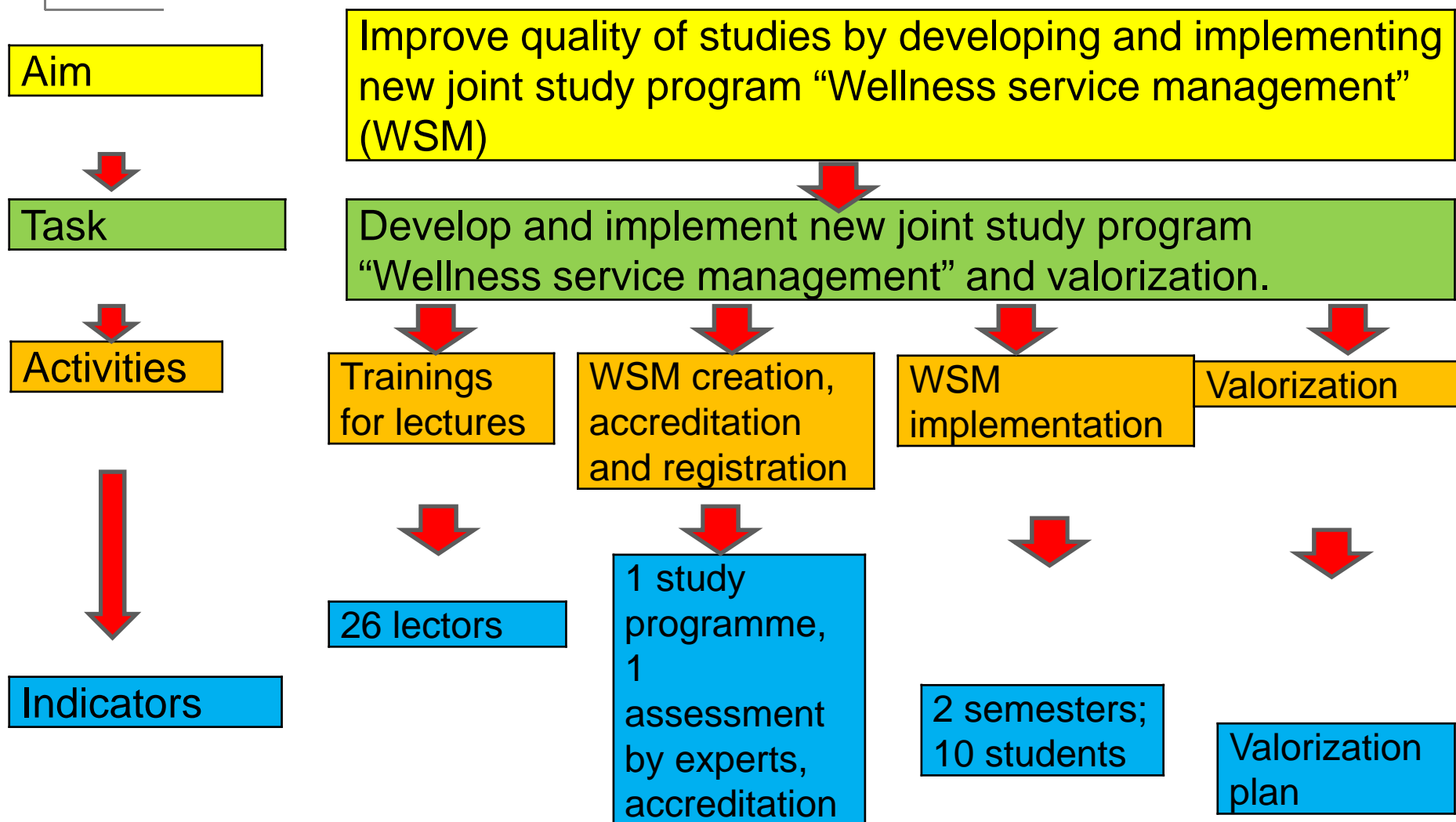




Joint Study Program “Wellness service management”

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

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	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.
	To understand wellness business processes and successfully organize wellness service provision and sales in national and international environment.

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

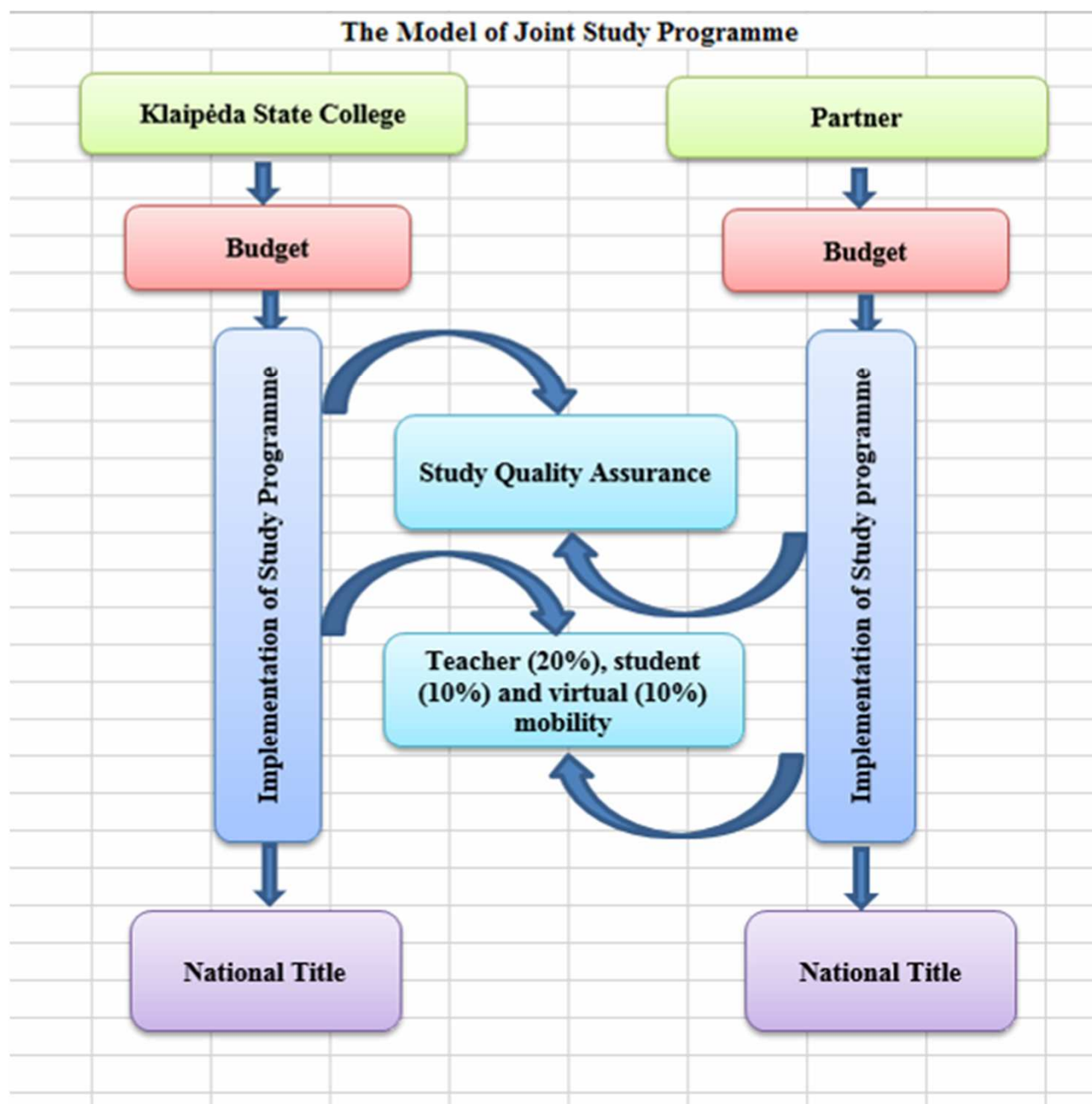
Study outcomes by study level	Learning outcomes
Special skills	To understand wellness business processes and successfully organize wellness service provision and sales in national and international environment.
	To individually and in teams prepare wellness service package and wellness service marketing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

Outcomes IV/V

Study outcomes by study level	Learning outcomes
Social skills	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.
	To responsibly and effectively manage wellness service business using information technology systems in cooperation with other area specialists.

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

