



Federation for **ED**ucation in **EU**rope  
Fédération Européenne Des Ecoles



# EUROPEAN BACHELOR'S SPA BUSINESS MANAGEMENT

Wellness tourism is developing fast. Spas are no longer a luxury reserved for a wealthy minority and are now far more accessible, with a wider range of packages and services on offer. Meanwhile, the strategic challenges faced by the spa industry in Europe and beyond are leading to increasingly rigorous professional standards across the sector.

The spa sector requires professionals with solid management, administrative and marketing skills and an expert knowledge of wellness treatments. Likewise, a solid understanding of the sector and its international context is essential in order to assess the economic potential of a spa or spa facility and develop an appropriate business strategy.

## ✓ CAREER DESTINATIONS

- Assistant SPA Manager
- Junior Business Developer
- Junior Sales Agent
- Product Marketing Manager (cosmetics and equipment)
- Wellness Centre Manager
- Spa Consultant (consulting, auditing, training)
- Spa Manager



## KEY SKILLS

- Understand the spa sector
- Assess the challenges and selling points of a given spa
- Know the sector's health and safety rules
- Manage a spa's financial activity
- Develop a spa's activity through investment
- Produce treatment guidelines
- Recruit staff
- Supervise and train staff
- Manage teams and team relations
- Develop products and packages
- Conduct marketing and communications campaigns in various formats
- Organise events

Designed by experts and professionals in the field, the European Bachelor's in Spa Business Management is based on up-to-date, specialist knowledge of the sector. It teaches the latest expert methods and approaches, providing optimal training for careers in the contemporary wellness market.

Students acquire a range of analytical and practical skills needed for successful career growth.

# EUROPEAN BACHELOR'S Spa Business Management

60 ECTS credits



## Admission requirements

The European Bachelor's in Spa Business Management requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

### 1 - International Context and Financial Management

Based on two modules, this unit ensures students:

- understand the spa market and its functioning in different economic zones and can assess the potential for business development;
- can use research tools and analyse economic and tourist data;
- can exploit relevant information sources, interpret tourist flow data, use technical spa vocabulary and provide English translations;
- are familiar with relevant cosmetics brands;
- understand sustainable development and its impact on the market;
- understand and conduct financial management and accounting: balance sheets, profit and loss sheets, and appendices;
- can summarise financial data and design a financial business plan;
- can create and update a financial dashboard.

### 4 - Professional Experience

A strong point of the FEDE's European bachelor's degrees is the requirement for students to undertake hands-on work experience to consolidate their knowledge and skills, develop their professional experience and jumpstart their future careers.

By completing a work placement on the ground, students acquire first-hand knowledge of their chosen sector and its challenges. Alongside their practical training they also conduct a supervised project; the project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally.

### 2 - Management, Human Resources, Marketing, Communications and Business Development

Based on two modules, this unit ensures students:

- can manage a spa's human resources;
- are familiar with the relevant collective labour agreements;
- can communicate effectively in formal and informal situations;
- can lead a meeting, negotiate and manage and resolve conflicts;
- have a global vision of the hospitality sector and its workings;
- can manage the commercial and business development aspects of a successful spa;
- can implement a commercial and events communications strategy;
- can appraise the competition;
- can design, implement and understand the results of market research so as to take informed decisions;
- can analyse data and conduct economic and strategic monitoring;
- understand the relationship between international events and spa visitor volumes.

### 5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage mobility in order to boost their international career prospects.

### 3 - Massage Science and Techniques, Hygiene and Technical Management

Based on two modules, this unit ensures students:

- have a basic knowledge of anatomy and nutrition, can follow treatment guidelines, and are familiar with different approaches to massage and international client expectations;
- can explain treatments in an appropriate and accessible way, taking into account a client's cultural background;
- can produce personalised treatment guidelines using appropriate equipment and respecting the relevant regulations;
- have a basic knowledge of hygiene, safety and dietetics;
- can produce technical maintenance guidelines appropriate to the country or countries in question;
- have a basic understanding of hydraulics;
- can appraise health risks, keep a logbook and assess health and safety standards.

### 6 - Modern European Language

This unit ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:  
<https://www.fede.education/fr/nos-diplomes/>



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