

# Diploma in Spa Management Course-Syllabus

## **DIPLOMA IN SPA MANAGEMENT FIFTEEN DAYS COURSE-SYLLABUS**

### **INTRODUCTION TO ANATOMY & PHYSIOLOGY**

#### **COURSE DESCRIPTION**

To give students a practical working knowledge of how the human body works in order to better understand the physical impact of typical massage and other spa treatments and their counter indications

#### **TOPICS**

- Skeletal
- Muscular
- Nervous
- Lymphatic
- Cardiovascular
- Digestive
- Skin

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### **HISTORY AND INTRODUCTION TO SPA**

#### **COURSE DESCRIPTION**

To give students an insight into the history of spas so they are able to understand different concepts, country specific types and evolution of spas and to be able to explain these to future clients. Teachings will include European, Asian and local spa types and their brief history as well as the definition: “A spa is a place devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit” (International Spa Association). Also, the course must include an introduction to various types of spas, such as defined by ISPA. (International Spa Association):

#### **TOPICS**

- Club spa
- Cruise ship spa
- Day spa
- Destination spa
- Medical spa
- Mineral spring's spa

- Resort/hotel spa



## SPA AS A CAREER

### COURSE DESCRIPTION

To showcase the many career option in the spa industry - and also the Obstacles and challenges

### TOPICS

- Basic Requirements
- Remuneration/Earning
- Drive & Motivation
- Commitment
- Spa Career Options
- Typical Career Path
- How to Start Your Own Spa Business
- Job Opportunities - India and abroad



## SPA PRODUCT KNOWLEDGE

### COURSE DESCRIPTION

To teach the student what typical spa products contain and to understands the ingredients and their application and efficacy. Will also teach the student about product handling and safe disposal.

### TOPICS

- Herbs
- Essential Oils
- Aromatic Oils
- Preservatives
- Active Ingredients
- Carrier Oils & Base Creams
- Herbs
- Pre Blended Oils
- Pre Blended Creams
- Soaps, Shampoos, Lotions
- Licensing (Drug Control)
- Product Testing
- Efficacy
- Shelf Life
- Storage
- Contamination

- Allergies
- Product Handling
- Dispensing
- Self-Protection

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## SPA MARKETING

### TOPICS

- Developing a Marketing plan
- Essentials of selling to women, men and teens
- Generating Good Publicity
- Building and Maintaining contacts
- Using Technology in business' aid
- Building and Managing a Result Oriented Team
- Effective financial management
- Corporate tie ups

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## ROLE OF A SPA MANAGER

### TOPICS

- Effective financial management
- Understanding spa concepts and its operations
- Effective planning - short term as well as long term
- Leadership & management
- Human resources
- Financial planning and management
- Therapy designing
- Menu designing
- Live spa training
- Spa recruitment
- Spa company development
- Operations Spa and Hospitality

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## FRONT OFFICE & GUEST HANDLING

### TOPICS

- Telephone handling
- Guest appointments & booking procedures
- Guest orientation
- Guest intake forms
- Guest comments

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## HYGIENE & HOUSE KEEPING

### TOPICS

- Cleaning equipment
- Cleaning agents
- Handling of chemicals
- Potential infections
- Self-protection
- Laundry procedures
- Inventory
- Fire prevention

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## INTERNATIONAL THERAPIES & AYURVEDA (Practical and theory)

### Swedish massage

Swedish massage therapy is the modality that comes to mind when most people think about massage. As the best-known type of bodywork performed today, one of the primary goals of the Swedish massage technique is to relax the entire body. This is accomplished by rubbing the muscles with long gliding strokes in the direction of blood returning to the heart. But Swedish massage therapy goes beyond relaxation. Swedish massage is exceptionally beneficial for increasing the level of oxygen in the blood, decreasing muscle toxins, improving circulation and flexibility while easing tension.

### Deep tissue

Deep tissue massage therapy is similar to Swedish massage, but the deeper pressure is beneficial in releasing chronic muscle tension. The focus is on the deepest layers of muscle tissue, tendons and fascia (the protective layer surrounding muscles, bones and joints). A study in the *Journal of Alternative and Complementary Medicine* found that people's blood pressure fell after a single 45 to 60 minute deep tissue massage. Additionally, a 2010 meta-analysis in the *Journal of Clinical Psychiatry* found that massage modalities like deep tissue reduce stress hormone levels and heart rate while boosting mood and relaxation by triggering the release of oxytocin and serotonin.

### Reflexology

Foot Reflexology massage can be a deeply relaxing and therapeutic modality for those suffering from plantar fasciitis, ankle injuries or even everyday work and play. At Massage Envy, your massage therapist will apply traditional

Swedish and sports massage techniques to the foot, calf and upper leg. This will not only help relieve the pain, ankle pain, plantar fasciitis and common forms of arthritis, but can also decrease stress and anxiety in the entire body. In addition, a variety of stretches can be beneficial. With pain and sensitivity in the foot, heel and calf areas, be sure to communicate your pain levels with your massage therapist during your treatment. It is also a good idea to rest after receiving the reflexology massage.

### **Thai massage**

Thai massage is believed to have been developed by Jivaka Kumar Bhaccha, physician to Buddha, more than 2,500 years ago in India. It made its way to Thailand, where the Ayurvedic techniques and principles gradually became influenced by traditional Chinese medicine. For centuries, Thai massage was performed by monks as one component of Thai medicine. Thai massage is more energizing and rigorous than more classic forms of massage. Thai massage is also called Thai yoga massage, because the therapist uses his or her hands, knees, legs, and feet to move you into a series of yoga-like stretches. Many people say Thai massage is like doing yoga without any work. Muscle compression, joint mobilization, and acupressure are also used during treatment. People describe Thai massage as both relaxing and energizing.

### **Aroma massage**

AromaTherapy uses fragrant oils extracted from herbs, flowers and fruits to naturally enhance the benefits of massage. Before each session begins, you can choose one of four unique oil blends to be added to your massage lotion. It Promotes circulation, helps aid tissue recovery and decreases pain, Specifically designed to promote circulation, this warming blend of AromaTherapy includes clove, sweet birch, rosemary and cypress helps aid tissue recovery after physical exertion. Additionally, the unique combination of aromatics is traditionally used to decrease pain in muscles and joints

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## **SOME IMPORTANT CORE COMPETENCIES TO BE DEVELOPED ARE:**

### **TOPICS**

- Communication skills
- Better usage of English language/Vernacular
- Presentation skills
- Self-management
- Ability for planning, organizing and coordinating
- Creative thinking, problem solving and decision-making
- Leadership

- Ability to bear stress
- Negotiation

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## Methodology

The training methods to be used should be appropriate to the development of competencies. The focus of the programmed is on “performing” and not on “Knowing”. Lecturing will be restricted to the minimum necessary and emphasis to be given for learning through active participation and involvement. The training methods will be individual centered to make each person a competent one. Opportunities for individual work will be provided. The learning process will be continuously monitored and feedback will be provided on individual basis. Demonstrations using different models, audio visual aids and equipment will be used intensively.

## **DIPLOMA IN SPA MANAGEMENT ONE MONTH COURSE- SYLLABUS**

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### YOGA FOR WELLBEING

#### COURSE DESCRIPTION

To teach basic techniques of yoga for the student to be able to stay fit, flexible and to improve both physical and mental stamina. With additional training and practice a person will be able to teach others at a basic level

#### TOPICS

- History & Evolution of Yoga
- Schools of Yoga
- Pranayama
- Asana
- Mudras

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**Hot stone therapy**

Hot stone massage is a specialty massage where the therapist uses smooth, heated stones, either as an extension of their own hands, or by placing them on the body while they massage other parts of the body. This massage is to relax tense muscles, relieve pain and stiffness and improve circulation. The treatment can be used for ailments like muscular aches, arthritic conditions and autoimmune disorders. Those who do hot stone massage can customize the treatment to a client's specific needs and preferences



**BASICS** **OF** **AYURVEDA**

**Practical and theory**

**Abhyanga - traditional Kerala Ayurveda massage (THEORY+ MEDICINAL PREPERATION+PRACTICAL+VIDEO DEMO)**

This full body massage is done with medicated herbal oils by two/one therapists in a synchronized manner for 45 minutes. The number of strokes and pressure vary with the condition of the individual. According to classical texts, this massage is indicated daily to prevent ageing and degeneration process. Kerala Ayurveda has pioneered this therapy as per the ancient Ayurveda classics and standardized the procedure with a specific number of

strokes. This therapy will treat the whole body physically, mentally and emotionally while balancing the doshas. Its rhythmic motion helps to relieve joints and muscles from stiffness and makes all body movements free. This stimulating treatment increases blood circulation, which in turn encourages quick removal of metabolic wastes, while providing relief to diseases such as anxiety, fatigue, circulatory disorders, rheumatic and arthritic problems, backaches and injuries.

### **Sirodhara**

(THEORY+ MEDICINAL PREPERATION+PRACTICAL+VIDEO DEMO)

Sirodhara rejuvenates and revitalizes the body and mind. This therapy relieves stress and strain related problems, slows the aging process, improves memory and is known to have a curative effect for paralysis, insomnia; depression. Luke warm herbal oil is poured in a continuous stream onto the forehead, while receiving a gentle massage on the head. It bestows better vision, better hearing, clears nasal problems and calms the body and mind. Sirodhara ultimately strengthens the physical constitution of the individual. Anxiety, hypertension and other neurological malfunctions.

### **Njavarakizhi**

(THEORY+ MEDICINAL PREPERATION+PRACTICAL+VIDEO DEMO)

A massage to the body with small cotton cloth boluses filled with cooked Njavara rice after a liberal application of medicated oil over the whole body. The rice is cooked in cow's milk and herbal decoction. The boluses are dipped in the same mixture of cow's milk and herbal decoction and applied all over the body to induce sudation (sweat). This procedure is highly rejuvenating, nourishing and prepares the individual to bear the stresses and strains of a busy lifestyle. It enhances physical consistency, strengthens the nervous system and improves the overall appearance of the skin. This is a strengthening fomentation employed in neurological disorders, rheumatism, arthritis and malnutrition of limbs

### **Elakizhi**

(PathrapotalaSweda)

(THEORY+ MEDICINAL PREPERATION+PRACTICAL+VIDEO DEMO)

This start with the application of oil to all body. Then it is subjected to exude profusely through a massage with boluses of chopped and fried leaves of some specific medicinal herbs after dipping in particular medicated oils. it is effective for various kinds of arthritis, Spondylitis, back pain, sports injuries and for all other soft tissue inflammations especially join pains



**SOME IMPORTANT CORE COMPETENCIES TO BE**

## DEVELOPED ARE:

### TOPICS

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