Area of Interest: Hospitality, Tourism and Wellness

**Spa and Wellness Operations Management**

Ontario College Graduate Certificate  
1 Year  
Ottawa Campus

**Academic Year: 2019/2020**  
**Program Code: 1102X01FWO**

**Our Program**

Engage your desire to help others - join the fast-growing wellness industry.

In the one-year Spa and Wellness Operations Management Ontario College Graduate Certificate program, you learn the business management skills needed to become successful in the fast-growing wellness industry. Using a hybrid mod learning, the program offers a work-friendly schedule to accommodate your needs.

Acquire the specialized skills required of a wellness manager, including customer relations and human resources, financial management, sales and marketing, and ethics and regulations.

Develop skills through hands-on learning during 56 hours of two field placement, where you gain the confidence and ability to educate and empower your clients and staff. Working alongside industry professionals, you interact with real clients and gain industry contacts.

Graduates may find employment in a variety of wellness or destination centres, such as:

- day spas
- wellness or yoga centres
- resorts
- salons/spas
- fitness centres
- cruise ships

**SUCCESS FACTORS**

This program is well-suited for students who:

- Enjoy a hands-on approach towards enhancing their knowledge and skills in the spa and wellness industry.
- Are analytical and creative thinkers.
- Have good organizational and leadership abilities.
- Have good communication and interpersonal skills.
- Appreciate the importance of providing superior service to clients.
- Practice health and safety awareness.
- Have an interest in the wellness industry.

**Employment**

Graduates of the program may obtain employment in management and leadership positions in a variety of destination or wellness settings.
Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Adapt style, message, and tone of communication to interact effectively with a diverse wellness team, owners and customers.
- Develop, implement, and evaluate a system to maintain consistent client expectations to provide exceptional customer service.
- Create a situational proposal for a start-up wellness operation including interpretation and reporting of results.
- Formulate marketing and sales plans for a wellness establishment using market research.
- Develop comprehensive human resource skills and tools to recruit, develop, motivate, and retain employees.
- Construct a set of spa and/or wellness service offerings and pricing strategies that reflect current and projected industry needs, to create a differential advantage.
- Create, analyze, and interpret financial statements relative to a wellness facility, in order to maximize business potential.
- Design and evaluate a plan for a spa and/or wellness facility layout that meets business needs and provides a suitable environment for customers and employees.
- Use current technology and industry-standard software to support spa and wellness management.
- Create, document and adhere to policies and practices in compliance with labour laws, safety standards, and applicable governmental regulations relevant to the operation of a spa and wellness facility.
- Lead and supervise individuals and teams to meet business goals.
- Keep current with local and global trends in the wellness industry to optimize products and services and respond to changing client needs, industry standards and regulations.
- Establish and promote professional etiquette guidelines as they apply to a variety of circumstances and situations within the wellness industry.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

<table>
<thead>
<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
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<tbody>
<tr>
<td>CST4000</td>
<td>Customer Relations</td>
<td>42.0</td>
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<tr>
<td>ENL4000</td>
<td>Communication for Leaders</td>
<td>42.0</td>
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<tr>
<td>FIN4000</td>
<td>Introduction to Financial Management for Spa and Wellness Operations</td>
<td>42.0</td>
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<tr>
<td>FLD4001</td>
<td>Field Work I</td>
<td>28.0</td>
</tr>
<tr>
<td>LAW4100</td>
<td>Spa and Wellness Ethics and Regulation</td>
<td>42.0</td>
</tr>
<tr>
<td>MGT4000</td>
<td>Introduction to Spa and Wellness Management</td>
<td>42.0</td>
</tr>
<tr>
<td>MGT4010</td>
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<td>42.0</td>
</tr>
</tbody>
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<td>FLD4101</td>
<td>Field Work II</td>
<td>28.0</td>
</tr>
<tr>
<td>MGT4100</td>
<td>Spa and Wellness Trends and Service Offerings</td>
<td>42.0</td>
</tr>
<tr>
<td>MGT4101</td>
<td>Spa and Wellness Facilities Management</td>
<td>42.0</td>
</tr>
<tr>
<td>MGT4103</td>
<td>Human Resources Management</td>
<td>42.0</td>
</tr>
<tr>
<td>MGT4112</td>
<td>Wellness Lifestyle and Etiquette</td>
<td>42.0</td>
</tr>
</tbody>
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Fees for the 2019/2020 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at https://www.algonquincollege.com/fee-estimator.

Further information on fees can be found by visiting the Registrar’s Office site at https://www.algonquincollege.com/ro.

Fees are subject to change.

Additional program related expenses include:

The cost for books, supplies, transportation to fieldwork placement and a field trip is approximately $1,050 per year.

Admission Requirements for the 2020/2021 Academic Year

Program Eligibility

• Ontario College Diploma, Ontario College Advanced Diploma, Degree or equivalent.

• Applicants who have not completed a two-year community college diploma or a two-year university degree may be considered based on relevant work experience. These applicants will be assessed individually and will be required to complete an Eligibility Package.

• International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (IBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

Admission Requirements for 2019/2020 Academic Year

Program Eligibility

• Ontario College Diploma, Ontario College Advanced Diploma or Degree.

• Spa management work experience is highly recommended.

• Applicants who have not completed a two year community college diploma or a two year university degree may be considered based on relevant work experience.

• These applicants will be assessed individually and will be required to complete an Eligibility Package.

• International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (IBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

Application Information

SPA AND WELLNESS OPERATIONS MANAGEMENT
Program Code 1102X01FWO
Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at http://www.ontariocolleges.ca/.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: https://algonquincollege.force.com/myACint/.

For further information on the admissions process, contact:

Registrar’s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Email: AskUs@algonquincollege.com

Additional Information

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/.

For more information, contact Natasha Wood, program coordinator, at 613-727-4723 ext. 6113 or woodvin@algonquincollege.com.

Course Descriptions

CST4000 Customer Relations

An understanding of the fundamental concepts and components of customer service, and their impact on the spa's wellness industry, is essential to acquiring and maintaining a strong client base. Students learn the importance of quality service standards. The development of strong customer service management skills allows students to implement and evaluate a system to maintain and manage consistent client expectations. Students learn to provide exceptional front line service, maintain updated client service records, build and extend loyalty programs and uphold a positive service environment.

Prerequisite(s): none
Corerequisite(s): none

ENL4000 Communication for Leaders

Being a Spa and Wellness Facility Manager requires professional communication, conflict resolution and networking skills to ensure the business runs smoothly and effectively. Focusing on negotiation, presentation and customer relations skills, students acquire the expertise to communicate at a managerial level. Students learn to consider the needs of diverse audiences, and consider the range of alternative communication methods and troubleshooting strategies. Students develop effective communication methods to invite, receive and resolve customer complaints or expressions of dissatisfaction. Learning activities are designed to simulate workplace communication with colleagues, employees, clients, suppliers and industry professionals.

Prerequisite(s): none
Corerequisite(s): none
FIN4000 Introduction to Financial Management for Spa and Wellness Operations

Wellness Facilities must practice financial responsibility in order to benefit employees and clients. Students gain comprehensive knowledge of financial responsibility within the facility and become familiar with financial statements, basic accounting principles, annual budgets, recording transactions, payroll management and daily financial operations. Spreadsheet software is used to better illustrate and understand the need for financial accountability. Learning activities are designed to provide opportunities for practical application of course concepts.

Prerequisite(s): none  
Corerequisite(s): none

FLD4001 Field Work I

The spa and wellness industry encompasses a variety of facilities, services, and programming where managers must ensure all employees are meeting client expectations and upholding industry service standards. Students apply theoretical concepts and practice their skills and competencies while working with industry professionals. These experiential opportunities include: daily opening and closing procedures, working with booking and point-of-sale software, and customer relation management.

Prerequisite(s): none  
Corerequisite(s): none

FLD4101 Field Work II

The spa and wellness industry encompasses a variety of facilities, services, and programming where managers must ensure all employees are meeting client expectations and upholding industry service standards. Students are provided with experiential opportunities to apply theoretical concepts and practice their skills and competencies while working with industry professionals. They evaluate and apply the day-to-day operations and marketing of a wellness facility. Students also develop a plan of action to demonstrate their awareness of career opportunities and paths within the industry.

Prerequisite(s): none  
Corerequisite(s): none

LAW4100 Spa and Wellness Ethics and Regulation

Spa and Wellness managers must have an overall understanding of the rights and responsibilities of its employees, clients and suppliers. Students examine health and safety legislation, insurance requirements, legal, confidentiality, and ethical issues. Students also explore the roles and mandates of professional associations and organizations relevant to the wellness industry.

Prerequisite(s): none  
Corerequisite(s): none

MGT4000 Introduction to Spa and Wellness Management

Today's professional wellness managers make complex decisions regarding employee welfare and policies, and deal with the ever-changing spa and wellness industry and client demands. Students research and examine various wellness facility services and the role they play in society. Foundational knowledge of marketing and sales plans, pricing strategies for service offerings and managing spa finances is developed through the creation, analysis and interpretation of financial statements.

Prerequisite(s): none  
Corerequisite(s): none

MGT4010 Spa and Wellness Management and Operations
Spa and wellness managers are responsible for the day-to-day operations of many different types of wellness facilities, as well as their employees and services. Students examine key principles and concepts related to the setup and organization of an enterprise including facility design and planning while also developing the human resources skills required to run a successful business. Special attention is paid to daily business functions, such as scheduling, the creation of staff manuals and documents and inventory management. Students discover how day-to-day business operations are impacted by various interdependent functions of a spa and wellness facility through market research and analysis of a business plan model.

Prerequisite(s): none  
Corerequisite(s): none

**MGT4100 Spa and Wellness Trends and Service Offerings**

Spa and Wellness treatments and services are constantly changing to keep up with current trends. Students explore current and emerging trends that influence the Canadian and International spa and wellness industry. Students develop the skills and knowledge to manage changes, challenges, and opportunities to increase profit and maximize usage in the wellness field. Students assess spa and wellness service offerings to learn how to ensure maximum profitability with the services offered, as well as create their own service offerings to stay current with contemporary trends.

Prerequisite(s): MGT4000  
Corerequisite(s): none

**MGT4101 Spa and Wellness Facilities Management**

One of the key roles of the Spa and Wellness facility manager is to oversee the management of buildings and services to ensure that everything is operating properly and staff can do their work effectively and safely. Students explore functions, such as building operations, grounds maintenance and security, parking, waste disposal, food and beverage offerings and environmental guidelines and regulations. Emphasis is on optimizing layout in order to maximize a building's functions and profitability.

Prerequisite(s): MGT4000 and MGT4010  
Corerequisite(s): none

**MGT4103 Human Resources Management**

Wellness facility managers require in-depth knowledge of human resources techniques, communication skills and creative strategies for keeping staff motivated. Major topics include recruitment, selection, training, supervision, employee evaluation, and retention. Students develop policies and practices to comply with labour laws, compensation packages, and safety standards. They also examine how staff must develop sensitivity and compassion when dealing with patrons and employees within the wellness industry.

Prerequisite(s): ENL4000 and MGT4000  
Corerequisite(s): none

**MGT4112 Wellness Lifestyle and Etiquette**

The ever-expanding wellness industry plays a vast role in helping people achieve and maintain a healthy lifestyle and work/life balance. Professionals in this industry must remain current with local and global trends to provide service offerings that reflect client needs while also applying pricing strategies to promote profitability. Managers must also ensure that a tailored code of conduct is developed and applied while serving this niche clientele. Through case studies, role-play, research, group activities and discussions, students explore the current trends and activities in wellness tourism. Students also examine the importance of incorporating a healthy lifestyle and work/life balance into a comprehensive human resource plan to support recruitment, development, motivation and retention of employees.

Prerequisite(s): none  
Corerequisite(s): none
MKT4100 Spa and Wellness Sales and Marketing

Generating profits and maintaining a competitive advantage is indispensable to the success of a Wellness business. Students examine sales and marketing communication concepts, and study advertising, personal selling goals, sales promotions, publicity, public relations, direct and interactive marketing, and sales management. Students develop marketing and sales strategies to prepare for a spa and wellness management role.

Prerequisite(s): ENL4000
Corerequisite(s): none

MKT4102 Competitive Research and Analysis

Students learn the required steps of the research process and the development and analysis of market research. They compare and analyze spa and wellness types, services, offerings, location, facilities and operating procedures to determine differential advantages among the facilities. Students also examine the components of a business plan and the logistics of opening a Spa and Wellness business.

Prerequisite(s): MGT4000
Corerequisite(s): none