

DP in Experience and Wellness Management

Objectives of the programme

The objective of the Degree Programme of Experience and Wellness Management is to prepare students for positions in experience and wellness professions within the leisure and tourism industry. Through a blockular curriculum of interdisciplinary subjects (organised in Blocks) this unique and innovative curriculum provides flexibility that responds to individual students' interests and their professional goals. Students will be able to develop comprehensive knowledge, skills, aptitudes (abilities) and attitudes to operate in the Experience and Wellness sectors. This programme offers students the possibility to specialise in Destination and Resort Management; Sport and Fitness Management; Entertainment and Media Management.

Study content

The programme provides the students with comprehensive competences to work in the emerging professions in experience and wellness in tourism and leisure industry. The programme is built on 3 pillars (core values): creativity/ innovation, entrepreneurship, and sustainability. Through a blockular curriculum of interdisciplinary subjects this innovative programme emphasises on multifaceted management and transformation by developing management competences to deal with new consumers/ markets, new research, new contexts, new concepts, new perspectives/ developments. The programme bridges theory-practice knowledge and working placements are an integral part of it. Graduates either start their own business (e.g. consultant/ specialist) or work for private or public organisations in junior and middle management positions (e.g. destinations, cities, resorts, wellness centres, spas, sport/ fitness centres, stadiums, casinos, entertainment, media, retail, attractions, airports, hotels, restaurants, cruise lines, airlines and alike).

Curriculum

The programme consists of 210 ECTS and is structured in course Blocks format. During Stage 1 students are provided with Foundation Blocks (Orientation & Personal Development; Basics of Operations; Understanding Consumers; Performance; and Scanning the Environment). In Stage 1 students will also do Language Studies and their Working Placement 1.

In Stage 2 students are provided with Management Blocks (Concept Development; Business Dynamics; Managing People; Managing Wellness; and Portfolio)

In the last year, Stage 3, students are provided with Specialisation Blocks (Optional Block Course; Thesis; Free Electives; and the Working Placement 2).

Click the course name to see the content of the course.

Stage 1

[8 ECTS] [Orientation & Personal Development](#)

[10 ECTS] [Basics of Operations](#)
[10 ECTS] [Understanding Consumers](#)
[10 ECTS] [Performance](#)
[10 ECTS] [Scanning Environment](#)
[15 ECTS] [Working Placement 1](#)

[12 ECTS] Language Studies

Stage 2

[15 ECTS] [Concept Development](#)
[15 ECTS] [Business Dynamics](#)
[15 ECTS] [Managing People](#)
[15 ECTS] [Wellness Management](#)

[5 ECTS] [Portfolio](#)

Stage 3

[25 ECTS] [Specialisation *](#)
[15 ECTS] [Bachelor's Thesis](#)
[15 ECTS] [Free Electives](#)
[15 ECTS] [Working Placement 2](#)

* - Destination and Resort Management or Sport and Fitness Management or Entertainment and Media Management

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Document Actions

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