

SreeSankaracharya University of Sanskrit, Kalady
Department of Ayurveda

POST-GRADUATE DIPLOMA IN WELLNESS
AND SPA MANAGEMENT

Credit and Semester System (CSS)

SCHEME

Programme Outcomes (PO's)

- Critical thinking on thePhilosophical, conceptual and applied perspectives of wellness
- Innovative integration of wellness sciences and management principles on an applied perspective
- Scientific and technical communication of wellness formats.
- Self-directed and life-long learning on wellness experiences on a global perspective
- Interdisciplinary and trans-disciplinary focused integration of wellness sciences

Curriculum Structure in Credit and Semester System (CSS)

Total Credits of the Programme- 40 Credits

Classroom activities – Theory - 19 Credits

Project work- 09 credits

Industrial Project work -12 Credits

Distribution of Credits:Class Room Activities

Theory - Total credits 19 (One Credit is of minimum 15 hours which include Lectures,tutorials, Seminars,assignments, presentations, Practical demonstrations.
(19 x 15 = 285 hours)

Project work

Total credits 09 (One Credit is of minimum 30 hours 09 x30 = 270 hours)

Industrial Project Work

Total credits 12 (One Credit is of minimum 30 hours12 x30 = 360 hours)

Distribution of Course Credits and hours per semester

1st Semester

Course	Credits	
	Theory	Project work
Wellness : Concept and Philosophy	4	3
Medical and Wellness Tourism	4	3
Wellness Therapies	4	3
Scientific and Technical literature in Sanskrit	1	

2nd Semester

Course	Credits	
	Theory	Industrial Project work
Spa Operations and Management	3	
Spa Design and Marketing	3	
Industrial Project Work -Operations and Management		6
Industrial Project Work - Design and Marketing		6

POST-GRADUATE DIPLOMA IN WELLNESS AND SPA MANAGEMENT

REGULATIONS - 2018.

1. Title

These regulations shall be called, the SreeSankaracharya University of Sanskrit – Post Graduate Diploma in Wellness and Spa Management regulations 2018.

2. Date of Application

These regulations shall apply to the Post Graduate Diploma programme in Wellness and Spa management admissions from the academic year 2019- '20 onwards.

3. Eligibility for Admission

Candidates who have passed BAMS (Bachelor of Ayurvedic Medicine and Surgery) Degree from an institution recognized by the Central Council of Indian Medicine and shall possess a permanent registration in the respective council/Board of the concerned state, are eligible for admission.

The original certificates of the qualifying examination, Permanent Registration, Transfer Certificate and Migration certificate shall be produced at the time of the admission. If the Migration Certificate is not produced at the time of admission, the same shall be submitted within a period of two months from the date of admission.

No Person shall be eligible for admission to the Post Graduate Diploma Programme if he/she is currently on the Rolls for any academic programme in any other subject/discipline offered in this University or in any other institution.

4. Age

The maximum age for admission shall be 35

5. Mode of Selection

Selection shall be made on the basis of the marks of the qualifying examination, Group Discussion, Physical fitness and Interview. The maximum marks will be 100, of which 50 marks for the qualifying examination, 20 marks for Group Discussion, 10 marks for physical fitness and 20 marks for interview.

Group discussion and Interview shall be conducted by a committee consisting of Campus Director, Head of the department of Ayurveda and an external expert, nominated by the head of the department of Ayurveda. Candidates who have secured 50% of the total marks shall be eligible for admission (45% for SC/ST candidates)

6. Number of seats

Number of seats for the Post Graduate Diploma programme shall be 5, out of which 2 seats are reserved for the outside state candidates. In the absence of eligible outside state candidates, the same shall be filled up by the eligible candidates from Kerala. Increase in the number of seats will be considered by the University as and when required. Outside state candidates shall produce proof of residence/nativity/domicile certificate from the competent authority along with the application.

7. Duration of the course

Duration of the Post Graduate Diploma Programme shall be 2 semesters within a period of one year.

8. Medium and mode of Instruction

Medium of instruction shall be English/Sanskrit and the teaching and training pedagogy include lectures, seminars, practicals, demonstrations, discussions, presentations, study tour, wellness industry visit, Project work and Industrial project work.

9. Course Credits

Total credits for the Post Graduate Diploma Programme shall be 40 and the students shall learn 40 credits for the award of Post Graduate Diploma.

10. Attendance

A minimum attendance of 80% is required in each course separately. The teacher shall record the attendance of the students, calculate the attendance at the end of the semester, and duly certify the same by the Head of the department and forward to the examination section through the Campus Director.

Head of the department shall display the monthly attendance on the notice board with a copy to the Campus Director.

The students deputed for official purposes such as representing the University in sports, cultural meets, Seminars or Workshops, NSS activities and participation in work of statutory bodies, with prior permission of the head of the Department shall be given leave for such absence and it shall be reckoned as attendance subject to the following conditions: -

The total period of leave shall not exceed 10% of the total attendance of each course in a semester for a student.

The advisor of the student's Union, Officers i.e. of Physical education/ Officer –in-charge of NCC and NSS or teachers in charge of the team from the University are authorized to recommend to the Head of the department for leave. The concerned Officers Authorized to reckon the leave may also furnish the list of students who are actually engaged as volunteers in the conduct of approved University Sports programme, Cultural Meets, NSS programmes, University Union activities etc., for granting leave.

The leave eligible shall be limited to days of:

Up and down journey.

The actual days of the programme as evidenced by the approved schedules and in the case of cultural activities, actual days of competition evidenced by the approved programme.

The officers who are authorized to recommend the leave must submit the list of students with all details such as team/teams and its members, place of tournament / meet, number of days of tournament / meet, days up and down journey, to the Head of the Department who shall forward the same to the Campus Director sufficiently in advance. Leave will not be granted if the list is not submitted within 7 days after the event.

The decision of the Head of the Department shall be final in this matter.

11. Condonation on Shortage of Attendance

Condonation on shortage up to 20% (maximum) shall be granted by the Vice-Chancellor to students in cases where the Vice-Chancellor is satisfied that the student could attain the minimum attendance, but for reasons of health or for other reason / forces beyond his/her control.

Fee for Condonation will be according to the University norms and procedure.

Application for Condonation of shortage of attendance should be made to the Registrar in the prescribed form along with due authentication or recommendations of the Head of the Department 15 days prior to the University Examinations.

The claim for Condonation should be supported with authorized Medical Certificates or concrete documentary proof as the case may be.

If the attendance is below the condonable limit, the student will not be eligible to appear for the examination and he/she will be removed from the admission roll.

12. Evaluation

The system of evaluation is on the basis of seven point grading system and it will be a combination of internal and external assessment except for the course, Scientific and Technical literature in Sanskrit. Fifty percent of the credits will be for internal assessment and the other fifty percent, for external assessment as the end-semester theory examination and project work and Industrial Project work evaluation conducted by the University. For the course, Scientific and Technical literature in Sanskrit, 100% weightage will be through Internal Assessment. The Head of the department will be the final authority in awarding the grades in internal assessment.

13. Internal Assessment

The Maximum weightage for internal assessment will be 50% of the total grades for each course. There shall be internal assessment for each course both for theory and project work and Industrial project work in each semester.

The Maximum Grade for Internal assessment shall be A+.

A minimum of 'B' (B only) cumulative grade for internal assessment for each course is necessary for the student to appear for the respective end semester examination.

14. External Assessment

End Semester theory Examination and Project work and Industrial Project evaluation.

An End semester theory examination and Project work and Industrial Project evaluation shall be conducted by the University for Fifty percent of the grades in each course.

The student who has earned all the allocated credits of the respective semester and fulfill all other requirements shall be permitted to appear for the end semester examination.

If a student fails to appear for the end semester examination of the 1st semester in full or part, after fulfilling all the requirements, the student may be permitted to appear in the subsequent end semester examination of the respective semester and the student may be permitted to continue the study to the second semester, provided that the student is eligible to appear for the second semester examination only after passing the 1st semester examination.

The Maximum Grade for each Course shall be A+.

A minimum of B (B only) cumulative grade for the External assessment is necessary for the pass in the respective course.

The general rules and regulations other than the above, for the conduct of the University examinations shall also be applicable for these examinations.

15. Procedures for Internal Assessment

The criteria for internal assessment shall be the following with equal weights

1. Assignments/Presentations
2. Innovative approach
3. Use of Interactive Communication technology
4. Grooming and professional ethics

5. Internal Examination

The teacher concerned shall maintain a register on the submission of the assignments, Presentations and Internal Examination during the course period.

16. Evaluation of Project work and Industrial Project work.

The criteria for the Evaluation shall be the following with equal weights

1. Conceptual Relevance of the topic selected
2. Innovation
3. Industrial Application
4. Entrepreneur Friendly
5. Consultancy Support
6. Adherence to Green Protocols
7. Adherence to Industry standards
8. Adherence to Responsible wellness Tourism Protocols
9. Community Orientation
10. Professional ethics and Social Responsibility

17. Wellness Industry Visit and Study

Each candidate shall visit minimum 10 different wellness destinations in each semester and submit a study report focusing towards the various conceptual, Design, wellness/Spa products, Management, marketing and operational concerns.

18. Evaluation will be based on the 7 point grading system

A+	7(6.5 and above)	C+	3 (2.5-3.49)
A	6 (5.5-6.49)	C	2 (1.5-2.49)
B+	5 (4.5-5.49)	F	1 (0.5-1.49)
B	4 (3.5-4.49)		

A minimum of B (B only) grade is necessary for the pass in the respective courses.

19. Announcement of the Results.

The University shall notify the list of candidates having successfully completed all the requirements and become eligible for the award of Post Graduate Diploma with the approval of the syndicate. Anomalies, if any regarding the notification shall be brought to the notice of the Vice-Chancellor by the student in writing within 7 days of the date of notification.

The University shall issue provisional certificate to the candidates within 7 days of the notification. It shall be open to the Syndicate to withhold the result of a candidate on valid grounds.

20. Award of Diploma

The Post graduate Diploma in Wellness and Spa Management shall be awarded under the seal of the University to candidates who have satisfactorily completed the requirements.

If the result of a candidate is discovered as vitiated by error, malpractice, fraud, improper conduct or any other reason, the same may be cancelled or rectified and any such action that the Vice Chancellor may deem necessary.

21. Removal of Difficulties

If any difficulty arises in giving effect to the provisions of these regulations, the Vice Chancellor may issue necessary orders for removing the same.

Syllabus and curriculum

Post Graduate Diploma in Wellness and Spa Management

Programme Specific Outcomes (PSO's)

- Provide in-depth knowledge, integration, innovation and research orientation on wellness experiences.
- Develop skill excellence and innovative operational standards on holistic wellness experiences
- Administrative and managerial skills in wellness operations
- Visualize the upcoming trends in wellness and health tourism Industry
- Conceive innovations in Spa design and marketing

First Semester

Course Name: Wellness - Concept and Philosophy

Course Code: PDAM 12701

Credits: 4

Course outcomes (CO'S)

- Create better understanding on the Holistic concept of wellness pertaining to all levels of human existence and to understand all possible modalities and perspectives in the design and development of applied tools for wellness.

Module - I

Indian Philosophical thoughts and its influence in defining wellness, Definition of Wellness in Ayurveda, Holistic concept of wellness. Differentiating parameters between health and wellness, Sensual impact and Wellness, Sensual impact of Natural Diversities, Influence of natural diversities on wellness, Subjective and objective parameters of wellness.

Module - II

Physical wellness, Mental wellness, Environmental wellness, wellness and spirituality, Wellness and habitat, Occupational wellness, marital and family wellness, Active ageing, Impact of daily and seasonal routine in wellness, Wellness Diet, Wellness and social relations, Wellness and physical manipulations, Wellness in Pregnancy and post-partum care, Geriatric wellness, Physical and Morale Rejuvenators.

Project Work

Credits: 3

Conceptualize a Holistic Wellness Model on a specific perspective.

Books for study & Reference

AshtangaSangraha – Sutrasthanam,ChaukhambhaOrientalia,Varanasi

AstnagaHridayam- Sutrasthanam, ChowkhambaKrishnadasAcademy,Varanasi

Swasthavrtham – VaidyabhooshanamRaghavanThirumulpad, Prakashika publications, Chalakudy

The Legacy of Vagbhata – Dr.M.S.Valiathan, Universities Press, Pvt. Ltd, Hyderabad

Wellness : Concepts and Applications – David J.Anspaugh, M.H.Hamrick

Frank Rosato, F.Rosate – Mosby third revised Edition, ISBN – 10 0815107145

Concepts of Fitness and Wellness: Corbin –McGraw-Hill Publishing Co .ISBN-100071162399

Course Name: Medical and Wellness Tourism

Course Code: PDAM 12702

Credits: 4

Course Outcomes (CO'S)

- Provide proper knowledge on the global scenario of wellness tourism and to identify the positioning strategies and parameters of wellness, medical and health tourism. Its focus on the global and regional trends, organizational structure, interdisciplinary approach, regional branding, branding of local experiences, sustainable and eco-friendly concepts will open up new insight on the applied perspectives.

Module - I

Dimensions of wellness Tourism, Definition of Wellness tourism, Medical tourism and Health tourism, Definitional issues, Impact of definitional issues, Evolution, growth and significance of medical and wellness Tourism, Global Scenario on medical and wellness Tourism, Country wise definitions, Regional branding , Interdisciplinary approach , Sustainable and eco-friendly concepts, Differentiating parameters, Global and regional trends, Global and regional organizational, promotional and marketing approaches, Wellness Tourism and Hospitality.

Module - II

Wellness and Medical Tourism Product development, differentiation and positioning strategies, Generic and location based wellness and medical experiences, Traditional, Complementary and conventional experiences, sustainable and eco-friendly experiences, Holistic and integrated experiences, Regional experiences. Role of spas in medical and wellness Tourism, Industry specific challenges and opportunities. Concept of Brand India and Brand Kerala

Project Work Credits: 3

Develop a medical/wellness experience of local origin and prescribe the strategies to position the same in the medical/wellness tourism sector.

Books for Study & Reference

Health, Tourism and Hospitality - Spas, Wellness and Medical Travel –Melanie Smith, Routledge, 2nd edition,ISBN-109780415638654

Medical Tourism and Wellness – Frederick J Demicco,Apple Academic Press,1st Edition.

Research Report – Wellness Tourism and Medical Tourism – Katherine Johnston, Melanie Smith, Laszlo Puczko, Global Wellness Institute,Miami,Florida,US

Research Report – Global Wellness Summit, Katherine Johnston, Global Wellness Institute,Miami,Florida,US.

Course Name: Wellness Therapies

Course Code: PDAM 12703

Credits: 4

Course Outcomes (CO'S)

- Enables to design and develop the applied protocols of various therapies suitable to the requirements in the wellness and medical tourism sector. It ensures the effective delivery of the therapy by developing Standard Operating Procedure (SOP) and in turn, it strengthens the applied scientific adherence.

Module - I

Concept of wellness therapies, Origin of wellness therapies, Scientific, clinical and applied parameters of wellness therapies, Design of wellness therapies, Wellness therapies in preventive and promotive health care,Ayurvedic wellness therapies, Oleation and sudation therapies, Daily and seasonal wellness therapies, Panchakarma therapies, Rejuvenation therapies, Kerala traditional wellness therapies.

Module - II

Wellness yoga and meditation, Reflexology, Water therapies, Aromatherapy, Sound therapy, Colour Therapy, Naturopathy, Beauty therapies, International spa therapies, Physical art forms and wellness therapies, wellness education and counseling

Project work

Credits : 3

Design and develop SOP (Standard Operating Procedure) of 5 wellness therapies of different origin.

Books for study & Reference

Wellness and Physical Therapy – Fair Sharon Elayne Fair, Jones and Bartlett publishers. Inc. 1st edition. ISBN-109780763758219

AshtangaSangraha - Sutrasthanam, Chaukhamba Orientalia, Varanasi

AstnagaHridayam – Sutrasthanam, Chowkhamba Krishnadas Academy, Varanasi

Colour Therapy – Rashmi Sharma & Maharaj Krishna Sharma, Pustak Mahal, New Delhi, ISBN-978-81-223-0126-7

Panchakarma- Chikitsa Sarasangraham – Dr. K. Rajagopalan, Department of Publications, Aryavaidyasala, Kottakkal, ISBN-978-93-80148-06-9

Panchakarma – Illustrated – Dr. G. Sreenivasa Acharya, Chaukhamba Sanskrit Pratishthan, New Delhi, ISBN 81-7084-307-9

The Spa Book – Jane Crebbin Bailey, Dr. John Harcup, John Harrington, Cengage Learning, United Kingdom, ISBN 9781861529176

Day Spa Techniques – Erica Miller, Publisher- Catherine Frangie, United states of America, ISBN- 10: 1-56253-261-8

The Complete Spa Book for Massage Therapists – Steve Capellini, Publisher- Erin O' Connor, United States of America, ISBN- 10: 1-4180-0014-0

The Encyclopedia of Aroma Therapy, Massage and Yoga – Carole McGilvery, Jimi Reed, Mira Mehta, Publisher- Acropolis Books, London, ISBN 1 873762 21 6

Course Name: Scientific and technical literature in Sanskrit

Course Code: PDAM 12704

Credits: 1

Course Outcomes (CO'S)

- Identify and apply the situational application and expansion of technical Sanskrit on interdisciplinary and trans-disciplinary perspectives

Ayurveda–Biological, Medical and technical interpretation, Interdisciplinary and trans-disciplinary expansion, context and situational application. **VastuSastra** - Design, Technology and dimensional interpretation, Interdisciplinary and trans-disciplinary expansion, context and situational application. **Vrikshayurveda** - Plant sciences, Ecology and agro-technology interpretation, Interdisciplinary and trans-disciplinary expansion, context and situational application.

AstnagaHridayam – Sutrasthanam, ChowkhambaKrishnadas Academy, Varanasi

VastuVidya- BrihatSamhita – Sri JeevandhaVidyasagra Bhattacharya, Chapter 53

Vrikshayurveda- BrihatSamhita – Sri JeevandhaVidyasagra Bhattacharya, Chapter 55

Second Semester

Course Name: Spa Operations and Management

Course Code:PDAS 12705 Credits: 3

Course Outcomes (CO'S)

- Provide scientific exposure on the administrative and operational management of Spa on a global perspective. Its multi-level operational tasks provide confidence in bringing wellness initiatives, right from the beginning to full-fledged operational establishment.

Module - I

Origins of the word SPA, Types of spas, Spa mission and vision statement, Types of Spa ownership, Spa Naming, Licensing, Insurance ,Spa Planning process, Policies and procedures, Industry trends, Industry best practices, SOP development, SOP implementation, SOP training, feedback and result assessment.

Module - II

Organizational structure of Spa, Spa personnel, HR practices, policies and procedures, Employment laws, Spa safety and maintenance, Equipment sourcing and maintenance, Vendor selection and inventory management, Spa client management, Medical spa practices, Risk management, Operational practices, Spa software management, financial management.

Books for Study & Reference

Spa Management – An Introduction – Mary S Wisnom, Lisa L Capozio - Pearson Education,Newjersey,ISBN 10,0-13-503944-4

Text Book of Spa Management – Dr.SonalKarnik,SBEPublishers,New Delhi,ISBN,978-81-85708-72-0

Course Name: Spa Design and Marketing

Course Name: PDAS 12706

Credits: 3

Course Outcomes (CO'S)

- Ignite the imagination on the sustainable and eco-friendly spa concept and brings the applied modalities and innovations in spa design. Provide opportunity to apply client centered marketing approach and interactive modalities in Spa Marketing.

Module - I

Spa concept development, Spa Design process, Spa facility design team, Spa layout and construction plan, Laws governing spa design and construction, Spa design criteria and considerations, Spa design trends, spa interior design, colour and lighting, materials and surfaces.

Module - II

Spa marketing strategy development, Market research, Target marketing, Market mix, Marketing performance and evaluation, Scientific content writing, Spa retailing, Visual and print media marketing, Interactive marketing innovations and modalities, Spa Business evaluation, Spa market trends

Books for Study & Reference

Spa Design – Joachim Fischer, Daab Pub - ISBN – 10,9783937718637

Relax – Best of Spa Design – Verlagshaus-Braun –ISBN-10,3938780681

Spa Business – Marketing Strategies – Susan Fields – Blep Publishing – ASIN-BOOKS D9LOK

Massage and Spa – Business Marketing – Sabrina Tonneson -Sabrina Tonneson-ISBN-10,1947125125

**Course Name: Industrial Project Work:
Spa Operations and Management**
Course Code: PDAS 12707 **Credits: 6**

Course Outcomes (CO'S)

- Focused on credible changes and up gradation, innovative approach, Industry specific problem solving, introducing more effective tools, sustainable and eco-friendly protocols, adherence to scientific and ethical values, Interdisciplinary approach in spa operations and management.

**Course Name: Industrial Project Work:
Spa Design and Marketing**
Course Code: PDAS 12708 **Credits: 6**

Course Outcomes(CO'S)

- Focused on ongoing trends in spa design and marketing, innovative, sustainable and eco-friendly approach in design, developing client centered marketing strategy, introducing more effective tools in interactive marketing modalities, scientific content writing, scientific and ethical values in spa marketing.

Project Work and Industrial Project Work

Project work may focus on the conceptual, innovative, theoretical and applied perspectives of the topic selected. The minimum pages for the project work shall be 60 inclusive of photos and Diagrams.

Industrial Project Work may focus on the innovative, applied, and operational and consultancy perspectives of the topic selected. The minimum pages for the Industrial project work shall be 120 inclusive of photos and Diagrams.