



Wellness Business

15 ECTS

Study the whole Degree Programme or one of the three minors!

#1 Wellness Business makes you an expert in the trends of wellness, health and well-being such as Nature Wellness and Green Care as well as wellness technology and event planning.

Savonia's BBA programme contains also two other minors, which make it possible to start building your own career path!

#2 Design Business challenges you to create new business models and processes in sustainable fashion business, service design, creative leadership, and digital concepting.

#3 International Sales develops your understanding of sales and purchase processes, customer relationship management, management of global sales teams, and promotion.

**Starts
in autumn
2019!**



**Study
online!**

Wellness

It really does not matter how you perceive wellness, it could stem from mental welfare, the closeness of pure nature, mindfulness or a holiday destination. Our graduates, as business representatives in the future will need the skills and knowledge to provide for those seeking wellness. And with business feasibility in mind.

CONTENT OF STUDIES

Wellness Business 15 ECTS

Wellness - Setting the Scenes

- Definitions of wellness, well-being and health and different approaches to them
- Historical development of wellness
- Wellness lifestyle as outcome of changes in the working life and society
- Wellness models and different dimensions of wellness
- Implementations of wellness in business life

Service Concepts in Wellness

- Concepts of wellness in various markets and types of enterprises
- Needs and motivations of customers
- Nature Wellness and Green Care
- Basics of event management
- Occupational wellness
- Overview of Health & Wellness tourism

Wellness Technology

- Defining wellness technology and its various dimensions: information technology, electronic health, mobile health, wearable technology.
- Implementations, markets and examples of use of technology in wellness.
- Enterprises in wellness technology.