

Graduate Programme in Leisure and Fitness Management with Department Rotations

Duration: 24 months

Employment: Full-time

Schedule: Monday - Friday (with occasional weekend shifts for practical experience)

Week 1 to 12 – Overview of Leisure and Fitness Management

Week 1-4: Introduction to the Leisure & Fitness Industry

- Overview of the Leisure, Fitness, and Wellness sectors
- Understanding the importance of physical activity, wellness, and mental health
- Key business functions in Leisure and Fitness Management
- Legal and health & safety regulations in Fitness and Wellness facilities
- Ethical considerations in Wellness programmes and client relationships

Week 5-8: Organisational Behaviour and Management in Pubs

- Leadership styles and team dynamics in Fitness and Wellness settings
- Motivating and managing Fitness Instructors, Coaches, and Activity Leaders
- Understanding customer service and experience in Fitness Centers
- Effective communication with clients and teams
- Conflict resolution and maintaining a positive atmosphere in group classes

Week 9-12: Marketing & Customer Engagement in Leisure Activities

- Building brand identity for Fitness Centers, Wellness Programmes, and Leisure Activities
- Designing marketing strategies: social media, local advertising, and customer retention
- Understanding customer needs: developing tailored fitness and leisure programs
- Building customer loyalty through personalised experiences and engagement
- Introduction to membership management and sales strategies

Additional Components:

- **Workshops & Seminars:** Weekly or monthly sessions with industry experts
- **Networking Events:** Opportunities to meet industry leaders
- **Site visits:** Fitness and leisure centers, wellness retreats, or fitness conventions
- **Soft Skills Development:** Communication, leadership, teamwork, time management, and client care

Graduate Rotation Schedule : Department Rotations (Hands-On Training)

Month 1-3: Leisure Activities & Event Planning

- **Roles:** Event Coordinator, Leisure Activities Manager, Event Assistant
- Planning and executing recreational activities, special events, and team-building programs
- Organising sports tournaments, fitness challenges, and community events
- Working with vendors, suppliers, and sponsors for events
- Managing event logistics, guest lists, and coordination with fitness trainers or activity leaders
- Promoting activities to increase participation and engagement

Month 4-6: Fitness & Gym Management

- **Roles:** Gym Manager, Personal Trainer, Fitness Instructor, Gym Assistant
- Overseeing the daily operations of a Gym or Fitness Center
- Designing fitness programs tailored to clients' goals (weight loss, strength building, etc.)
- Understanding gym equipment and ensuring proper usage and maintenance
- Safety protocols for gym members, including warm-up, cool-down, and injury prevention
- Providing personal training sessions and group fitness classes

Month 7-9: Nutrition & Wellness

- **Roles:** Nutritionist, Dietician, Wellness Coach
- Educating clients about healthy eating habits, weight management, and overall wellness
- Understanding nutrition needs for various fitness goals (muscle gain, fat loss, etc.)
- Developing meal plans and dietary advice for clients
- Conducting wellness assessments to help clients improve their lifestyle
- Collaborating with Fitness Coaches to create holistic wellness programs

Month 10-12: Tennis Coaching & Management

- **Roles:** Tennis Coach, Assistant Coach, Tennis Operations Manager
- Coaching and training individuals and groups on tennis techniques and strategy
- Organising tennis tournaments, competitions, and events
- Providing individualised feedback to improve players' performance
- Managing tennis court bookings, equipment, and memberships
- Promoting tennis programmes to increase participation and attract new players

Month 13-15: Weights & Strength Training

- **Roles:** Strength Trainer, Personal Trainer, Gym Supervisor
- Designing and implementing weight training programs for various fitness levels
- Understanding the importance of strength training in overall fitness and wellness
- Teaching proper weight-lifting techniques to ensure client safety
- Monitoring progress and adjusting training plans based on client goals
- Managing a gym's weight training area, ensuring equipment is safe and functional

Month 16-18: Fitness Classes & Group Training

- **Roles:** Group Fitness Instructor, Fitness Class Coordinator, Zumba/Yoga/Pilates Instructor
- Leading group fitness classes such as spinning, aerobics, dance, or circuit training
- Designing class schedules and selecting appropriate exercises for participants
- Engaging participants and creating a motivating atmosphere during classes
- Monitoring clients' progress in fitness classes and offering modifications as needed
- Promoting classes through social media and member engagement

Month 19-21: Yoga & Pilates Instruction

- **Roles:** Yoga Instructor, Pilates Instructor, Wellness Coordinator
- Leading Yoga and Pilates classes for beginners and advanced students
- Understanding the mental and physical benefits of Yoga and Pilates on overall health
- Designing wellness programs that incorporate Yoga and Pilates for stress relief and flexibility
- Teaching mindfulness, breathing techniques, and body awareness during classes
- Engaging in continuous professional development to stay up to date with Yoga and Pilates trends

Month 22-24: Head Office & Operations Management

- **Roles:** Leisure Operations Manager, Facility Manager, Administrative Assistant
- Managing the overall operations of a leisure and fitness center (including the gym, courts, and events)
- Handling day-to-day administrative duties such as scheduling, budgeting, and staff management
- Analysing membership data and developing retention strategies
- Overseeing health & safety regulations, risk management, and ensuring compliance
- Developing partnerships with external organisations to enhance the facility's offerings
- Managing customer feedback and improving services based on client needs

Final Presentation (End of Programme)

- In-depth research project focused on a specific area e.g.
 - Improving guest satisfaction
 - Streamlining operations
 - Sustainability in Hospitality
- Present the final project to a Management panel and industry professionals
- Integration of learnings from all rotations into a comprehensive proposal or plan which include any:
 - Timelines (length of project or suggested implementation date)
 - Cost implications
 - Tech integrations
 - Company savings
 - People/team support