



STUDY PLAN

Academic Year 2026-2027

Our educational program has been designed to provide a solid foundation of skills in the wellness and health sector, subsequently allowing for specialization in areas with high growth potential.

The curriculum is structured around a core set of fundamental competencies, common to all students, and two specialization pathways:

- Wellness Management
- Healthness Management

<https://www.technogymschool.com>

DNA TECHNOGYM

THE CORE COMPETENCIES

A shared set of subjects to create a common language and a solid skill base for both tracks.

01	Communication and Relational Development
02	Health in the Digital Ecosystem
03	Physical Exercise and Healthy Longevity
04	Marketing, Communication Strategies, and Digital Media
05	Functional Nutrition, Longevity, and Culinary Wellness
06	Legal Principles, Privacy, and Safety Regulations in the Wellness Sector
07	Applied Psychology for Change

SPECIALIZATION TRACKS

Mandatory courses to deepen knowledge in the chosen area of specialization.

WELLNESS MANAGEMENT

**Customer Engagement
and Loyalty Strategies**

**Finance and
Performance
Management**

**Wellness in Hospitality:
Strategies and Models**

**Wellness Design:
Designing Spaces for
Well-being**

**Human Resources
Management and
Development in
Organizations**

**Movement and Breath
for Well-being and
Performance**

HEALTHINESS MANAGEMENT

Exercise is Medicine

**The Healthness
Method: Practical
Application**

**Technologies Applied to
Assessment and Exercise**

**Scientific Foundations
of Human Movement**

**Statistics and
Epidemiology for Sport
Sciences**