



ASSESSMENT CRITERIA

Module "Digital Skill"

Intended Learning outcomes	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
The graduate is able to:				
1. use text editor program to create Wellness and Spa specific working text documents	-efficient use of a text editing program to work and visually prioritize information in documents for the Spa and Wellness business	-knows what options text editor programs have -will be able to contribute to a group project - knows how to look up information related to a more complex task	- applies knowledge of text editor programs swiftly - exhibits memory of previously learned material by heart -utilizes Wellness and Spa related documents in text editor program	- demonstrates outstanding skills in text editor programs - independently proposes alternative solutions - can redirect colleagues that are struggling with text editor program
2. use email or organizational messaging programs	- email folders are organized -clients in the Spa and Wellness Sector are contacted in a work-appropriate manner -groups of people are contacted following privacy requirements	-classifies emails to the according folder -writes respectful, formal emails, following courtesy guidelines - pre-writes group mails, but the final responsibility gets given to someone higher up in the hierarchy	-checks on the categories of email folders and adapts if needed -personalizes emails for Spa and Wellness clients - checks group emails and if approved, sends them	-formulates engaging emails that build a relationship with the Spa customer - follows-up on email conversation by intrinsic motivation -creates personalized contact to groups -100% clarity on privacy issues

<p>3. use a spreadsheet or specific Wellness and Spa data management programs</p>	<ul style="list-style-type: none"> -spreadsheets are created and modified to cater to the Wellness and Spa business - functions to simplify necessary calculations are used - graphs/diagrams or other visual aids are created 	<ul style="list-style-type: none"> - demonstrates general understanding of spreadsheets -will be able to contribute to a group project - knows how to look up information related to a more complex task 	<ul style="list-style-type: none"> -measures the importance of collected data -decides to build relevant graphs/diagrams or other visual aids 	<ul style="list-style-type: none"> - compiles information together in a different way by combining elements in a new pattern
<p>4. create and uphold communication support, manage digital identity of Wellness and Spa institutions</p>	<ul style="list-style-type: none"> -text and images get combined in Design software 	<ul style="list-style-type: none"> - fills out text in Design products or adds picture to text -reformulates already existing text documents in relation to Wellness and Spa institutions -prints out communication supporting docs 	<ul style="list-style-type: none"> -examines current digital design and adapts/ improves it when needed - proof-checks work regularly 	<ul style="list-style-type: none"> -chooses the most appropriate, pertinent representation for Spa and Wellness business -implements new communication support -distinguishes subtle differences -adapts to problems (f.e. when printing)
<p>5. create and maintain a website for a Wellness and Spa institution</p>	<ul style="list-style-type: none"> -WordPress website is built from scratch, is upheld -WordPress website gets improved / replaced if necessary in order for it to be up to date and functional for the Spa and Wellness 	<ul style="list-style-type: none"> -knows what is needed to build a website and were to inquire about it - can change information on Wordpress -knows what currently constitutes a good Spa and Wellness website 	<ul style="list-style-type: none"> -knows how to set up WordPress site -plans the upkeep of the site - will stay up to date about trends on Websites in the Spa and Wellness sector 	<ul style="list-style-type: none"> -builds a whole Website on Wordpress by him-/herself - Formulates and voices original ideas to share with colleagues -has a vision for further implementations -properly estimates

	client			the time needed to conclude a website building process
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