







Model Curriculum

QP Name: Fitness Centre Head

QP Code: SPF/Q1108

QP Version: 2.0

NSQF Level: 7

Model Curriculum Version: 2.0

Sports, Physical Education, Fitness and Leisure Sector Skill Council 207, DLF Tower, Galleria Mall, Mayur Vihar Extension, Delhi E: priya.dwivedi@sportsskills.in







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Training Parameters

Sector	Sports
Sub-Sector	Sports Coaching and Fitness
Occupation	Sports Coaching
Country	India
NSQF Level	7
Aligned to NCO/ISCO/ISIC Code	Aligned to NCO-2015/1219.0200
Minimum Educational Qualification and Experience	Completed 4-year UG degree with 2 Years of experience in fitness industry as a trainer/business development executive OR Completed 3-years UG degree with 3 Years of experience in fitness industry as a trainer/business development executive OR Certificate-NSQF 6- Strength & Conditioning Coach) with 3 Years of experience in fitness industry as a trainer/business development executive
Pre-Requisite License or Training	Certified Fitness Trainer or Personal Trainer or Group Fitness Trainer
Minimum Job Entry Age	23 years
Last Reviewed On	27/05/2021
Next Review Date	27/05/2024
NSQC Approval Date	27/05/2021
QP Version	2.0
Model Curriculum Creation Date	16/12/2020
Model Curriculum Valid Up to Date	27/05/2024
Model Curriculum Version	2.0
Minimum Duration of the Course	870 Hours
Maximum Duration of the Course	870 Hours







Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Plan and recruit human resources for the fitness centre
- Plan the operations of the fitness centre
- Create sales plan to meet the revenue goal of the fitness centre
- Develop marketing and promotional activities for customer acquisition
- Manage data and finances of the fitness centre
- Manage and lead the team
- Manage customer relationship
- Maintain safety standards of the fitness centre
- Maintain hygiene and sanitation standards of the fitness centre

Compulsory Modules

The table lists the modules, their duration and mode of delivery.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
SPF/N1125 - Plan human resources and operations to run a fitness centre NOS Version No. 2.0 NSQF Level 7	75:00	90:00	15:00	00:00	180:00
(Bridge Module) Module1:Introduction to fitness industry	15:00	00:00	00:00	00:00	15:00
Module 2: Plan human resources for a fitness centre	30:00	45:00	00:00	00:00	75:00
Module 3: Plan the operations of a fitness centre	30:00	45:00	15:00	00:00	90:00
SPF/N1123 - Develop sales and marketing plan NOS Version No. 2.0 NSQF Level 7	60:00	90:00	15:00	00:00	165:00
Module 4: Develop sales plan for a fitness centre	30:00	45:00	15:00	00:00	90:00
Module 5: Develop marketing and promotional activities fora fitness centre	30:00	45:00	00:00	00:00	75:00







Module 12: Employability skills	60:00	60:00	00:00	00:00	120:00
Employability skills (120 Hours) NOS Version No-1.0 NSQF Level 6					
Module 11: Create an environmentally sustainable workplace DGT/VSQ/N0104-	10:00 60:00	20:00 60:00	00:00	00:00	30:00 120:00
SGJ/Q1702 - Optimize resource utilization at workplace NOS Version No. 1.0 NSQF Level 3	15:00	15:00	00:00	00:00	30:00
Module 10: Manage customer relationship	10:00	75:00	05:00	00:00	90:00
Module 9: Manage and lead the team	20:00	45:00	10:00	00:00	75:00
SPF/N1132 - Manage team and customers NOS Version No. 2.0 NSQF Level 7	30:00	120:00	15:00	00:00	165:00
Module 8: Maintain hygiene and sanitation	15:00	45:00	00:00	00:00	60:00
Module 7: Maintain safety standards of a fitness centre	15:00	45:00	15:00	00:00	75:00
Module 6: Manage data and finances of the fitness centre	30:00	45:00	00:00	00:00	75:00
the operations of the fitness centre NOS Version No. 2.0 NSQF Level 7	60:00	135:00	15:00	00:00	210:00
SPF/N1124 - Manage					







Module Details

Module 1: Introduction to fitness industry
Bridge Module
Mapped to SPF/N1125, v2.0

- Describe the fitness industry.
- Identify the career opportunities of a fitness centre head.

Duration: 15:00	Duration : <i>00:00</i>	
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes	
 Describe the fitness industry and its scope. State the role and responsibilities of a fitness centre head. 	Create a career progression chart of a fitness trainer.	
Classroom Aids:		
Laptop, whiteboard, marker, projector, chart paper, o	lipboards	
Tools, Equipment and Other Requirements		
NA		







Module 2: Plan human resources for a fitness centre *Mapped to SPF/N1125, v2.0*

- Estimate the required manpower for a fitness centre.
- Develop a plan to recruit a diversified workforce.
- Identify and define the role and responsibilities of each employee.

Practical – Key Learning Outcomes
 Prepare a detailed plan for recruiting the workforce for a fitness centre. Demonstrate the process of assessing strength and weakness of the candidates during recruitment Draft a sample recruitment advertisement for a print media as per job specifications and organisational policy.
clipboards







Module 3: Plan the operations for a fitness centre Mapped to SPF/N1125, v2.0

- Create a plan to run operations of a fitness centre.
- Interpret the industry laws to maintain the facility standards.
- Assign tasks to the employees matching their skill sets.

Duration : 30:00	Duration : 45:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss the fitness centre facility standards to be maintained in compliance to the industry and to the laws. Summarize the SOP (standard operating procedure) to be followed to achieve efficiency, quality output and uniformity of performance. 	 Draft a sample SOP (standard operating procedure) of the fitness centre. Create a facility audit plan. Use the biometric machine to capture attendance.
Classroom Aids:	
Laptop, whiteboard, marker, projector, chart paper, c Tools, Equipment and Other Requirements	lipboards
Biometric attendance machine	







Module 4: Develop sales plan for a fitness centre *Mapped to SPF/N1123, v2.0*

- Identify ways to generate revenue for the fitness centre.
- Create plan and strategy to meet the sales goal of the fitness centre.

Duration: 30:00	Duration : 45:00	
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes	
 Differentiate between goal and strategy. Explain the process of creating sales goal of a fitness centre. Illustrate the process of defining lead, qualified lead, and prospect for the business. Distinguish between B2B and B2B business models. Differentiate between affiliates and partners. 	 Create strategy to meet the sales target of a fitness centre. Develop a sample business plan for a fitness centre. Demonstrate ways to create customer database. 	
Classroom Aids:	1	
Laptop, whiteboard, marker, projector, chart paper, clipboards Tools, Equipment and Other Requirements		







Module 5: Develop marketing and promotional activities for a fitness centre

Mapped to SPF/N1123, v2.0

Terminal Outcomes:

- Conduct market research to understand customer needs.
- Identify ways to market and promote a fitness centre.

	Duration : 45:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss the importance of market research to gather information on competitors, customer need and service fitment. Describe the ways to conduct market research. List the principals of marketing. Define digital marketing. Discuss the key elements of a digital marketing strategy. Differentiate between marketing and promotion. Explain the importance of short- term promotional offers for customer acquisition. Discuss ways to retain customer. 	 Analyse a sample market report and suggest a customer acquisition plan. Create and run a digital marketing campaign to promote a fitness centre. Develop a social media content highlighting the services of a fitness centre. Create a sample short-term promotional offer of a fitness centre. Analyze the efficiency of the promotional offer.

Classroom Aids:

Laptop, whiteboard, marker, projector, chart paper, clipboards

Tools, Equipment and Other Requirements

Printer, Computer Lab with 1:1 PC with internet connection, office tools / open office, browser, outlook / email client, chat tools social networking tool like Google AdWords. Google Analytics, Hootsuite, etc. / LMS (Learning Management System) tool to enable blog posts or discussion board, instant messenger







Module 6: Manage data and finances of the fitness centre *Mapped to SPF/N1124, v2.0*

Terminal Outcomes:

- Describe how data / information can be managed effectively.
- Create and record financial statements for the fitness centre.

Duration: 30:00	Duration: 45:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss data privacy in terms of sharing and retrieving data from different sources. Discuss the significance of providing accurate and up-to-date information on time. Identify the database management tools and importance of CRM database. Recognise financial transactions and their source documents. Recall different methods of recording financial transactions. 	 Demonstrate effective data management. Format the data/information into required types/forms. Use CRM databases to record and extract information. Prepare profit and loss statement using appropriate software. Create sample financial report. Draft a sample facility guideline for the fitness centre.

Classroom Aids:

Laptop, whiteboard, marker, projector, chart paper, clipboards

Tools, Equipment and Other Requirements

Printer, computer Lab with 1:1 PC with internet connection, office tools / open office, browser, outlook / email client,







Module 7: Maintain safety standards of a fitness centre Mapped to SPF/N1124, v2.0

Terminal Outcomes:

- Identify health and safety hazards in a fitness centre.
- Identify medical emergencies.
- Propose safety plan for a fitness centre.

Duration: 15:00	Duration: 45:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Explain the safety requirements for a fitness centre. Explain the steps to be followed during medical emergencies. Outline the importance of regular meeting with the employees on safety protocols. 	 Demonstrate emergency evacuation procedure and protocol in case of fire or natural disaster. Examine machinery and equipment, both mechanical and electrical, for any kind of malfunction. Prepare a sample report on maintenance of equipment and machinery of a fitness centre. Demonstrate the process of administering first aid for common injuries Perform CPR (Cardio-Pulmonary Resuscitation).
Classroom Aids:	
Laptop, whiteboard, marker, projector, chart paper, c	lipboards, sample performance report

Tools, Equipment and Other Requirements

Fire extinguisher, loudspeaker, first aid kit, stretcher, arm-sling, crutches







Module 8: Maintain hygiene and sanitation Mapped to SPF/N1124, v2.0

Terminal Outcomes:

• Create a healthy and hygienic fitness centre for all users.

Duration: 15:00	Duration: 45:00	
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes	
 Recall the importance of hygiene and sanitation regulatory at workplace. Discuss the ways to maintain personal hygiene. Identify the sanitizing agents which are safe for both machinery and equipment. Identify the sanitizing agents safe for the customers. Discuss ways to promote a safe and interactive environment. 	 Demonstrate hygiene and sanitation checks of fitness centre. Prepare a sample report on maintenance of hygiene and sanitation at workplace. Demonstrate ways to sanitize equipment and machinery before and after the usage. Draft a sample report for advanced hygiene and sanitation issues to appropriate authority. 	
Classroom Aids:		
Laptop, whiteboard, marker, projector, chart paper, clipboards Tools, Equipment and Other Requirements		
,		
Alcohol-based sanitizer, surface disinfectant		







Module 9: Manage and lead the team *Mapped to SPF/N1132, v2.0*

Terminal Outcomes:

- Evaluate the strength of team members in terms of their role and responsibilities.
- Develop the methods of managing a team.

Duration : 20:00	Duration: 45:00		
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes		
 Describe the traits of leadership of a good manager. Define the process of goal setting for a team in an organisation. Explain the importance of following work ethics for achieving organisational goals. Explain the recommended process of conflict management 	 Demonstrate the process of assessing strength and weakness of a given team. Demonstrate ways to handle conflicts in different situations. Apply gender-sensitive, non-discriminatory language. Demonstrate effective team mentorship. 		

Classroom Aids:

Laptop, whiteboard, marker, projector, chart paper, clipboards

Tools, Equipment and Other Requirements

Copy of POCSO (Protection of Children against Sexual Offences) and POSH (Prevention of Sexual Harassment) Acts, IPC book







Module 10: Manage customer relationship Mapped to SPF/N1132, v2.0

Terminal Outcomes:

- Identify ways to provide better service experience to the customer.
- Develop methods of engaging with customers in a professional and efficient manner.

Duration: 10:00	Duration: 75:00		
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes		
 Recall the importance of collecting feedback from the customers for the improving the services of the fitness centre. Identify efficient platforms to communicate efficiently with customers. Explain the importance of addressing customer queries, escalations without any delay. 	 Create sample customer feedback form. Create a service quality index based on the feedback collected from the customer. Draft a sample response to a customer escalation on non-satisfactorily service provided by the fitness centre. Demonstrate professional behaviour at the workplace. Use oral, written and non-verbal communication skills in a variety of forms to construct thoughts and ideas effectively. 		
Classroom Aids:			

Classroom Aids:

Laptop, whiteboard, marker, projector, chart paper, clipboards

Tools, Equipment and Other Requirements

Printer, PC with internet connection, office tools / open office, browser, outlook / email client, chat tools social networking tool, instant messenger Copy of POCSO (Protection of Children against Sexual Offences) and POSH (Prevention of Sexual Harassment) Acts, IPC book







Module 11: Create an environmentally sustainable workplace *Mapped to SGJ/N1702, v1.0*

- Identify effective waste management techniques at the workplace.
- Ways to make the workplace environmentally sustainable.

Duration: 15:00	Duration : <i>15:00</i>			
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes			
 Recognize the environment-friendly materials available to replace conventional materials. Discuss ways of disposing non-recyclable waste appropriately. Explain common sources of pollution and ways to minimize it. 	 Prepare statutory documents relevant to safety and hygiene. Demonstrate the methods of disposing non-recyclable waste. Report malfunctioning. (fumes/sparks/emission/vibration/noise) and lapse in maintenance of equipment. 			
Classroom Aids:				
Laptop, whiteboard, marker, projector, chart paper, c	lipboards			
Tools, Equipment and Other Requirements				
Gloves, safety goggles, ladder				







Module 12: Employability Skills Mapped to DGT/VSQ/N0104, v1.0

Terminal Outcomes:

- Understand Employability skills along with communication skills and constitutional values
- Able to set a goal and create a career plan, along with knowledge financial and legal knowledge

Duration: 60:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss the Employability Skills required for jobs in various industries. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen Describe the role of digital technology in today's life Explain entrepreneurship and opportunities available Identify different types of customers and their needs Explain skills required to become a 21st 	 Create a career plan Implement Self-awareness, time management, critical thinking, problem solving Create sample word documents, excel sheets and presentations using basic features, utilize virtual collaboration tools to work effectively wherever necessary Implement communication skills while handling different customers Use appropriate basic English sentences/phrases while speaking. Differentiate between types of customers. Create a biodata. Use various sources to search and apply for
century professionalTeach to read and write basic EnglishExplain effective communication skills	jobs.
 Teach basic financial and legal knowledge 	

Classroom Aids:

Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Duster

Tools, Equipment and Other Requirements

computer (PC) with latest configurations, Computer Tables, Computer Chairs, UPS, Scanner cum Printer







Module 11: On-the-Job Training Mapped to Fitness Centre Head

Mandatory Duration: 60:00 Recommended Duration: 00:00

Location: On Site Terminal Outcomes

- Identify human resources to meet the business goals of the fitness centre
- Plan the operations of the fitness centre
- Create sales plan to meet the revenue goal of the fitness centre
- Develop marketing and promotional activities for customer acquisition
- Maintain safety standards of the fitness centre
- Maintain hygiene and sanitation standards of the fitness centre







Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational	Specialization	Relevant Industry Experience		Training Experience		Remarks
Qualification	Years	Specialization	Years	Specialization		
Bachelor's Degree	Certified Fitness Trainer or Personal Trainer or Group Fitness Trainer	Minimum of 3 years	Must have worked in a fitness industry as a Fitness Trainer/Personal Fitness Trainer/Group Fitness Trainer	Minimum of 2 years	Fitness trainer/personal/group fitness trainer in a fitness centre and/or gym	The fitness centre head must be physically fit with good communication skills. The individual must be detail-oriented and attentive.

Trainer Certification				
Domain Certification	Platform Certification			
Certified ToT for job role "Fitness Centre Head" mapped to QP "SPF/Q1108, v2.0" Minimum accepted score is 80%	Recommended that the trainer is certified for the Job-Role "Trainer" (VET and skills), mapped to Qualification Pack: MEP/Q2601, v2.0" Minimum accepted score is 80%			







Assessor Requirements

Assessor Prerequisites						
Minimum Specialization Educational	Relevant Industry Experience		Training/Assessment Experience		Remarks	
Qualification		Years	Specializatio n	Years	Specialization	
Bachelor's Degree	Certified Fitness Trainer or Personal Trainer or Group Fitness Trainer	Mini mum of 3 years	Must have worked in a fitness industry.	Minimum of 2 years	Fitness trainer/personal/ group fitness trainer in a fitness centre and/or gym	All empaneled Assessors would have to undergo "Train the Assessor" Program conducted b SPEFL SC for each job role time to time

Assessor Certification				
Domain Certification	Platform Certification			
Certified ToA for job role "Fitness Centre Head" mapped to QP "SPF/Q1108, v2.0" Minimum accepted score is 80%	Recommended that the assessor is certified for the Job-Role "Assessor" (VET and skills) mapped to the Qualification Pack: MEP/Q2701, v2.0" Minimum accepted score is 80%			







Assessment Guidelines

- 1. Criteria for assessment for each Qualification Pack will be created by the SPEFL Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down the proportion of marks for Theory and Skills Practical for each PC.
- 2. The assessment for the theory part will be based on the knowledge bank of questions created by the SSC.
- 3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
- 4. Individual assessment agencies will create unique question papers for the theory part for each candidate at each examination/training centre as per assessment criteria below.
- 5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training centre based on these criteria.
- 6. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
- 7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Recommended Pass % aggregate for QP: 70

Each NOS in the Qualification Pack (QP) will be assigned a relative weightage for assessment based on the criticality of the NOS. Therein each Performance Criteria in the NOS will be assigned marks for or practical based on relative importance, criticality of function and training infrastructure.

The following tools are proposed to be used for final assessment:

- Practical Assessment: This will comprise of a creation of mock environment in the skill lab which
 is equipped with all equipment's required for the qualification pack.
 Candidate's soft skills, communication, aptitude, safety consciousness, quality consciousness etc.
 will be ascertained by observation and will be marked in observation checklist. The product will
 be measured against the specified dimensions and standards to gauge the level of his skill
 achievements.
- 2. **Viva/Structured Interview:** This tool will be used to assess the conceptual understanding and the behavioral aspects as regards the job role and the specific task at hand. It will also include questions on safety, quality, environment, and equipment, etc.
- 3. **Written Test:** Under this test few key items which cannot be assessed practically will be assessed. The written assessment will comprise of:
 - i. True / False Statements
 - ii Multiple Choice Questions
 - iii Matching Type Questions.
 - iv Fill in the blanks







Accreditation of Assessing Body:

The SPEFL SC's Accreditation process is divided into two steps:

1. Pre-accreditation process:

- Apply for Accreditation: Application form with desired documents in prescribed format to be sent.
- Document Compliance: to be done for ensuring the compliance and adherence of applied assessing body according to criteria laid down by SPEFL SC.
- Presentation on Quality Assurance: to be given by Assessing body highlighting the quality assurance process laid down by Assessing body at the process points.
- Once the assessing body clears the due diligence process, the accreditation is given along with terms and conditions.
- 2. **Post-accreditation process:** Post accreditation, the accredited assessing bodies needs to fulfil following minimum eligibility criteria or requisites for implementation:
 - All Empanelled Assessors would have to undergo "Train the Assessor" Program conducted by SPEFL SC for each job role time to time.
 - Accredited Assessing Body would have to abide with requisite timelines, policies and regulations declared by SPEFL sector skill council.
 - Accredited Assessing Body with times would have to contribute to expansion of the questionnaire.







Glossary

Term	Description
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.







Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards