



**I. COURSE DESCRIPTION:**

This course will introduce students to the activities involved in opening and operating a small business. The student will learn steps to start-up as well as the necessary tasks for continued operation.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify business skills and activities required for the successful establishment and operation of a small esthetic business in a salon or spa environment.

Potential Elements of the Performance:

- Describe the characteristics of successful entrepreneurs
- Describe the different types of business ownership options
- Describe the components of an effective business plan
- Identify specific pricing and promotions strategies required for the successful operation of a small esthetic business in a salon or spa environment
- Review record-keeping systems used to manage esthetician business inventory and to track client purchasing activities
- Describe strategies for an effective display or retail esthetic products
- Identify appropriate marketing activities
- Prepare simple financial statements and understand the importance of managing cash flow.
- Describe how to hire and manage employees according to relevant human resource legislation.
- Describe issues of insurance/liability for a small business operation

2. Determine professional development strategies that lead to the enhancement of work performance and career opportunities and keep pace with industry change.

Potential Elements of the Performance:

- Solicit constructive feedback relating to one's own performance, strengths, and limitations to identify areas for professional growth and development
- Determine current trends and issues impacting upon the delivery of esthetic services
- Review the role and mandate of professional associations affiliated with the esthetician field of practice
- Identify learning resources and opportunities which promote professional competence and skill development

**III. TOPICS:**

1. Going into Business for Yourself
  - Booth Rentals
  - Developing a Plan
  - Business Plan
  - Planning the Physical Layout
  - Regulations, Business Laws, and Insurance
  - Ownership Options
  - Purchasing an Established Salon
  - Leases
  - Protecting Your Business Against Fire, Theft, and Lawsuits
  - Business Operations
2. The Importance of Keeping Good Records
  - Daily Records
  - Weekly and Monthly Records
  - Purchase and Inventory Control
  - Client Service Records
3. Operating A Successful Skin Care Business
  - Managing the Front Desk
  - Scheduling Appointments
  - Telephone Skills
  - Personnel
  - Payroll and Employee Benefits
4. Public Relations
5. Selling In The Salon
6. Know Your Product And Services
7. Understanding Client Needs
8. Client Retention
9. Marketing
  - Promotion
  - Promotional Items
  - Advertising
  - Generating Publicity
10. Building A Clientele
11. Presenting Your Products And Services
  - The Brochure or Menu of Services
  - Retail Displays

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Binder, paper and pen

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Tests 50%

Business Plan Assignment 50%

**Please Note:**

**In Order to Successfully Complete this Course:** An 80% attendance is required.

**Attendance:** A penalty of 1% per day absent will be deducted from your final grade.

**Missed Tests:** All students who miss a test will receive a zero for the test. Students who meet the minimum requirements will be allowed to make up the missed test by writing a supplemental one. Students will not achieve higher than a C grade.

The following semester grades will be assigned to students in post-secondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

**Note:** For such reasons as program certification or program articulation, certain courses require minimums of greater than 50% and/or have mandatory components to achieve a passing grade.

It is also important to note, that the minimum overall GPA required in order to graduate from a Sault College program remains 2.0.

**VI. SPECIAL NOTES:**Disability Services:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Communication:

The College considers WebCT/LMS as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the Learning Management System communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.