



COURSE OUTLINE: EST209 - THE SPA BUSINESS

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Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	EST209: THE SPA BUSINESS AND ENTREPRENEURSHIP
Program Number: Name	2017: ESTHETICIAN
Department:	ESTHETICIAN
Semesters/Terms:	22S
Course Description:	This course is designed to provide students with an understanding of spa business entrepreneurship and to provide an opportunity to develop personal ownership skills and an effective business plan. In the process, students will gain an understanding of the social, cultural and economic relationships between the esthetic industry and markets, local to global.
Total Credits:	3
Hours/Week:	2
Total Hours:	30
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2017 - ESTHETICIAN
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 5 Identify business skills and activities required for the successful establishment and operation of a small esthetic business in a salon or spa environment.
	VLO 6 Select and recommend the use of esthetic products and product ingredients to clients, taking into account health status and identified needs.
	VLO 7 Establish and maintain professional relationships in adherence to standards and ethics associated with the profession.
	VLO 8 Develop customer service strategies that meet and adapt to individual needs and expectations in accordance with professional standards and ethics.
	VLO 9 Determine professional development strategies that lead to the enhancement of work performance and career opportunities and keep pace with industry change.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



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- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

General Education Themes:

Civic Life

Social and Cultural Understanding

Personal Understanding

Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Describe the characteristics of successful entrepreneurs.	1.1 Identify personal qualities of entrepreneurs. 1.2 Discuss basic business principles that are needed to be successful. 1.3 Discuss managing day to day operations of a salon or spa. 1.4 Business markets and business buyer behaviour
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Describe the different types of business ownership.	2.1 Name and describe the different types of ownership options, range from local spa to international franchise. 2.2 Describe the advantages and disadvantages of both. 2.3 Naming a salon and spa 2.4 Salon and spa types and their locations
Course Outcome 3	Learning Objectives for Course Outcome 3
4. Identify appropriate marketing activities.	4.1 Describe the importance of marketing including the use of social media. 4.2 Discuss different types of marketing 4.3 Describe the importance of branding and customer perception. 4.4 Discuss the importance of advertising and promotion 4.5 Public relations 4.5 The importance of a business plan 4.5 Pricing strategies 4.6 Social media
Course Outcome 4	Learning Objectives for Course Outcome 4
5. Prepare simple financial statements and understand the importance of managing cash flow.	5.1 Explain why it is necessary to keep accurate business records. 5.2 Explain the difference between fixed cost, variable costs, revenue and profit. 5.3 Discuss the opportunities and challenges of the first 5 years. 5.4 Receptionist duties and telephone techniques

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	5.5 Effective communication 5.6 Retailing
Course Outcome 5	Learning Objectives for Course Outcome 5
6. Understand how to hire and manage employees according to relevant human resource legislation.	6.1 Discuss factors to consider in hiring an employee. 6.2 Discuss characteristics needed to become a quality manager. 6.3 Discuss ways to encourage good employee relations. 6.4 Compensation 6.7 Personal selling 6.8 Ethics 6.9 Personal development and self-care

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Business Plan Assignment	45%
Independent Work Book	30%
Tests	25%

Date:

April 26, 2022

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

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