



COURSE OUTLINE: EST209 - THE SPA BUSINESS

Prepared: Roya Gassemkhani

Approved: Karen Hudson, Dean, Community Services and Interdisciplinary Studies

Course Code: Title	EST209: THE SPA BUSINESS AND ENTREPRENEURSHIP
Program Number: Name	2017: ESTHETICIAN
Department:	ESTHETICIAN
Academic Year:	2024-2025
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:	3
Total Hours:	42
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 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.
	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.



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:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>1. Describe the characteristics of successful entrepreneurs.</td> <td>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 Buyer types 1.5 motivating buyers 1.6 The importance of Business plan 1.7 Personal financing 1.8 Types of operating expenses 1.9 Taxes 1.10 Demographics</td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> <tr> <td>2. Describe the different types of business ownership.</td> <td>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 2.5 Rental agreements 2.6 Insurance 2.7 Liability and Malpractice Prevention</td> </tr> <tr> <th>Course Outcome 3</th> <th>Learning Objectives for Course Outcome 3</th> </tr> <tr> <td>4. Identify appropriate marketing activities.</td> <td>4.1 Describe the importance of marketing 4.2 Discuss different types of marketing 4.3 Describe the importance of branding 4.4 Advertising and promotion 4.5 Public relations 4.6 Pricing 4.7 Social media</td> </tr> <tr> <th>Course Outcome 4</th> <th>Learning Objectives for Course Outcome 4</th> </tr> <tr> <td>5. Prepare simple financial statements and understand the importance of managing cash flow.</td> <td>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 Inventory and product control 5.4 Receptionist duties and telephone techniques 5.5 Effective communication</td> </tr> </tbody> </table>	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 Buyer types 1.5 motivating buyers 1.6 The importance of Business plan 1.7 Personal financing 1.8 Types of operating expenses 1.9 Taxes 1.10 Demographics	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 2.5 Rental agreements 2.6 Insurance 2.7 Liability and Malpractice Prevention	Course Outcome 3	Learning Objectives for Course Outcome 3	4. Identify appropriate marketing activities.	4.1 Describe the importance of marketing 4.2 Discuss different types of marketing 4.3 Describe the importance of branding 4.4 Advertising and promotion 4.5 Public relations 4.6 Pricing 4.7 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 Inventory and product control 5.4 Receptionist duties and telephone techniques 5.5 Effective communication
	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 Buyer types 1.5 motivating buyers 1.6 The importance of Business plan 1.7 Personal financing 1.8 Types of operating expenses 1.9 Taxes 1.10 Demographics															
	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 2.5 Rental agreements 2.6 Insurance 2.7 Liability and Malpractice Prevention															
Course Outcome 3	Learning Objectives for Course Outcome 3																
4. Identify appropriate marketing activities.	4.1 Describe the importance of marketing 4.2 Discuss different types of marketing 4.3 Describe the importance of branding 4.4 Advertising and promotion 4.5 Public relations 4.6 Pricing 4.7 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 Inventory and product control 5.4 Receptionist duties and telephone techniques 5.5 Effective communication																

	5.6 Retailing 5.7 Follow up 5.8 Types of retail display
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 ways to encourage good employee relations. 6.3 Discuss leadership skills. 6.4 Compensation 6.6 Selling and professional recommendation 6.7 Describe features and benefits. 6.8 Ethics 6.9 Personal development 7.10 Self-care

Evaluation Process and Grading System:

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

Date: June 28, 2024

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