



## COURSE OUTLINE: SAS301 - SALON AND SPA BUS

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Approved: Karen Hudson - Dean

<b>Course Code: Title</b>	SAS301: SALON AND SPA BUSINESS						
<b>Program Number: Name</b>	1054: HAIRSTYLING						
<b>Department:</b>	HAIRSTYLIST						
<b>Academic Year:</b>	2025-2026						
<b>Course Description:</b>	This course introduces students to the fundamentals of salon and spa business ownership. Through the development of a professional business plan, students will explore key concepts in entrepreneurship, including ownership models, marketing, financial planning, and operations. Real-world examples and guest speakers highlight the industry's impact on both local and global markets.						
<b>Total Credits:</b>	3						
<b>Hours/Week:</b>	3						
<b>Total Hours:</b>	42						
<b>Prerequisites:</b>	There are no pre-requisites for this course.						
<b>Corequisites:</b>	There are no co-requisites for this course.						
<b>Substitutes:</b>	EST209, HSP130						
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>1054 - HAIRSTYLING</b>						
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 3 Apply entrepreneurial skills to the operation and administration of a hair stylist business.						
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.						
<b>Course Evaluation:</b>	Passing Grade: 50%, D  A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.						
<b>Course Outcomes and Learning Objectives:</b>	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>1.Course Outcome Understand entrepreneurial principles within salon and spa operations.</td> <td>1.1 Identify traits of successful entrepreneurs. 1.2 Analyze SWOT and personal inventory. 1.3 Understand day-to-day business operations. 1.4 Explore industry demographics and trends.</td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	1.Course Outcome Understand entrepreneurial principles within salon and spa operations.	1.1 Identify traits of successful entrepreneurs. 1.2 Analyze SWOT and personal inventory. 1.3 Understand day-to-day business operations. 1.4 Explore industry demographics and trends.	Course Outcome 2	Learning Objectives for Course Outcome 2
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Course Outcome 2	Learning Objectives for Course Outcome 2						



	2. Explore business structures and legal requirements.	2.1 Differentiate ownership types: franchise, rental, sole proprietorship. 2.2 Examine liabilities, insurance, and tax responsibilities. 2.3 Understand salon/spa naming and branding.
	<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
	3. Develop effective marketing and sales strategies.	3.1 Create marketing and branding plans. 3.2 Use social media and promotions effectively. 3.3 Understand pricing, public relations, and buyer behaviour.
	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
	4. Manage financial aspects of business.	4.1 Budget creation and financial forecasting. 4.2 Explain fixed vs. variable costs. 4.3 Understand inventory control and retail strategies. 4.4 Learn basic business math and commission structures.
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	5. Build and manage professional teams.	5.1 Understand hiring processes and employee standards. 5.2 Discuss team leadership, motivation, and communication. 5.3 Review ethics, compensation, and employee wellness.
	<b>Course Outcome 6</b>	<b>Learning Objectives for Course Outcome 6</b>
	6. Develop a complete salon/spa business plan.	6.1 Select business name and location based on market analysis. 6.2 Create a business floor plan and operational structure. 6.3 Present a final capstone business plan.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Business Plan Project	40%
Professionalism & Participation	20%
Quiz and Exam	20%
Workbook and Assignments	20%

**Date:** June 30, 2025

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