

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Small Business Operations

CODE NO. : EST 165-2 **SEMESTER:** 3

PROGRAM: Esthetician

AUTHOR: Doreen MacFarlane

DATE: May 2007 **PREVIOUS OUTLINE DATED:** Jan. 2006

APPROVED:

	_____ DEAN	_____ DATE
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TOTAL CREDITS: 2

PREREQUISITE(S): None

HOURS/WEEK: 3

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*For additional information, please contact the Dean,
School of Health and Human Services
(705) 759-2554, Ext. 2603*

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. Describe the characteristics of successful entrepreneurs.

Potential Elements of the Performance:

- Discuss basic business principles that are needed to be successful
- Discuss managing day to day operations of a salon or spa

2. Describe the different types of business ownership.

Potential Elements of the Performance:

- Name and describe the different types of ownership options
- Describe the advantages and disadvantages of each

3. Describe the components of an effective business plan.

Potential Elements of the Performance:

- Discuss the importance of a business plan and why it is needed
- Discuss the most important factors to consider when opening a salon
- Discuss and identify business goals
- Discuss ownership options
- Discuss operation and management plans
- Discuss design and development plans
- Discuss marketing strategies
- Discuss sources of financing

4. Identify appropriate marketing activities.

Potential Elements of the Performance:

- Describe the importance of marketing
- Discuss different types of marketing

5. Prepare simple financial statements and understand the importance of managing cash flow.

Potential Elements of the Performance:

- Explain why it is necessary to keep accurate business records
- Explain the difference between fixed cost, variable costs, revenue and profit

6. Hire and manage employees according to relevant human resource legislation.

Potential Elements of the Performance:

- Discuss factors to consider in hiring an employee
- Discuss characteristics needed to become a quality manager
- Discuss ways to encourage good employee relations
- Discuss human resource legislation

7. Describe issues of insurance/liability for a small business operation.

Potential Elements of the Performance:

- Discuss how to protect a business against fire, theft, and lawsuits
- Discuss liability issues

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:

Milady's Standard Fundamentals for Estheticians
The Salon/Spa Business

V. EVALUATION PROCESS/GRADING SYSTEM:

Tests	50%
Assignments	50%

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:

Special Needs:

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 Special Needs 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.

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 advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.