

I. 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.

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:

- Identify personal qualities of entrepreneurs
- 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
- Identify the different type of ownership options, ranging from local spa to international franchise.
- 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 social, cultural and economic 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 including the use of technology.
- Discuss sources of financing

4. Identify appropriate marketing activities.

Potential Elements of the Performance:

- Describe the importance of marketing including the use of social media
- Discuss different types of marketing.
- Describe the importance of branding and customer perception

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.
- Discuss the opportunities and challenges of the first 5 years.

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

III. TOPICS:

1. Going into business for yourself
 - salon and spa types and their location
 - ownership options
 - booth rentals
 - leases
 - protecting your business against fire, theft, and lawsuits
 - Regulations, business laws, and insurance
 - personal financing
 - business plan
 - business operation
 - planning the physical layout

2. The importance of keeping good records
 - Daily, weekly and monthly records
 - Client service records
 - Inventory controlMarketing
 - Promotion
 - Advertising
3. Building a clientele
 - Ethics
 - presenting your products and services
 - retail displays
4. Operating a successful business
 - Hiring
 - Compensation
 - managing the front desk
 - scheduling appointments
 - telephone skills
 - understanding client needs
 - brochure or menu of services
5. Marketing
6. Public Relations

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Salon Fundamentals Esthetics Text Book, Note Book and class handouts

V. EVALUATION PROCESS/GRADING SYSTEM:

Business Plan Assignment	50%
Tests	25%
Independent Work Book	25%

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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.	

VI. SPECIAL NOTES:

SPECIAL NOTES:**Attendance:**

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.*

Missed Tests:

Any student who misses the theory tests will receive a zero.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.