



COURSE OUTLINE

EST209

Prepared: Roya Gassemkhani 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
Semester/Term:	17F
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
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#5. Identify business skills and activities required for the successful establishment and operation of a small esthetic business in a salon or spa environment.</p> <p>#7. Establish and maintain professional relationships in adherence to standards and ethics associated with the profession.</p> <p>#8. Develop customer service strategies that meet and adapt to individual needs and expectations in accordance with professional standards and ethics.</p> <p>#9. Determine professional development strategies that lead to the enhancement of work performance and career opportunities and keep pace with industry change.</p>
Essential Employability Skills (EES):	<p>#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>#6. Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>#7. Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>#10. Manage the use of time and other resources to complete projects.</p> <p>#11. Take responsibility for ones own actions, decisions, and consequences.</p>



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Course Evaluation:

Passing Grade: 50%, D

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Business Plan Assignment	50%
Independent Work Book	25%
Tests	25%

Course Outcomes and Learning Objectives:

Course Outcome 1.

Describe the characteristics of successful entrepreneurs.

Learning Objectives 1.

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.

Course Outcome 2.

Describe the different types of business ownership.

Learning Objectives 2.

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 both.

Course Outcome 3.

Describe the components of an effective business plan.

Learning Objectives 3.



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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.

Course Outcome 4.

Identify appropriate marketing activities.

Learning Objectives 4.

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

Course Outcome 5.

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

Learning Objectives 5.

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.

Course Outcome 6.

Hire and manage employees according to relevant human resource legislation.

Learning Objectives 6.



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Discuss factors to consider in hiring an employee.
Discuss characteristics needed to become a quality manager.
Discuss ways to encourage good employee relations.

Date:

Wednesday, August 30, 2017



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