



ONLINE DIPLOMA PROGRAM



CIDESCO Diploma in Beauty & Spa Management



CIDESCO
THE WORLD
STANDARD
FOR BEAUTY
& SPA THERAPY

EST. 1946

estheticinstitute.ca

4110 - 7005 Fairmount Drive SE, Calgary, Alberta



Why Choose The Esthetic Institute?

The Esthetic Institute (TEI), located in Calgary, Alberta, is a prestigious educational facility that offers aspiring Estheticians the highest standard of training in Canada and abroad. In 2017, TEI relocated to a beautiful, new, state of the art, 12,000 square foot training facility, which is conveniently located for students. TEI offers an esteemed diploma training program, with the most modern equipment, acclaimed and accredited instructors, and is unlike any other facility in Western Canada.



Our school's focus is to provide exclusive training and education in esthetic and spa curriculums, which integrates the latest techniques and technology available to Estheticians. Not only do our students build a solid foundation of knowledge, and become confident in the practical application of esthetics, they are also introduced to advanced practices, like holistic and medical esthetics, allowing our students to specialize in the aspect of esthetics that they find most rewarding. Upon completion of training, students will enter the industry feeling motivated, excited and confident in their knowledge and skills and will have a notable, competitive edge allowing for an effortless transition into a salon or spa.



CIDESCO Diploma in Beauty & Spa Management

Programme Description: This 400-hour programme is designed to assist those desiring to further their careers in the beauty industry, specifically in esthetics and spa, by moving into management, improving their current managerial skills, or starting their own establishment as an entrepreneur. This course covers the concepts of operational management, stock control, and finances, as well as planning, leadership, and marketing from the point of the view of the spa or beauty spa manager/owner.

Included in the online programme hours are lectures, assignments, a final project, as well as theory and practical examinations conducted by an international CIDESCO examiner. This programme involves a considerable amount of personal time for assignments and projects. Students are expected to commit a minimum of 20 hours per week to lectures and assignments. Assignments that do not reflect the attention that is expected will be returned and must be re-written. All assignments must be completed satisfactorily in order to participate in examinations.

Examinations will include the submission of a complete business plan, an online theory exam, as well as a brief, online virtual presentation on a portion of the business plan to an international CIDESCO examiner.

Tuition

\$2,695 +GST

Includes Manual, textbooks and CIDESCO Examination



Allow us to introduce your lead Educator:

Meredith Thompson is a CIDESCO-certified esthetician and has been active in various areas of the beauty industry for over 12 years. In addition, Meredith received the designation of Certified Podologist from the Canadian Examining Board of Health Care Practitioners in 2008, and is an enthusiastic advocate and practitioner of advanced pedicuring and preventative foot care.

In 2012, Meredith returned to university, and graduated from the University of Calgary with a bachelor's degree in Cellular, Microbial, and Molecular biology in 2016. Meredith also enjoys the outdoors and spends time hiking and skiing in the Rocky Mountains with her husband, Jon. "I'm proud to represent The Esthetic Institute and participate in the development of the next wave of internationally certified estheticians. By choosing this programme, you join a global family of professionals who value knowledge and education, and who aim to be the best at what they do".

Start Dates: The BSM program runs at TEI every 8-10 weeks.

Final exams are 16 weeks after the start of the program.

Students will take this program at their own pace completing one lecture and assignment after another. All assignments including the final business plan must be completed before the final exam, which will take place virtually online.

EARN YOUR CIDESCO INTERNATIONAL BEAUTY & SPA MANAGEMENT DIPLOMA ONLINE TODAY



Course Outline:

History of Beauty Therapy & Spa

Introduction to Management

Terminology and Technology

Industry Trends

Planning

- Setting goals
- Vision and Mission
- SWOT & PESTEL analysis

Operations

- Departmentalization
- Delegation
- Hygiene and safety
- Time management
- Supply chain
- Productivity
- Project management
- Water management
- Human resources

Leadership

- Leading through change
- Engagement and motivation
- Listening skills
- Corporate culture
- Handling complaints

Controls

- Inventory control methods
- Distributors & vendors
- Quality control
- Risk management
- Insurance

Finance

- Forms of business
- Taxes
- Basic bookkeeping and accounting concepts
- Targets and incentives

Marketing

- Market research
- Branding
- Retail
- Advertising
- Online marketing
- Consumers

Business Plans

- Content
- Format
- Writing skills
- Research and references

NOW IS THE TIME TO LEARN ONLINE!

Program Requirements:

While no previous esthetics or spa training is required, any training in these areas of the beauty industry would be an asset.

This course is available online under certain circumstances. Online students will still be required to travel to The Esthetic Institute Training Center in Calgary, Alberta, Canada to participate in examinations.

This course requires that students have access to and be proficient in email, internet usage, Microsoft Word or Google Docs, Microsoft PowerPoint or Google Slides. Students will be expected to have portable access to the internet and an external 'jump' drive for some class activities.



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LEARN ESSENTIAL BUSINESS & MANAGEMENT SKILLS THAT WILL ELEVATE YOUR BUSINESS TO A NEW LEVEL



“ Taking the CIDESCO Beauty & Spa Management program was such a career changing opportunity! As I was in a former management position during the program, I was able to apply my new learning's at work every day and saw a tremendous difference in how smoothly the spa ran as well as higher morale amongst the team. I found each lesson to be so informative, covering topics I would have never previously considered that are so important to the day to day functioning of a beauty business. Moving into a new business also as a spa manager, I feel so prepared to take on this role. ” Brittany Kellow

P 403.263.2204 TF 800.665.6520

Apply Online [estheticinstitute.ca](https://www.estheticinstitute.ca) info@estheticinstitute.ca

To arrange a tour, please call 403.263.2204 ext 3 or 1.800.665.6520

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