

Scheme of work

For each VTCT (ITEC) qualification, the lecturer/centre must complete a scheme of work for each unit indicating how the Lecturer is planning to cover the unit content throughout the course. Set out the planned sessions in terms of learning outcomes to be achieved. These should match those stated within the VTCT (ITEC) unit specification. Include all units of each course offered. Hours should meet the minimum guided learning hours listed within the unit specification.

Unit title: iUBT434 - Professional conduct and business awareness

Total contact tuition hours proposed: 50

Lecturer(s) responsible:

Learning objectives	Lecture content	Suggested resources	Approx. hours
Introductory session	<ul style="list-style-type: none"> College rules and regulations College mission statement VTCT (ITEC) rules and regulations Health & safety Timetable Dates – holidays etc. Syllabus Recommended books Uniform 	<ul style="list-style-type: none"> Lecture Q&A Using all the documents listed to ensure the students understand the college expectations and their commitment to the course 	
LO1 Know the principles of ethical practice			
Explain the meaning of contra-indications related to treatments (contra-indications for each treatment are listed in the appropriate units)	<ul style="list-style-type: none"> The importance of showing knowledge and understanding of specific contra-indications to each treatment as well as general contra-indications Knowing when not to treat Knowing when and how to seek written permission to treat from a GP Adapting the treatment to the individual's needs 	<ul style="list-style-type: none"> OHP/Whiteboard Lecture Q&A Handouts Homework Tests 	
Explain the impact of advertising, whilst accepting the legal implications of the relevant laws	<ul style="list-style-type: none"> Raising the profile of the therapist/clinic/salon Increasing public awareness of the treatments available Educating the public in terms of what the treatments are Methods of advertising <ul style="list-style-type: none"> Local newspaper 		

	<ul style="list-style-type: none"> - Classified section - Mail-shots - Word of mouth - Radio - Posters • Appropriate talks and demonstrations to groups • A talk should be designed and demonstrated to fellow learners to help establish the rudiments of public speaking • The advantages and disadvantages of each of the methods should be established 		
Explain the necessity of having professional indemnity insurance	<ul style="list-style-type: none"> • Definition of professional indemnity insurance, what it costs and covers and the difference between a salon/clinic policy and a policy for an individual therapist • The source of the insurance – Professional associations 		
Explain the need to ensure strict client confidentiality at all times other than with the consent of the client or when reporting treatments/clinical findings to a fellow therapist/medical practitioner	<ul style="list-style-type: none"> • Professionalism • Do not discuss the personal details of a client with another therapist or with another client • Ensure the client realises that the only reason information would be disclosed would be to ascertain permission to treat from a GP or other medically trained practitioner • Compliance with current data protection regulations 		
Explain the need for consent	<ul style="list-style-type: none"> • Personal or written permission from the parent/guardian is recommended if treating a client under 16 years of age • From a guardian/carer if a client is too ill to consent themselves • From a GP if the client is taking medication or has a contra-indication that requires medical permission 		
Explain the concept of a 'Code of Ethics'	<ul style="list-style-type: none"> • The importance of becoming a member of a professional association/society/guild • A code of ethics is a code which governs the professional conduct of any member of the said association/society/guild • Any member found not to be adhering to the code of ethics may be removed from the organisation 		
Define the term Continual Professional Development	<ul style="list-style-type: none"> • It may be mandatory if statutory regulation exists in certain professions • Therapists are required to attend a certain amount of additional training hours/workshops per year in order to remain registered 		
Explain the importance of professionalism	<ul style="list-style-type: none"> • Appropriate attire – professional work wear (for sports therapy a polo shirt and clean tidy tracksuit bottoms), full flat shoes, socks with trousers, natural tights with skirts, no jewellery except a wedding band and stud earrings (must be removed or covered if using electrical equipment), short clean finger nails with no enamel • No body odour 		

	<ul style="list-style-type: none"> • No bad breath • No perfume • No chewing gum or sucking sweets • Hair neat, clean and tied back – not on the collar or face • Punctuality • Clean hygienic working surroundings and equipment • Appropriate client care and modesty • Sufficient equipment and products to perform the treatment fully • Only perform therapies in which one is qualified • Do not make false claims • Do not discuss or put down other salons/clinics • Only recommend treatments which are relevant and appropriate to the client • Refer clients where necessary • Do not diagnose 		
Explain how to maintain a professional working relationship with other learners/therapists	<ul style="list-style-type: none"> • Only working within own perimeters and professional boundaries • Not making false claims regarding treatments/products or other clinics/salons • Knowing when to refer clients to other therapists, e.g. physiotherapists • Understanding when a client may be contra-indicated and when to get GP's permission to treat them 		
Explain why it is necessary to build up a rapport with the medical profession	<ul style="list-style-type: none"> • Understanding when a client may be contra-indicated to treatment and at what point GP's permission should be sought • Educating the medical profession of the benefit of treatments as complementary to health care and the importance of working alongside them • Referral procedures 		
Explain why it is necessary to build up a rapport with other therapists	<ul style="list-style-type: none"> • Building up a support network of therapists qualified in other therapies to whom they can refer clients • Being professional when asked about other salons/clinics/ therapists 		

LO2 Know the requirements for health, safety and hygiene			
List the contents of a first aid box	<ul style="list-style-type: none"> • Check the most recent publication from St John's Ambulance/St Andrew's/Red Cross or equivalent 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handouts • Homework • Tests 	
Explain why it is necessary to have an accident book	<ul style="list-style-type: none"> • To record any incident where somebody has injured themselves • To state any action taken at the time of the accident • To document written evidence in case there is an insurance claim 		
Explain how to complete an accident book	<ul style="list-style-type: none"> • Date of accident • Time of accident • Nature of accident 		

	<ul style="list-style-type: none"> Action taken Signature of client and therapist 		
Explain how to put a client into the recovery position	<ul style="list-style-type: none"> Check with St John's Ambulance/ St Andrew's/Red Cross or equivalent for the current format 		
Explain when and how to call for medical assistance	<ul style="list-style-type: none"> Ensure the patient is in the recovery position Ensure somebody stays with the patient Dial for the emergency services (check the number depending upon the country) 		
Explain how to supervise an evacuation of the salon/clinic in the case of a fire alarm	<ul style="list-style-type: none"> Organise people to move swiftly and quietly out of the building Ensure client modesty is preserved Ensure belongings are left behind Ensure the nearest exit is used Ensure the meeting point is made clear Ensure check list is completed of those present 		
Describe the types of fire-fighting equipment required in a salon	<ul style="list-style-type: none"> Foam Water Carbon dioxide Dry powder 		
Explain how to carry out basic safety checks for electrical equipment	<ul style="list-style-type: none"> Regular servicing and checking of servicing records Checking that the wires are fully insulated within the plugs Checking that there are no trailing wires Checking there is no water in the vicinity of the electrical equipment Therapists should check the equipment on themselves before applying to the client 		
Explain the importance of professionally checking electrical equipment on an annual basis	<ul style="list-style-type: none"> Ensuring no harm comes to the client or therapist during use of electrical treatments 		
Explain hygienic terms	<ul style="list-style-type: none"> Septic Antiseptic Disinfectant Sterile Cross-infection Sterilisation Aseptic Bactericide Bacteriostat Fungicide Fungistat 		

	<ul style="list-style-type: none"> • Pathogenic • Non-pathogenic • Toxins • Hygiene 		
Explain types of infection	<ul style="list-style-type: none"> • Basic characteristics and examples <ul style="list-style-type: none"> - Bacterial - Fungal - Viruses - Infestations 		
Explain the methods of sterilisation/sanitisation available and their uses relevant to the treatment	<ul style="list-style-type: none"> • Chemicals • Autoclave • Hot bead • UV cabinet 		
Explain the advantages and disadvantages of methods of sterilisation	<ul style="list-style-type: none"> • Chemicals • Autoclave • Hot bead • UV cabinet 		
Explain the reasons why personal hygiene is vital for the therapist	<ul style="list-style-type: none"> • Professional appearance 		
Describe salon hygiene terms and methods used	<ul style="list-style-type: none"> • To include the use of the following: <ul style="list-style-type: none"> - Septic - Antiseptic - Disinfectant - Aseptic - Bactericide - Bacteriostat - Fungicide - Fungistat - Chemicals - UV cabinet - Autoclave - Hot bead 		
Explain all aspects of waste disposal for the salon/clinic	<ul style="list-style-type: none"> • Disposal of contaminated waste • Sharps tin • Normal bin 		

Outline the importance of being aware of blood transmitted disease	<ul style="list-style-type: none"> • Hepatitis A and B • HIV/AIDS 		
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LO3 Know the importance of communication			
Explain the importance of a consultation card relevant to the treatment	<ul style="list-style-type: none"> • Sample consultation form for each treatment in the syllabus can be found on www.itecworld.co.uk • Name • Address • Telephone number/mobile number • GP • Medical history • Any contra-indications to treatment (as listed below) • Client lifestyle • Client profile • The importance of planning a treatment programme bearing in mind the client's religious, moral and social beliefs • Home care advice • Product advice • Determining the nature and extent of the client's needs • Agreement to the course of action • Confirm the clients consent to the treatment • Signature and date • Record and store in line with current data protection legislation and professional code of conduct 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handouts • Homework • Tests 	
Explain why conversation should be ethical and client-led	<ul style="list-style-type: none"> • Not causing embarrassment to self, client or others • There may be issues the client does not want to discuss e.g. politics, religion, race, sex, financial, emotional • Never discussing other clients/clinics 		
Explain contra-indications relevant to each treatment	<ul style="list-style-type: none"> • General contra-indications to all treatments unless medical permission has been gained or the client has signed an informed consent stating that the treatment and its effects have been fully explained to them and confirm that they are willing to proceed without permission from their GP or specialist • Contra-indications which may restrict treatment 		
Explain key terms used in client care	<ul style="list-style-type: none"> • Client modesty • Towel management • Client care 		

Explain the importance of keeping accurate client records	<ul style="list-style-type: none"> • Contact details • Medical history and GP's number in case of illness or medication • Treatment plan in case there are any adverse reactions • Any adverse reactions at the time of treatment • Home care advice • Products used and sold to the client • Any individual client requirements • Record and store in line with current data protection legislation and professional code of conduct 		
Explain why effective client communication is vital	<ul style="list-style-type: none"> • Ensuring that the correct information is taken from the client • Ensuring that the client gives sufficient detail regarding their health and background and realises the importance of gaining GP's permission in the relevant circumstances • Ensuring that the client feels able to confide in the therapist where necessary • Ensuring that the client feels secure in the knowledge that any discussion is confidential • Ensuring that the client signs the consultation form 		
Explain how to deal with negative feedback	<ul style="list-style-type: none"> • Allowing the client to speak freely • Ascertaining why the feedback is negative • Listening carefully • Not interrupting • Not arguing • Trying to make it a positive • Offering another/alternative treatment 		
Explain effective questioning techniques	<ul style="list-style-type: none"> • Good communication skills (asking open and/or closed questions where appropriate) • Trust • Professionalism, confidence and enthusiasm • Confidentiality 		
Describe different types of body language	<ul style="list-style-type: none"> • Private comfortable area • Positive body language • Positioning of the client (no barriers between themselves and client) 		
Explain the importance of completing each treatment in a commercially acceptable time	<ul style="list-style-type: none"> • Times given on syllabus • The time limit a salon owner would find commercially acceptable for each treatment to be completed in, based on the cost of the therapist's time, products, heating lighting and general overheads required to operate a salon/clinic • Industry standard for each treatment 		
Explain the importance of maintaining good working relationships	<ul style="list-style-type: none"> • Personal effectiveness • With other therapists/colleagues • As part of team 		

	<ul style="list-style-type: none"> • With clients • With suppliers 		
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LO4 Know the principles of finance and costing			
Explain the basic business principles	<ul style="list-style-type: none"> • Basic profit and loss • Petty cash • Spreadsheets • Budget • Cash flow • Costing of treatments • Net profit • Gross profit 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handouts • Homework • Tests 	
Explain the importance of stock control systems	<ul style="list-style-type: none"> • Regular stock checks • Regular stock valuation • Regular rotation of stock • Regular ordering • Ordering products that sell quickly and do not sit on the shelves 		
Explain how to cost a treatment	<ul style="list-style-type: none"> • The time the treatment takes • Overheads • Products used • Consumables used • Profit 		
Explain the benefits of offering a course of treatment	<ul style="list-style-type: none"> • Ensuring that clients return to the salon/clinic • Ensuring that cash is paid in advance • Improving cash flow • Discount for paying for a full course of treatment in advance 		

LO5 Know the principles of retail			
Outline how to plan the interior of a salon/clinic	<ul style="list-style-type: none"> • A plan of a salon/clinic must be produced incorporating the following: <ul style="list-style-type: none"> - Heating - Lighting - Ventilation - Plumbing - Flooring - Interior décor - Layout - Waste disposal 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handouts • Homework • Tests 	

	<ul style="list-style-type: none"> - Laundry - Storage - Reception - Treatment areas - Relevant equipment and couches 		
Explain the importance of providing a retail service	<ul style="list-style-type: none"> • Linking the treatment to the products and enabling clients to continue treating themselves at home • Encouraging clients to look after themselves • Generating extra revenue for the business • Encouraging staff to sell if they work on commission 		
Describe the role of the receptionist	<ul style="list-style-type: none"> • Scheduling appointments • Appearance • Telephone manner • Client handling • Customer service • Record keeping • Sales techniques • How to close a sale • Product knowledge • Treatment knowledge • Taking money and logging payments • Preparing treatment rooms before and after treatment • Setting up of couch, trolley and other equipment • Using correct hygiene procedure to prepare all tools and equipment 		
Explain basic salon/clinic security implications	<ul style="list-style-type: none"> • People • Equipment • Stock • Cash • Storing confidential client records in line with current data protection regulations 		

LO6 Know effective sales and marketing techniques			
Explain the basic principles of selling	<ul style="list-style-type: none"> • Never pre-judging a customer • Good communication skills and enthusiasm • Good product knowledge • Never trying to sell a product which is not suitable for the client • No pressure selling • Closing a sale 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handouts • Homework • Tests 	

	<ul style="list-style-type: none"> • Choosing appropriate time in the treatment to introduce additional services and retail products • Allowing time for clients to ask questions 		
Explain the main forms of advertising	<ul style="list-style-type: none"> • Newspapers • Leaflets • Mail shots • Word of mouth • TV • Internet • Social media • Radio • Posters • Talks • Demonstrations • The advantages and disadvantages of each method 		
Develop and plan a talk or demonstration	<ul style="list-style-type: none"> • Role-play should be encouraged during training and a talk/demonstration should be planned and delivered • Ensuring relevant products are available • Ensuring a couch and model are available for demonstration purposes • Ensuring power point presentation or cue cards have been prepared to ensure the continuity of the talk • Ensuring there is an introduction and conclusion • Taking the appointment book • Taking price lists • Taking information on products available • Taking samples of available products • Taking leaflets/brochures explaining the treatments available 		

Document History

Version	Issue Date	Changes	Role
v1	21/08/2019	First published	Qualifications and Regulation Co-ordinator