

iUBT297 – Professional conduct and business awareness

URN – L/617/0228

Guided Learning Hours: 50

Learning outcome	Assessment criteria	Taught content
LO1 Know the principals of ethical practice	1.1. The learner will be able to explain the meaning of contra-indications related to the treatment (Contra-indications for each treatment are listed in the appropriate units)	<p>To include:</p> <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 • Adapt the treatment to the individual's needs
	1.2. The learner will be able to explain the impact of advertising, whilst accepting the legal implications of the relevant laws	<p>To include:</p> <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: Local newspaper - Classified section, Mail-shots, Word of mouth, Radio, Posters • Appropriate talks and demonstration to groups • A talk should be designed and demonstrated to fellow students to help establish the rudiments of public speaking • The advantages and disadvantages of each of the above methods should be established
	1.3. The learner will be able to explain the necessity of having professional indemnity insurance	<p>To include:</p> <ul style="list-style-type: none"> • A definition of professional indemnity insurance, what it covers and the difference between a salon/clinic policy and a policy for an individual therapist • The source of the insurance – Professional Associations • Full amount and cover

	<p>1.4. The learner will be able to 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</p>	<p>To include:</p> <ul style="list-style-type: none"> • Professionalism • Do not discuss the personal details of a client with another therapist • Do not discuss the personal details of a client 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
	<p>1.5. The learner will be able to explain the need for consent</p>	<p>To include:</p> <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 if a client is too ill to consent themselves • From a GP if the client is taking medication or contra-indicated in any way
	<p>1.6. The learner will be able to explain the concept of a 'Code of Ethics'</p>	<p>To include:</p> <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
	<p>1.7. The learner will be able to explain the term Continual Professional Development</p>	<p>To include:</p> <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 training hours per year in order to remain registered • This can be obtained by attending lectures at exhibitions/conferences organised throughout the year or additional training courses/workshops
	<p>1.8. The learner will be able to understand the importance of professionalism</p>	<p>To include:</p> <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
	<p>1.9. The learner will be able to explain and maintain a professional working relationship with other students/therapists</p>	<p>To include:</p> <ul style="list-style-type: none"> • Only working within their own perimeters and professional boundaries • Not making false claims regarding treatments/products or other clinics/salons • Understanding when to refer clients to other therapists, e.g. Physiotherapists, Counsellors • Understanding when a client may be contra-indicated and when to get GP's permission to treat them
	<p>1.10. The learner will be able to explain why it is necessary to build up a rapport with the medical profession</p>	<p>To include:</p> <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
	<p>1.11. The learner will be able to explain why it is necessary to build up a rapport with other therapists</p>	<p>To include:</p> <ul style="list-style-type: none"> • Building up a support network of therapists qualified in other therapies to whom they can refer clients • Referring clients to Counsellors when appropriate • Being professional when asked about other salons/clinics/therapists

LO2 Know the requirements for health, safety and hygiene	2.1. The learner will be able to explain the contents of a First Aid box	To include: <ul style="list-style-type: none"> • Check the most recent publication from St John’s ambulance/St Andrew’s/Red Cross or equivalent
	2.2. The learner will be able to explain why it is necessary to have an accident book	<ul style="list-style-type: none"> • To record any incident where somebody may hurt themselves • To state any action taken at the time of the accident • To document written evidence in case there is an insurance claim
	2.3. The learner will be able to explain how to complete an accident book	To include: <ul style="list-style-type: none"> • Date of accident • Time of accident • Nature of accident • Action taken • Signature of client and therapist
	2.4. The learner will be able to explain how to administer First Aid for the following:	<ul style="list-style-type: none"> • Fainting • Burns/Scalds • Epileptic fit • Bleeding • Hysteria • Heart Attack • Unconsciousness • Heat Exhaustion • Twisted Ankle • Asthma Attack • Diabetic Coma • Nose Bleed • Insect Sting • Hyperventilation • Migraine • Dizziness • Electric Shock • Electrical burns • Sunburn • Something in/on the eye, e.g. product
	2.5. The learner will be able to 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

	2.6. The learner will be able to explain when and how to call for medical assistance	To include: <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)
	2.7. The learner will be able to explain how to supervise an evacuation of themselves and their clients in the case of a fire alarm	To include: <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
	2.8. The learner will be able to understand the types of fire-fighting equipment required in a salon	<ul style="list-style-type: none"> • Foam • Water • Carbon Dioxide • Dry powder
	2.9. The learner will be able to explain how to carry out basic safety checks for electrical equipment	To include: <ul style="list-style-type: none"> • Regular servicing and checking of servicing records • Check that the wires are fully insulated within the plugs • Check that there are no trailing wires • Check there is no water in the vicinity of the electrical equipment • Check the equipment on self first before applying to the client
	2.10. The learner will be able to understand the importance of professionally checking electrical equipment on an annual basis	To include: <ul style="list-style-type: none"> • Ensuring no harm comes to the client or therapist during use of electrical treatments
	2.11. The learner will be able to explain the following hygienic terms:	<ul style="list-style-type: none"> • Septic • Antiseptic • Disinfectant • Sterile • Cross-infection • Sterilisation • Aseptic • Bactericide • Bacteriostat • Fungicide

		<ul style="list-style-type: none"> • Fungistat • Pathogenic • Non-pathogenic • Toxins • Hygiene
	2.12. The learner will be able to explain briefly the following types of infection	<p>To include:</p> <ul style="list-style-type: none"> • Bacterial • Fungal • Viruses and infestations stating the basic characteristics for each one and giving relevant examples
	2.13. The learner will be able to explain the methods of sterilisation/sanitisation available relevant to the treatment	<p>To include:</p> <ul style="list-style-type: none"> • Chemical sterilising cabinet • UV cabinet • Autoclave • Hot bead • Chemical liquid and their most appropriate use
	2.14. The learner will be able to explain the advantages and disadvantages of each of the following:	<p>To include:</p> <ul style="list-style-type: none"> • Chemicals • Autoclave • Glass bead • Ultra Violet • Steam Cabinets
	2.15. The learner will be able to explain the reasons why personal hygiene is vital for the therapist	<p>To include:</p> <ul style="list-style-type: none"> • The appropriateness of professional appearance (see below) • No body odour • No bad breath
	2.16. The learner will be able to explain salon hygiene methods	<p>To include the use of the following:</p> <ul style="list-style-type: none"> • Septic • Antiseptic • Disinfectant • Aseptic • Bactericide • Bacteriostat • Fungicide • Fungistat • Chemical sterilising cabinet

		<ul style="list-style-type: none"> • UV cabinet • Autoclave • Hot bead • Chemical liquids and their most appropriate use
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LO3 Understand the importance of communication	3.1. The learner will be able to understand the importance of a consultation card relevant to the treatment	<p>Sample consultation form for each treatment in the syllabus can be found on www.itecworld.co.uk</p> <p>To include:</p> <ul style="list-style-type: none"> • Name • Address • Telephone number (day and night) • 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 • Homecare 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
	3.2. The learner will be able to explain why conversation should be ethical and client-led	<p>To include:</p> <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 discuss other clients/clinics
	3.3. The learner will be able to explain the contra-indications relevant to each treatment	<p>To include:</p> <ul style="list-style-type: none"> • The 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 G.P. or specialist • Contra-indications which may restrict treatment

	3.4. The learner will know and understand key terms	<ul style="list-style-type: none"> • Client Modesty • Towel management • Client Care
	3.5. The learner will be able to explain the importance of keeping accurate client records	<p>To include:</p> <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 • Homecare advice • Products used and sold to the client • Any individual client requirements
	3.6. The learner will know why effective client communication is vital	<p>To include:</p> <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
	3.7. The learner will know and be able to explain how to deal with negative feedback	<p>To include:</p> <ul style="list-style-type: none"> • Allow the client to speak freely • Ascertain why the feedback is negative • Listen carefully • Do not interrupt • Do not argue • Try to make it a positive • Offer another/alternative treatment
	3.8. The learner will know and be able to explain effective questioning techniques	<p>To include:</p> <ul style="list-style-type: none"> • Good communication skills (asking open and/or closed questions where appropriate) • Trust • Professionalism, confidence and enthusiasm • Confidentiality

	3.9. The learner will know 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)
	3.10. The learner will know the importance of completing each treatment in a commercially acceptable time	<ul style="list-style-type: none"> • Times given on syllabus • Learners must understand 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
	3.11. The learner will be able to understand the importance of maintaining good working relationships	<p>To include:</p> <ul style="list-style-type: none"> • Personal effectiveness • With other therapists • As part of team • With clients • With suppliers

LO4 Understand the principles of finance and costing	4.1. The learner will be able to understand the basic business principles	<p>To include:</p> <ul style="list-style-type: none"> • Basic profit and loss • Petty cash • Spreadsheets • Budget • Cash flow • Costing of treatments • Net profit • Gross profit
	4.2. The learner will be able to explain the importance of stock control systems	<p>To include:</p> <ul style="list-style-type: none"> • Regular stock checks • Regular stock valuation • Regular rotation of stock, i.e. ensure the newest products are stored at the back and oldest drawn forward • Regular ordering • Order products that sell quickly and do not sit on the shelves
	4.3. The learner will be able to explain how to cost a treatment	<p>To include:</p> <ul style="list-style-type: none"> • The time it takes • Overheads • Products used

		<ul style="list-style-type: none"> • Consumables used • Profit
	4.4. The learner will be able to explain the benefits of offering a course of treatment	<p>To include:</p> <ul style="list-style-type: none"> • Ensures that clients return to the salon/clinic • Ensures that cash is paid in advance • Improves cash flow • The client usually gets a discount for paying for the course

LO5 Understand the principles of retail	5.1. The learner will be able to explain how to plan the interior of a treatment room	<p>To include:</p> <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 - Equipment - Layout - Waste disposal - Laundry - Storage - Reception - Treatment areas - Relevant equipment and couches
	5.2. The learner will be able to explain the importance of providing a retail service	<p>To include:</p> <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 • Extra revenue for the business • Encouraging staff to sell if they work on commission
	5.3. The learner will be able to explain the role of the receptionist	<p>To include:</p> <ul style="list-style-type: none"> • Scheduling appointments • Appearance • Telephone manner • Client handling • Customer service

		<ul style="list-style-type: none"> • 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
	5.4. The learner will know and be able to explain the basic security implications of the establishment relating to:	<p>To include:</p> <ul style="list-style-type: none"> • People • Equipment • Stock • Cash • Confidential client records

LO6 Understand effective sales and marketing techniques	6.1. The learner will understand the basic principles of selling	<p>To include:</p> <ul style="list-style-type: none"> • Never pre-judging a customer • Good communication skills and enthusiasm • Good product knowledge • Never try to sell a product which is not suitable for the client • No pressure selling • How to close a sale • Choosing appropriate time in the treatment to introduce additional services and retail products • Allow time for clients to ask questions
	6.2. The learner will understand the main forms of advertising	<p>To include:</p> <ul style="list-style-type: none"> • Newspapers • Leaflets • Mail shots • Word of Mouth • TV • Cinema • Radio • Posters • Talks

		<ul style="list-style-type: none"> • Demonstrations • The advantages and disadvantages of each method
	6.3. The learner will be able to explain how to plan a talk or demonstration	<p>To include:</p> <ul style="list-style-type: none"> • Role-play should be encouraged during training and a talk/demonstration should be planned and delivered • Ensure relevant products are available • Ensure a couch and model are available for demonstration purposes • Ensure bullet points or cue cards have been prepared to ensure the continuity of the talk • Ensure there is an introduction and conclusion • Take the appointment book • Take price lists • Take information on products available • Take a leaflet explaining the treatments available

Document History

Version	Issue Date	Changes	Role
v1	01/05/2018	First published	Qualifications Manager
v2	30/08/2019	Amended product coding	Qualifications and Regulation Co-ordinator