

iUBT434 – Professional conduct and business awareness

URN – F/617/7256

Guided Learning Hours: 50

Learning outcome	Assessment criteria	Taught content to include
LO1 Know the principles of ethical practice	1.1. Explain the meaning of contra-indications related to treatments (<i>contra-indications for each treatment are listed in the appropriate units</i>)	<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
	1.2. 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 - Classified section - Mail-shots - Word of mouth - Radio - Posters - Social media • 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
	1.3. 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

		<ul style="list-style-type: none"> The source of the insurance – Professional associations
	1.4. 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
	1.5. 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
	1.6. 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
	1.7. 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
	1.8. 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 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

		<ul style="list-style-type: none"> • 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
	1.9. 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
	1.10. 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
	1.11. 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	2.1. 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
	2.2. 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
	2.3. Explain how to complete an accident book	<ul style="list-style-type: none"> • Date of accident • Time of accident • Nature of accident • Action taken

		<ul style="list-style-type: none"> • Signature of client and therapist
	2.4. 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
	2.5. 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)
	2.6. 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
	2.7. Describe the types of fire-fighting equipment required in a salon	<ul style="list-style-type: none"> • Foam • Water • Carbon dioxide • Dry powder
	2.8. 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
	2.9. 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
	2.10. Explain hygienic terms	<ul style="list-style-type: none"> • Septic • Antiseptic • Disinfectant • Sterile • Cross-infection • Sterilisation • Aseptic • Bactericide • Bacteriostat

		<ul style="list-style-type: none"> • Fungicide • Fungistat • Pathogenic • Non-pathogenic • Toxins • Hygiene
	2.11. Explain types of infection	<ul style="list-style-type: none"> • Basic characteristics and examples <ul style="list-style-type: none"> - Bacterial - Fungal - Viruses - Infestations
	2.12. 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
	2.13. Explain the advantages and disadvantages of methods of sterilisation	<ul style="list-style-type: none"> • Chemicals • Autoclave • Hot bead • UV cabinet
	2.14. Explain the reasons why personal hygiene is vital for the therapist	<ul style="list-style-type: none"> • Professional appearance
	2.15. 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
	2.16. Explain all aspects of waste disposal for the salon/clinic	<ul style="list-style-type: none"> • Disposal of contaminated waste • Sharps tin

		<ul style="list-style-type: none"> • Normal bin
	2.17. Outline the importance of being aware of blood transmitted disease	<ul style="list-style-type: none"> • Hepatitis A and B • HIV/AIDS
LO3 Know the importance of communication	3.1. 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
	3.2. 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
	3.3. 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
	3.4. Explain key terms used in client care	<ul style="list-style-type: none"> • Client modesty • Towel management

		<ul style="list-style-type: none"> • Client care
	3.5. 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
	3.6. 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
	3.7. 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
	3.8. 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
	3.9. 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)

	3.10. 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
	3.11. Explain the importance of maintaining good working relationships	<ul style="list-style-type: none"> • Personal effectiveness • With other therapists/colleagues • As part of team • With clients • With suppliers

LO4 Know the principles of finance and costing	4.1. 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
	4.2. 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
	4.3. Explain how to cost a treatment	<ul style="list-style-type: none"> • The time the treatment takes • Overheads • Products used • Consumables used • Profit
	4.4. 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	5.1. 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 - Laundry - Storage - Reception - Treatment areas - Relevant equipment and couches
	5.2. 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
	5.3. 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
	5.4. Explain basic salon/clinic security implications	<ul style="list-style-type: none"> • People • Equipment

		<ul style="list-style-type: none"> • Stock • Cash • Storing confidential client records in line with current data protection regulations
LO6 Know effective sales and marketing techniques	6.1. 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 • Choosing appropriate time in the treatment to introduce additional services and retail products • Allowing time for clients to ask questions
	6.2. 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
	6.3. 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

		<ul style="list-style-type: none"> • Taking samples of available products • Taking leaflets/brochures explaining the treatments available
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Assessment	
MCQ	

Guide to taught content
<p>The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.</p>

Document History

Version	Issue Date	Changes	Role
v1	21/08/2019	First published	Qualifications and Regulation Co-ordinator
v2	23/09/2019	Added “social media” into section 1.2.	Qualifications and Regulation Co-ordinator