SAL 201: ENTREPRENEURSHIP FOR SALON AND SPA MANAGEMENT

This course covers the important issues and critical steps involved in starting a new business from scratch. Topics covered include developing a business plan, creating a successful marketing strategy, setting up the legal basis for business, raising start-up funds, attracting and managing human resources, managing costs, and developing a customer base.

Credits 3 Lecture Hours 3 Lab Hours 0

1 BSCC 2023-24 Catalog