

Business of Beauty and Cosmetology Studies



Our missions

1. Educating from student's perspective (Learner Centered approach)

- Integrating student's perspective in our teaching to ensure effective learning experience and mastered the skills.
- This educational approach also helps you to develop skills such as decision making and problem solving, team work, and presentation skills that are relevant to the current labor needs.

2. Education to meet Societal Needs

- Theoretical knowledge of skill- based subjects needs to be supported by practice. Getting theoretical knowledge has no value until students can apply it for practical purposes. We believe that practical work is application of theory.
- Theory creates a strong base for practical work. One must be able to achieve a balance between theory and practice for best results.





Beauty Business Management Course (Mandatory)

- **The prospects of the beauty industry and health care industry**

- Type of distribution channels
- Changing of consumer landscape

- **Service Industry Management Course**

- Customer appointment and data recording and management
- After-sales service management

- **Self Image Management**

- Your as a brand ambassador
- The art of receiving customers

- **Advertising & promotional planning course**

- Maximise marketing and sales activities

- **Retail Management**

- How to establish new customers and long-term customer relationships
- How to expand the sales network

- **Safety and health guidelines for the beauty industry**

- Basic safety and hygiene management for salon operations
- Risk management



Beauty Cosmetology Course (Choose 1)

1. Basic skin care course + Personal makeup Course
2. Makeup Course (Major) + Basic Brow and Reshaping Course (Minor)
3. Basic Brow and Reshaping Course (Major) + Basic Skin Cosmetology (Minor)
4. Professional Skin Cosmetology Course
5. Professional Makeup Artistry Course



Skin Cosmetology and Basic Makeup Course

- Dermatology :skin structure and function, facial muscles, blood vessels, nerves
- Skin analysis: skin types, differences in skin tone
- Skin consultation
- Skin cleansing, massage, application steps and techniques
- Basic Makeup Course



Professional Makeup Artistry Course and Basic Brow Reshaping Course

- Introduction to makeup tools
- Understanding type of makeup base and foundation matching
- Theory and type of Eyeshadow application
- Application of eyeliner and blusher
- Lip theory and lipstick application
- Basic brown reshaping



Basic Brow Reshaping Course + Basic Skin cosmetology

- Understanding the importance of eyebrow
- Type Eyebrow design for different face shape
- Eyebrow reshaping theory
- Technique to achieve perfect eyebrow
- Basic Skin cosmetology



Professional Skin Cosmetology Course

- Skin anatomy and skin diseases
- Skin analysis and face mapping
- Identifying different skin concerns and disorders
- Customer consultation techniques
- Facial cleansing procedures
- Professional Facial massage techniques



Professional Makeup Artistry Advance Course

- Introduction to makeup tools
- Understanding type of makeup base and foundation matching
- Theory and type of Eyeshadow application
- Application of eyeliner and blusher
- Lip theory and lipstick application
- Bridal Makeup
- Color Matching Theory
- Lighting and contouring theory

