



**CERTIFICATE IN SALON
MANAGEMENT (CSM)**

6 MONTHS PROGRAM- COURSE CODE: NCTA- 217

DURATION OF COURSE

The study curriculum shall be of 6 months duration from the date of commencement of academic session.

MEDIUM OF INSTRUCTION

English shall be the medium of instruction.

ELIGIBILITY

- 1) XII from recognized board
- 2) Obtained a minimum of 50% aggregate marks.
- 3) The candidate should have adequate knowledge of English as per course requirement.

ATTENDANCE

All Students are expected to have at least 75% attendance in theory and 75% attendance in practical in each year. This is mandatory for sitting in final examinations.

TEACHING HOURS FOR EACH SUBJECT

S.No.	Subject	Teaching Hours
1	Introduction to Salon management	45
2	Introduction to Spa management	45
3	Principles and practice of Hair dressing	45
4	Safety and health in Salon	45
5	Makeup techniques for professionals	45
6	Practical	45

* Practical in respective subjects will be done in the afternoon.

Total Theory + Practical Hours = 225 + 45 = 270 hours

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MARKS DISTRIBUTION

S.No.	Subject	Final
1	Introduction to Salon management	50
2	Introduction to Spa management	50
3	Principles and practice of Hair dressing	50
4	Safety and health in Salon	50
5	Makeup techniques for professionals	50
6	Practical (include all subjects)	50

Total Marks: 300

Performance	EXCELLENT	VERY GOOD	GOOD	SATISFACTORY	FAILURE
Mark range	86%-100%	71%-85%	51%-70%	40%-50%	FAILURE
Grade	(A++)	(A)	(B)	(C)	(D)

Paper – I

Introduction to Salon management

Theory Hours: 45

Practical Hours: 9

Total: 54 hours

1. Planning for Business - Business plans, legal structures like sole trader/partnership/limited company, objectives across short/medium/long terms, market analysis, operational plans, financial forecasts, self-employment basics, tax/Ni records, premises leasing, franchises, credit checks, and salon refits/design.
2. Principles of Marketing - Market research, customer analysis, competitor evaluation, market strategies including price leadership/specialist/focused approaches, segmentation, marketing mix (4 Ps), SWOT analysis, pricing/break-even formulas, and IT opportunities like loyalty cards/occupancy levels.
3. Beginning to Manage The Business - Records/systems/procedures, routine duties like transaction monitoring/stock allocation, appointment schedules (manual/computerized), stock management/control, retailing/merchandising, and client record databases for visits/services/habits.
4. Beginning to Manage Money - Income/expenditure flows, fixed/variable costs, payment methods (cash/cheque/cards), till operations/electronic systems, daily/weekly/monthly financial summaries, cash books/VAT handling, annual accounts (balance sheets/profit/loss), and cash flow forecasting.
5. Employment - Recruitment/selection (job analysis/descriptions/person specs/advertising/interviews), pay formulas/structures, PAYE/Ni calculations, contracts, health/safety regulations (HASAWA/COSHH/PPE/fire), disciplinary/grievance procedures, and performance appraisals.
6. Promoting The Business Further - Public relations (DIY/consultants/press), photo shoots/competitions, and advanced promotional tactics tied to business growth and media visibility.

Paper – II

Introduction to Spa management

Theory Hours: 45

Practical Hours: 9

Total: 54 hours

1. Spas, wellness and human evolution - Spa industry emergence, wellness definitions, global crises, conshumanism, LOHAS consumers, cultural creatives, and integrative health approaches.
2. American and European spa - Historical Roman and European origins, destination retreats, contemporary spas, boomer expansion, day and hotel spas, integrative medicine, ISPA standards, and wellness communities.
3. The spa industry in Asia - Indian and Chinese influences, traditional healing systems, rapid spa growth, changing demographics, SpaAsia Crystal Awards benchmarking, and future therapist migration challenges.
4. Spa industry benchmarking - Profile, performance, and ratio benchmarks, stakeholder applications, survey challenges, regional summaries across Australia, Indonesia, Malaysia, the Philippines, and Singapore, and future expansion needs.
5. Trends in the global spa industry - Trend definitions, historical developments across continents, social, technological, economic, environmental, and political drivers, issues such as oversupply, and future innovations in medicine and sustainability.
6. Business plans for state of the art spas - Spa types including hotel, day, and destination spas, capital and operating costs, economies of scale, financial reporting, third-party management models such as fixed rent and revenue sharing, and ROI challenges.
7. Spa feasibility steps and processes - Competitive segments such as day, medical, and resort spas, financial impacts on ADR and RevPAR, facility, treatment, pricing, and amenity analysis, demand estimation, occupancy and capture rates, and revenue projections.
8. Spa design, development and construction - Concept development, location and market research, area programming for front and back of house, team assembly, critical path planning, the design process, pre-opening and handover tasks, and spa journey flow.
9. SPA chain operations: the experience of the Mandara Group discusses chain types - Management and hotel-operated models, advantages of scale, training and marketing, Mandara's four pillars of training, brand, path, and systems, contract evaluation, and investment balancing.

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10. The emergence of a new global luxury business model: - The spa at the Mandarin Oriental explores wellness and luxury convergence, MOHG spa division structure, knowledge expansion, operational processes, design benchmarks, and the impact of global recognition.
11. Branding and spas - Branding definitions and relationships, concept development and application, differentiation tools such as attributes, benefits, values, personality, and essence, product selection, and signature treatments.
12. Spa retail - Retail strategies, product integration, merchandising displays, sales techniques, and revenue diversification beyond treatments.
13. Product development - Formulation processes, ingredient sourcing, testing protocols, packaging design, and market alignment for spa-specific product lines.
14. Wellness technologies and related products - Emerging technologies such as genetic screening and energy medicine, medical integrations, and product innovations supporting preventive care.
15. Spa marketing - Research fundamentals, word-of-mouth, internet marketing, public relations, brochures and promotions, tracking methods, repeat business strategies, and online review management.
16. Built environment - spa design reviews historical and cultural influences - Roman, Turkish, Japanese, and Nordic traditions, sensory planning, materials and acoustics, and emotional sanctuary creation.
17. Environmental responsibility in the spa industry: a business perspective - Reduce, reuse, and recycle principles, carbon offset programs, Green Globe certification, energy audits, and cost-payback analysis.
18. Environmental and social benchmarking - The EarthCheck system, core indicators such as energy, water, and waste, baseline and best practices, sustainability policies, and spa-specific adaptations.
19. Water requirements, water quality and related technologies - Sourcing and treatment volumes, wastewater management, operational, laundry, and landscape uses, equipment selection, and recycling strategies.
20. Spas and sustainability - Resource conservation, eco-friendly product selection, treatment adjustments, regulatory compliance, and long-term viability practices.
21. Spas and the future leadership climate - Megatrends such as conscious business and the experience economy, leadership challenges, evolving manager profiles, emotional intelligence, and staff motivation strategies.
22. Human resource management in spas: staff recruitment, retention and remuneration - Career pathways for therapists and managers, recruitment and retention strategies, remuneration structures, and workforce shortages.
23. Spa-related education and training - Vocational, higher education, in-house and distance learning programs, accreditation bodies such as ITEC and CIBTAC, regulatory variations, and enrollment drivers.

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24. Traditional knowledge and spas - The integration of indigenous practices, cultural preservation, and global adaptation of traditional therapies in modern spa settings.
25. Ethics and values - Ethical standards, value alignment, corporate social responsibility integration, and trust-building between staff and clients in spa operations.



Paper – III

Principles and practice of Hair dressing

Theory Hours: 45

Practical Hours: 9

Total: 54 hours

1. Introduction - Hairdressing as an art and science blending cleaning, shampooing, curling, waving, cutting, colouring, and styling; historical evolution from barber-surgeons to unisex practices; training routes including apprenticeship, college, private, and manufacturer-based education; professional standards such as hygiene, posture, and communication; and boardwork and postiche skills.
2. Reception and Client Preparation - Client reception, inquiries, and appointment handling; roles of receptionists and assistants; salon hygiene standards, décor, displays, and advertising; client protection using gowns, towels, and neck strips; hair preparation through combing and brushing; tools such as combs and brushes; sterilization and antisepsis covering bacteria, fungi, and methods; and professional salon conduct.
3. Curls and Curling - Curl definitions and types such as barrel spring, clock spring, roller, stand-up, reverse, and ringlet; rules, techniques, bases, sectioning, and the clock-face method; common faults; setting, pli, steam, and heated-roller methods; setting lotions; and boardwork techniques including pin curls, plaiting, crimping, and en papillote.
4. Shampooing and Shampoos - Basin types, shampooing techniques, massage, client positioning, dos and don'ts; water types including hard and soft water, supply, plumbing, and drainage; shampoo history and types such as wet, dry, soap, soapless, medicated, oil, egg, lemon, and beer shampoos; shampoo action, wetting agents, and surface tension; shampoo selection and hair assessment; and hand care and blood circulation.
5. Perming – Sectioning and Winding - Perming as a physical and chemical process; sectioning systems including nine-section, tepid, and hot variations; tools and practical techniques; historical development from Egyptian methods to borax, electric, wireless, tepid, and cold perming; scientific and chemical principles involving keratin bonds, thioglycolic acid, and oxidation; hair straightening methods both temporary and permanent; and boardwork permanent curling.
6. Finger Waving and Blow Waving - Finger waving techniques including horizontal and vertical methods, purposes, and tools; blow waving, drying, combing, and stretching; Marcel waving; curling

with irons such as ringlet, bombage, and François methods; and wave sets including two-wave, three-wave, and pompadour styles.

7. Waving with Irons - Blow waving techniques and tools, blow drying, combing and stretching methods, hair stretching, Marcel waving, and iron curling variations such as Digité ringlet, bombage, François, and root tension techniques.
8. Haircutting - Haircutting tools including scissors, razors, thinning shears, clippers, and combs along with their maintenance; terminology and techniques such as tapering, club cutting, thinning, graduation, wet and dry cutting; basic cuts including nape guide, long, short, curly, geometric, and men's styles; use of lines and angles; fashion and style cutting; and boardwork and eyelash cutting.
9. Dressing and Hairstyling - Dressing techniques such as brushing, back-brushing, back-combing, pleats, plaits, French roll, ornamentation, and pastiche; long hair techniques; the science of hairstyling products including lacquers, control creams, oils, static control, and gloss; and hairstyling principles based on face shape, head shape, features, age, occasion, and hair quality.
10. Hairstyling - Advanced hairstyling considerations including proportions, dress, and overall ensemble; face shapes such as oval, round, oblong, heart, square, and triangular; head and profile analysis; and style variations designed to create balance and movement.
11. Hair Colouring - Categories and application methods, varieties of hair colouring products, bleaching, toning, and decolouring processes, and related colouring techniques.
12. The Hair and Skin – The Hair - Hair structure, growth, and growth patterns including streams and whorls; scalp conditions; and scientific factors influencing cutting and chemical processing.
13. Hair Care - Conditioning and treatment methods, common hair problems such as dryness, greasiness, and damage, maintenance products, and the integration of hygiene and scientific principles in hair care practice.

Paper – IV

Safety and health in Salon

Theory Hours: 45

Practical Hours: 9

Total: 54 hours

1. Introduction to Safety and Health in the Salon - Gaps in salon culture related to OSHA compliance, common workplace injuries, illnesses, and associated costs, the distinction between hazards and risks, the roles of regulatory agencies such as the FDA, EPA, OSHA, state boards, and local authorities, and case studies highlighting effective safety support systems including coordinators, programs, and training initiatives.
2. Safe Work Conditions and Practices - Salon inspections and follow-up procedures related to housekeeping, sanitation, disinfecting, emergency preparedness, first aid, fire safety, walkways, ergonomics, and electrical safety, along with safe procedure checklists, job safety analysis (JSA), and strategies for measuring safety performance.
3. Chemical Dispensary - The OSHA Hazard Communication Standard, including TIPS training, chemical inventories, written programs, and MSDS documentation, identifies common dispensary hazards such as poor housekeeping, heavy lifting, food contamination, chemical exposure, fire, and electrical risks, explains product safety for disinfectants including quats and phenolics, and outlines prevention measures such as PPE use, spill response, and emergency procedures.
4. Shampoo, Rinsing, and Conditioning - Hazards related to chemical exposure, scalp disorders, eye and ear irritation, clothing damage, allergies, ergonomics, burns, slips, and dizziness, safe operating procedures such as proper chair adjustment, massage techniques, spill management, and client assistance, and inspection practices ensuring cleanliness and organization.
5. Haircutting and Styling - Hazards including cuts, sanitation issues, burns, spray exposure, electrical risks, slips, and ergonomic disorders, emphasizes universal precautions, thermal tool safety, spray flammability awareness, and prevention strategies such as PPE use, proper posture, stretching routines, and job safety analysis illustrated through a blunt-cut example.
6. Chemical Treatment Area - Hazards associated with perming, relaxing, lightening, and coloring chemicals, including MSDS use, allergic reactions, patch testing, eye and skin contact, staining, abrasions, contamination, burns, slips, and ergonomic risks, and outlines protective measures such as cotton barriers, gloves, protective eyewear, barrier creams, and standardized safe procedures.

7. Manicuring and Pedicuring - Chemical hazards including MMA, EMA, solvents, odors, dust, allergic reactions, fungal exposure, cuts, sanitation risks, fire hazards, slips, and ergonomic concerns, highlights the importance of ventilation and PPE, proper tool disinfection, waste disposal practices, and safe procedures such as handwashing and basin sanitation.
8. Facials and Facial Makeup - Risks related to cosmetic chemicals, cross-contamination, skin disorders, allergic reactions, spills, eye injuries, scratches, burns, electrical shock, and ergonomics, outlines precautions such as patch testing, PPE use, sanitization protocols, and proper posture, and addresses equipment safety including towels and facial machines.
9. Putting It All Together - Area-specific hazards and prevention strategies across reception, chemical dispensary, shampoo, cutting and styling, chemical treatment, manicure, and facial areas, presents an eight-step salon safety system involving a coordinator, written programs, accountability, hazard identification, communication, training, record keeping, and daily practice, and introduces salon self-inspection tools for ongoing safety management.



Paper – V

Makeup techniques for professionals

Theory Hours: 45

Practical Hours: 9

Total: 54 hours

1. Makeup Artistry - Professional inspirations (mentors, experimentation, team building), natural enhancement principles, structured learning progression (skin basics to advanced techniques), and continuous adaptation to industry trends.
2. Equipment - Kit organization (home, daily, evening, travel, gym, desk), essential brushes (blush, bronzer, brow, concealer, eye types, liner, lip, powder), tools (sponges, puffs, tweezers, curlers), shopping sources, and maintenance practices (cleaning and product expiration).
3. Skin - Lifestyle factors (nutrition, hydration, exercise, sleep, sun exposure, smoking, stress), skin types and conditions (normal, dry, oily, combination, sensitive), skin layers and anatomy, cleansing, toning, moisturizing, sun protection, and a glossary including AHAs, antioxidants, and peptides.
4. Face - Pre-makeup analysis and product selection, correctors and concealers (color theory, application methods, troubleshooting), foundations (formulas, shade matching, tools, ethnic adaptations, skin conditions), powder (types, textures, application), and bronzer or self-tanner use.
5. Lips - Color selection (neutral and dramatic shades; matte, sheer, stain, tint, balm, gloss formulas), application techniques (direct, brush, liner), troubleshooting (pale, dark, uneven lips), and essential tools (pencils and brushes).
6. Eyes - Brow shaping (tools, gels, special cases such as nonexistent, bare, or tadpole brows), eyeliner formulas (shadow, pencil, liquid, gel), application techniques (top, bottom, thickening, softening), mascara use (coats and curling), and false lash application.
7. The Ten-Step Guide - The complete makeup sequence (moisturizer, corrector/concealer, foundation, powder, blush, lipstick, liner, brows, eye shadow, eyeliner, mascara) along with preparation, exfoliation, and face chart usage.
8. Special Makeup Applications - Diverse beauty needs (African, Asian, Latin, Middle Eastern, freckled, porcelain skin), bridal makeup (trials, color balance, waterproofing), teen makeup (sheer coverage, blemish focus), ageless makeup (hydration, retinoids), and special effects such as smoky and glam looks.

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9. Artistry - On professional kit development and stocking (skincare, concealers, foundations, powders, blush, eyes, lips, tools), organization strategies (palettes, labeling, backups), and essentials for photography and weddings.
10. Essential Equipment for the Professional - Rolling cases, zip bags, palettes, skincare transfers, foundation and concealer shade ranges, blush, bronzer, eye and lip inventories, and backup brushes and tools.
11. Advanced Makeup Applications - Day-to-evening transformations, special-occasion techniques (shimmer, liner, lashes), ethnic enhancements (correctors, shadows, blush, lips), and troubleshooting common issues such as flaking or uneven wings.
12. Memorable Makeup Moments traces iconic makeup artists and moments, product evolution, and cultural influences that have shaped modern professional makeup techniques.



NOTE

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