

Course unit title	BEAUTY SERVICES ADMINISTRATION AND DIGITAL TECHNOLOGIES
Course unit code	KS(BD)/1-1
Type of course unit	Compulsory
Level of course unit	First cycle
Year of study (if applicable)	First year
Semester/	Fall semester
Number of ECTS credits allocated	6 ECTS
Learning outcomes of the course unit	Upon completion of the course unit, students will be able to: LO1. analyse and apply knowledge of the structure of the legal acts regulating beauty services, and personal data protection principles in cosmetology practice; LO2. evaluate professional activity, decisions made and their impact on clients and the organisation, reflecting on personal professional development and the importance of lifelong learning; LO3. apply the fundamentals of beauty services administration when planning service provision, organising client service processes and managing professional documentation; LO4. apply digital technologies in beauty services administration and communication, following professional ethics and personal data protection requirements
Mode of delivery	Blended learning
Prerequisites and co-requisites	Basic knowledge of information technologies, ability to search for information independently and apply it in the study process.
Course contents	The course integrates three content areas: law, administration and digital technologies. Legal topics include an introduction to law, civil law in the context of beauty service contracts, patient, client and consumer rights, labour relations and individual activity in cosmetology. Administration topics cover the organisation of beauty service companies, types of companies, service structure, internal documents, work organisation, customer service and communication, marketing in the beauty services sector, service positioning, advertising tools, social media, pricing, income and expenditure planning, financial responsibility and sustainability. Digital technology topics include electronic registration systems, client data management, digital documentation, professional digital communication, social media use, evaluation of digital solutions in relation to service quality, and the use of photography and visual material in cosmetology practice, including documentation, communication, image quality, lighting, composition, informed client consent, data protection, storage, publication and integration into a professional portfolio.
Planned learning activities and teaching methods	Interactive lectures; case and situation analysis; document preparation; practical tasks; reflective tasks; discussions; independent study; group work; preparation of administrative, legal and digital documentation; analysis of beauty service companies and digital tools; development of visual and social media material; consultations.
Assessment	Cumulative assessment. Final grade: 60% average of interim assessments + 40% project work. Interim assessment average: 30% tests + 40% practical work + 30% case analysis.
Language of instruction.	English
Work placement(s)	Utenos kolegija Higher Education Institution Faculty of Medicine Centre if Cosmetology