MacEwan University Shares Business Expertise

MC College students expand their entrepreneurial skills

Edmonton — MacEwan University School of Business has partnered with M.C. College to provide business training for the next generation of salon/spa owners.

With the knowledge that a high percentage of hair stylists open their own businesses, M.C. College struggled for years to provide entrepreneurship content into their curriculum. But they were concerned about quality – as their instructors themselves often lacked professional business training. So they turned to the business experts at MacEwan University School of Business to develop the ‘Salon/Spa Entrepreneurship’ course.

This course was created specifically for M.C. College by academic staff from MacEwan University, in consultation with salon owners, industry experts and the education director from M.C. College.

The five-day course is delivered on campus at MacEwan University. The course is hands-on, with students leaving with a prepared business plan. “About a third of the students can see themselves owning and operating a salon almost immediately. When they leave the class they’ve got a document pretty much ready to take to the bank,” states Frank Saccucci, a School of Business faculty member who instructs the course. “We touch on every aspect of a new business, from startup cost projections, to marketing, to a loan amortization schedule.”

“The M.C. College partnership is a great example of MacEwan University reaching out into the community,” states Elsie Elford, dean, School of Business. “Over the years, the School of Business has designed curriculum to suit business needs for a variety of niche-markets, including golf and travel. With this example in the salon industry, we provided not only our business expertise, but our consultation and assessment abilities to create a truly relevant curriculum.”

Founded in 1971, MacEwan University is a comprehensive university offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training. Its philosophy of inspiring minds, academic excellence, and providing career opportunities continues to be its guide as it serves the educational needs of students across Alberta, Canada and the world.

We are an engaged university that encourages meaningful connections between students, faculty, staff and the community.

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