



Mrs Tina Schöltz, our Director and winner of several national and international commercial and industry specific awards, established Potchefstroom Academy, a Higher Educational provider, in 1981. The Academy has since grown into one of the leading private tertiary institutions of its kind.

In 2003, Tina Schöltz acquired SAAHST, a Further Educational institution who provides expert training in Hairdressing, Business Management Studies, Cosmetology and Nail Technology. SAAHST also offers a variety of career-focused short courses that are specifically targeted at updating and extending your skills. In addition, SAAHST is an accredited National Artisan Moderation Body's (NAMB) Trade Test Centre for Hairdressing.

Potchefstroom Academy, SAAHST and its staff have been nominated and received numerous national and international awards affirming its reputation of excellence gained over almost 40 years.

Potchefstroom Academy is situated in Potchefstroom, a vibrant student town. The student friendly environment ensures that our students remain engaged in learning while providing them with the opportunity of getting involved in recreation and social events. Students get to meet interesting people and share experiences to last a lifetime.

Very few private institutions can boast that they have been educating students since 1981. This sets Potchefstroom Academy apart from those who offer the same or similar courses. Potchefstroom Academy's management, experienced lecturing teams and support staff, possesses an intimate understanding of providing our students with a unique classroom experience, which is stimulating, interactive, and industry relevant.

We at Potchefstroom Academy ensure that our students are prepared for the future and have the necessary skills to succeed as an employer or employee. Furthermore, Potchefstroom Academy has a keen interest in grooming our country's future entrepreneurs. We educate our students by providing them with the relevant insights and advice on how to successfully market their skills and services through entrepreneurial pursuits.

Our campus is conveniently situated within walking distance from all of the Academy's residence facilities, nearby shopping malls, sport and recreation facilities and restaurants. Safe parking is available at the residences and next to the campus.

Our staff and students are committed to giving back to the community, in particular those less fortunate than ourselves. This forms an important part of our yearly planning.

Potchefstroom Academy is dedicated about what we do. We take pride in educating our students, ensuring they achieve the best of their ability. Our promise is to deliver quality education without prejudice to all of our students. We look forward to welcoming you to our campus to share in all that we have to offer.

QUALIFICATIONS

Higher Certificate in Photography	1 year full time
Advanced Certificate in Photography	1 year full time
Higher Certificate in Interior Design and Decorating	2 years part time via correspondence
Diploma in Interior Design	3 years full time
Diploma in Somatology	3 years full time
Diploma in Therapeutic Aromatherapy	2 years full time
Diploma in Therapeutic Massage	2 years full time
Diploma in Therapeutic Reflexology	2 years full time

Potchefstroom Academy has had an associative agreement with SAAHST since 2003, which means that students from both institutions benefit from access to the shared facilities, resources and expertise.

SAAHST QUALIFICATIONS

QCTO Occupational Certificate: Hairdressing	2 years full time plus 1 year industry experience
Further Education and Training Certificate: Cosmetology	1 year full time
Further Education and Training Certificate: New Venture Creation	1 year full time
Further Education and Training Certificate: Beauty and Nail Technology	1 year full time

SHORT COURSES - part-time

Including but not limited to:

- Nail Technology
- Hairdressing
- Makeup Artistry
- Skincare
- Massage
- Photography
- Decorating
- Computer Training
- Public Speaking
- Assessor Training

■ ACCREDITATION AND AFFILIATIONS

Potchefstroom Academy (PTY) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act 101 of 1997. Registration Certificate Number 2001/HE07/001.

All qualifications are accredited by the Council of Higher Education (CHE) and are registered on the National Qualification Framework (NQF) through the South African Qualifications Authority (SAQA). Potchefstroom Academy is recognized by an array of national and international organizations, which serves to underpin the excellent standards that are set and maintained.

- SAAHSP - South African Association for Health and Skincare Professionals – Professional Body
- CIDESCO - Comité International d'Esthétique – International Examination and Membership
- Approved Educational Institute member of the IID - South African Institute of the Interior Design Professions Professional Body
- AHPSCSA - Allied Health Professionals Council of South Africa – Professional Body
- PPSA - South African Professional Photographers Accredited Provider - Professional Association
- TSARS - The South African Reflexology Society - Professional Association
- AROMASA – Aromatherapy Association of South Africa - Professional Association
- MTASA - Massage Therapy Association of South Africa - Professional Association



MEDIUM OF INSTRUCTION

The medium of instruction at Potchefstroom Academy is Afrikaans and English. Study material, exams and tests are available in both of the aforementioned languages.

RECOGNITION OF PRIOR LEARNING

Potchefstroom Academy has a policy and procedure for Recognition of Prior Learning (RPL).

The basic objective underlying Recognition of Prior Learning (hereinafter referred to as RPL) is that it attempts, especially in adults, to acknowledge all learning, irrespective of how it was achieved, by means of an open and transparent approach in assessment. Application forms can be obtained from the Academy.

ACADEMIC ASSESSMENT

The student obtains a qualification after assessing that he/she has met all the criteria and outcomes, sufficient class attendance, all subjects passed, and all work integrated learning hours completed.

MINIMUM REQUIREMENTS

The statutory minimum admission requirements for the Diploma in Somatology is a National Senior Certificate (NSC) - with Diploma endorsement or equivalent.

■ SOMATOLOGY

- Diploma in Somatology (NQF Level 6) – 3 years full time.

Somatology is a multi-purpose career involving treating a variety of skin and body conditions in a holistic and health related approach. The qualification encompasses training in basic and advanced skin and body care including anti-ageing and slimming, various spa massage techniques, as well as the aesthetic aspects of the skin and body such as make-up, temporary and permanent hair removal, hand and foot treatments.

The synergy of beauty, health and science is focused on improving people's quality of life, enhancing their well-being and appearance by incorporating the latest trends and techniques of the industry.

A Diploma in Somatology will offer you the scientific basis and expertise to go further into the art of personal care, changing lives and creating ultimate wellness.

CAREER OPPORTUNITIES

Beauty clinics, slimming clinics, electrolysis clinics, pharmacies, hotels and lodges, cosmetic sales, product house marketing and product development, magazines and newspapers, spa therapy and management, wellness centres, luxury passenger cruise liners.

FACIAL THERAPY I

The aim of this subject is to teach you to analyse the skin, perform a manual facial treatment including tinting and shaping of the eyebrows and lashes.

BODY THERAPY I

One of the most sought-after treatments in any salon or spa is a Swedish body massage. You will be taught to combat stress related aches and pains by applying a massage regime to meet every individuals' needs.

SOMATOLOGY SCIENCE I

The purpose of this subject is to highlight the basic principles of cosmetic science by understanding somatology related chemistry, physics and the physiological effects of electrical equipment, indications, contraindications and safety measures.

AESTHETICS I

As a somatologist you have the opportunity to assist woman in beautifying their features and boosting their confidence as you gain experience in the following:

- Make-up; the application of foundation, powder, eye make-up, blusher and lipstick for day, bridal and photographic make-up. Enhancing facial features by applying colour and colour balance.
- Manicure and pedicure; incorporating French manicure, men's manicure, paraffin wax, oil manicures and pedicures.
- Non-permanent hair removal techniques by using hot and strip wax.

ANATOMY AND PHYSIOLOGY I

It is important to have an in-depth knowledge and informed understanding of terminology, anatomical positions, structural organization and function of anatomy and physiology relevant to the field of somatology and dermatology. The following anatomical aspects: human body orientation; cells, tissues and cell physiology; skeletal, muscular and digestive systems; dermatology, skin and body membranes and special senses will be covered.

WELLNESS I

The purpose of this subject is to enable a student to fully understand and identify stress and weight problems. By conducting postural and figure analysis, the student will be able to guide the client to a healthier lifestyle utilizing nutritional knowledge and exercise recommendations.

PROFESIONAL PRACTICE

BUSINESS PRACTICE

Be successful in your own business! This module offers all essential skills needed to run a thriving business:

- Introduction to entrepreneurship
- Entrepreneurial ideas and opportunities
- Entrepreneurial management skills
- Entrepreneurial financial skills
- Entrepreneurial legal skills
- Entrepreneurial marketing skills
- Small business planning skills

COMMUNICATION AND LISTENING SKILLS

This subject will teach the learner professional communication and conduct, in order to enter the business world with confidence:

- Study methods, quoting sources plagiarism and writing of a paper
- Self-image and self-assertion
- Interpersonal relationships and personal development
- Stress management
- Verbal, written and e-communication
- How to compile a C.V. and prepare for an interview
- The advantages and prerequisites of social media

COMPUTER PRACTICE

- Get started with Office, learn how to download, install, create files, add, edit, and format text.
- In Microsoft Excel, create and manage worksheets and workbooks; manage data cells and ranges; create tables; perform operations with formulas and functions; and create charts and objects.
- Create and manage documents in Microsoft Word: format text, paragraphs, and sections; create tables and lists; create and manage references; and insert and format graphic elements.
- Microsoft PowerPoint includes creating and managing presentations; inserting and formatting text, shapes, and images; inserting tables, charts, smart art, and media; applying transitions and animations; and managing and finalizing presentations.
- Each section contains specific tutorials that are intended to be followed sequentially from workbook creation to printing.

■ OBJECTIVES OF THE SUBJECTS: 2ND YEAR

FACIAL THERAPY II

The subject is based on solving skincare conditions utilizing the use of electrical equipment and light therapy. Students will learn how to develop a client treatment plan according to client's needs, the use of appropriate skincare products, and giving relevant homecare advice, taking into consideration the effect of lifestyle and diet on the skin.

BODY THERAPY II

Students will be taught to solve body related and weight loss problems with the use of electrical, heat and light therapy procedures through the development of an advanced treatment plan, as well as body exfoliation and wraps to enhance the treatment.

SOMATOLOGY SCIENCE II

The purpose of this subject is to highlight the basic principles of physics and chemistry when applied in health and skincare for the use of cosmetics, topical applications and treatment products. Furthermore, it provides the learner with the knowledge of chemistry formulations of products to recommend for homecare and provide retail advice.

AESTHETICS II

This subject covers a historical view on the changes in beauty and make-up through the ages from Egyptian to contemporary times. Examples of the make-up applications will include the following: contouring, Kabuki, Egyptian, classic Greek, clown, fantasy and futuristic make-up. Camouflage make-up (for example birth marks) is also covered.

ANATOMY AND PHYSIOLOGY II

It is important to have an in-depth knowledge and informed understanding of terminology, anatomical positions, structural organization and function of anatomy and physiology relevant to the field of somatology. The following aspects will be covered: cardiovascular, blood, lymphatic, respiratory, urinary, reproductive, nervous and endocrine systems.

WELLNESS II

To improve the client's overall wellness, students will investigate fitness, weight reduction and exercise related problems and apply solutions to support weight loss. This will include a detailed understanding of natural remedies and recommendations towards dietary and nutritional principles.

■ OBJECTIVES OF THE SUBJECTS: 3RD YEAR

FACIAL THERAPY III

This subject involves two concepts namely:

The removal of unwanted hair such as intense pulse light therapy, diathermy, epilation, galvanic and blend technology. Paramedical skincare technology to solve problems as determined by consultation and paramedical skin analysis in advanced facial treatments such as:

- alpha and beta hydroxyl peelings and microdermabrasion.
- deep cleansing methods
- photo therapy
- skin rejuvenation
- acne and hormonal mediated acne
- micro current treatment
- shiatsu on the face
- breast treatment

BODY AND SPA THERAPY III

Performing a variety of massage techniques e.g. hot stone, Indian head massage, cupping, shell and rungu massage; to enhance the clients overall well-being through a holistic approach. As well as introducing the philosophy, key terms, concepts

and facts of body, spa and hydrotherapy protocols as applied in a spa package by incorporating flotation tank, vichy shower, effusion showers, jet spa capsule, hydrobath and waterbeds.

SOMATOLOGY SCIENCE III

- This subject involves an in-depth study of the source and structure of organic compounds and chemistry of essential oils and cosmeceutical skincare products.
- The application of the theories regarding Occupational Health and Safety (OHS), water supply and hygiene within the field of spa technology and the maintaining of water efficacy.

ADVANCED PROFESSIONAL PRACTICE

It is most somatologists' dream to open their own spa. A detailed knowledge and understanding of conceptual skills in management consisting of finance, human resources, marketing of products and treatments, equipment design fundamentals, business planning processes, managing day-to-day operations and positioning for future growth, will be covered in this subject.

AESTHETICS III

There is an ever increasing need to fill the numerous employment opportunities offered within the field of media make-up. These include fashion and photographic make-up, advertising and film make-up as well as make-up artistry as an art form. Special effect make-up will also be covered including cuts and bruises, bullet wounds, latex ageing etc.

WELLNESS III

Being able to provide clients with proper advice plays an integral part in the longevity of your client-therapist relationship. The aim of this subject is to analyse the relationship between the body's wellbeing and the influence of dietary supplements associated with the various systems within the body. All treatments should be concluded with relaxation techniques and breathing exercises to counteract the causes of stress related problems.

WORK INTEGRATED LEARNING

Work integrated learning is an essential element of your training and development to become a skilled, knowledgeable and confident therapist. It provides the student the opportunity to apply the knowledge they've learnt in class to honing their skillset for the work-place. 600 Practical hours has to be completed to obtain this Diploma. A minimum of 150 hours is compulsory in the Potchefstroom Academy's Wellness Centre. The remaining 450 hours are completed at an approved salon / spa under the supervision of a qualified therapist or spa manager.

