

Needs Assessment Study for Diploma Program in Beauty Therapy Within the Industry

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Abstract:

A needs assessment is a crucial step in the development of any new academic program, particularly in the case of the proposed Bachelor's Degree in Beauty Therapy, which is intended as a continuation of the existing Diploma in Beauty Therapy. This assessment helps to ensure that the program aligns with industry demands, addresses current skill gaps, and meets the expectations of both employers and prospective students. This quantitative study involved 26 respondents who are either entrepreneurs or employees currently active in the beauty industry within the Kuala Muda district of Kedah. Data were collected through a structured questionnaire designed to evaluate the importance and relevance of the program. The findings indicate a high level of importance and demand for the Diploma in Beauty Therapy among industry practitioners. The results also confirm that the beauty industry urgently requires skilled professionals with formal training in this field. Overall, this study supports the continuation and advancement of the existing Diploma in Beauty Therapy program at Sungai Petani Community College to a higher level, in order to meet the growing needs of the beauty industry both in Kuala Muda and across Malaysia.

Keywords:

Needs Assessment, Beauty Therapy, Beauty Industry, Diploma Program.