



COURSE OUTLINE: HSP149 - ENTREPREN. SKILLS 1

Prepared: Hairstyling Department

Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	HSP149: ENTREPRENEURIAL SKILLS 1
Program Number: Name	1054: HAIRSTYLING
Department:	HAIRSTYLIST
Academic Year:	2022-2023
Course Description:	The content of this course gives the students the knowledge of daily salon operation responsibilities. This course focuses on effective communication within the workplace with both staff and clients. Students practice management skills to build their confidence in public relations, team building and organization. Students also learn about professional first impressions including cover letters and rsums. Sales and visual merchandising for retail is introduced to enhance the student's understanding of building a business.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	HSP141, HSP143, HSP144, HSP145, HSP146, HSP147, HSP148
Corequisites:	There are no co-requisites for this course.
This course is a pre-requisite for:	HSP157, HSP158, HSP159, HSP160, HSP161, HSP162
Vocational Learning Outcomes (VLO's) addressed in this course:	1054 - HAIRSTYLING
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 3 Apply entrepreneurial skills to the operation and administration of a hair stylist business.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects.



	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>
Other Course Evaluation & Assessment Requirements:	Attendance in all classes will be assessed and calculated in final grades.
Books and Required Resources:	<p>Milady Standard Cosmetology 13th Edition by Milady Publisher: Milady Binding Edition: 13th ISBN: 9781305774773</p> <p>Practical Workbook for Milady Standard Cosmetology 2016 by Milady Publisher: Milady Binding ISBN: 9781285769479</p> <p>Theory Workbook for Milady Standard Cosmetology 2016 by Milady Publisher: Milady Binding ISBN: 9781285769455</p> <p>Hairstyling Supply Kit available for purchase in the bookstore</p>

Course Outcomes and Learning Objectives:	Course Outcome 1	Learning Objectives for Course Outcome 1
	1. Describe the fundamentals of salon business operation and organization	1.1 Apply effective management and organizational skills 1.2 Apply effective communication skills to establish professional rapport with clients and co-workers 1.3 Adhere to professional ethics in the workplace 1.4 Perform customer service duties including greeting, reception duties, appointment management and financial transactions
	Course Outcome 2	Learning Objectives for Course Outcome 2
	2. Apply seeking employment techniques	2.1 Determine target market 2.2 Identify ideal salon for work 2.3 Research salon policies and dress code 2.4 Develop and write cover letter and resume 2.5 Practice interview protocols
	Course Outcome 3	Learning Objectives for Course Outcome 3
3. Describe upselling and ticket upgrading techniques, describe advantages and benefits of products and services recommended based on client's needs	3.1 Apply soft sell procedures 3.2 Inform client of current salon promotions 3.3 Inform client of related salon services available 3.4 Recommend services based on your knowledge and understanding of hair 3.5 Demonstrate closing techniques for retail products 3.6 Recommend home maintenance and products based on desired results	
	Course Outcome 4	Learning Objectives for Course Outcome 4

4. Apply conflict resolution techniques to the operation and administration of a hairstyling business

- 4.1 Assess situation
- 4.2 Recognize an escalating situation
- 4.3 Demonstrate problem solving techniques
- 4.4 Negotiate solutions
- 4.5 Identify alternative options
- 4.6 Document events

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	20%
Employability skills	20%
Milady workbook	20%
Practical evaluation	20%
Quizzes and exams	20%

Date:

August 25, 2022

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

