



## COURSE OUTLINE: HSP157 - ENTREPREN. SKILLS 2

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

<b>Course Code: Title</b>	HSP157: ENTREPRENEURIAL SKILLS 2
<b>Program Number: Name</b>	1054: HAIRSTYLING
<b>Department:</b>	HAIRSTYLIST
<b>Academic Year:</b>	2022-2023
<b>Course Description:</b>	This course will continue to demonstrate best practices in daily salon operations. Students will apply their ability to successfully perform management skills in a realistic salon setting. This course focuses on how to prepare for salon ownerships from chair rentals to franchises. Students will learn how analyze the risks of entrepreneurship with market research and financial planning, while identify strengths and resources to support their entrepreneurial endeavors. Delivery: 3 Hours Theory
<b>Total Credits:</b>	1
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	HSP141, HSP143, HSP144, HSP145, HSP146, HSP147, HSP148, HSP149, HSP150, HSP151, HSP152, HSP153, HSP154, HSP155, HSP156
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>1054 - HAIRSTYLING</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 3 Apply entrepreneurial skills to the operation and administration of a hair stylist business.
<b>Essential Employability Skills (EES) addressed in this course:</b>	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 3 Execute mathematical operations accurately. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. 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:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Other Course Evaluation & Assessment Requirements:**

Attendance in all classes will be assessed and calculated in final grades.

**Books and Required Resources:**

Milady Standard Cosmetology (w/Exam Review) by Milady  
Publisher: Milady Binding Edition: 13th Edition  
ISBN: 9781305774773

Practical Workbook for Milady Standard Cosmetology 2016 by Milady  
Publisher: Milady Binding  
ISBN: 9781285769479

Theory Workbook for Milady Standard Cosmetology 2016 by Milady  
ISBN: 9781285769455

Hairstyling Supply Kit available for purchase in the bookstore

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1. Understand the fundamentals of salon business operations and organization	1.1 Identify two options for going into business for yourself 1.2 Describe SWOT analysis and personal inventory prior to opening a salon 1.3 Differentiate the types of salon ownership 1.4 Explain the importance of financial procedures and financial record keeping 1.5 Demonstrate inventory control procedures: monitor inventory turnover, forecast future inventory requirements, use inventory management software 1.6 Distinguish the elements of successful salon operations
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2. Develop marketing, promotional and sales strategies for salon products and services.	2.1 Create template for marketing plan 2.2 Inform client of current salon promotions 2.3 Inform client of related salon services available 2.4 Create advertising based on target market 2.5 Use Social Media as a tool to promote their business
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3. Create a salon business plan	3.1 Select a salon name 3.2 Identify a location based on demographics and target market 3.3 Create a floor plan 3.4 Create an online presence



3.5 Identify hiring procedures and employment standards  
3.6 Create an operating budget  
3.7 Explain insurance requirements  
3.8 Understand procedural calculations for commission, hourly, rental and daily productivity

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Employability skills	30%
Milady Workbook	20%
Opening A Salon Project	30%
Quizzes	20%

**Date:** August 28, 2022

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

