COURSE OUTLINE: HSP130 - ENTREPREN SKILLS 2

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Approved: Karen Hudson, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	HSP130: ENTREPRENURIAL SKILLS 2
Program Number: Name	1054: HAIRSTYLING
Department:	HAIRSTYLIST
Academic Year:	2023-2024
Course Description:	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.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	HSP120
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: Please refer to program web page for a complete listing of program outcomes where applicable.	**1054 - HAIRSTYLING** 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 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.

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	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.
Books and Required Resources:	Cosmetology and Foundations bundle by Milady Publisher: Milady Binding Edition: 14th Edition ISBN: 9780357871492 Workbook package by Milady Publisher: Milady Binding ISBN: 9780357922170 Hairstyling Supply Kit available for purchase in the bookstore

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
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

Course Outcome 2	Learning Objectives for Course Outcome 2
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

Course Outcome 3	Learning Objectives for Course Outcome 3
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

Evaluation Type	Evaluation Weight

Grading System:		
	Employability skills	30%
	Milady Workbook	20%
	Opening A Salon Project	30%
	Quizzes	20%

Date:	June 27, 2023
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.