

I. COURSE DESCRIPTION:

This course will introduce students to the activities involved in opening and operating a small business. The student will learn the steps to start-up as well as the necessary tasks for continued operation.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Describe the characteristics of successful entrepreneurs.

Potential Elements of the Performance:

- Discuss business and management skills
- Discuss how to work cooperatively with employees
- Discuss how to develop positive customer relations
- Discuss the importance of keeping good records

2. Describe the different types of business ownership.

Potential Elements of the Performance:

- Describe different types of ownership options
- Describe the advantages and disadvantages of each
- Discuss legal issues
- Discuss location
- Discuss marketing techniques

3. Describe the components of an effective business plan

Potential Elements of the Performance:

- Describe the importance of a business plan
- Identify your business goals
- Describe different types of ownerships
- Discuss different types of Marketing Strategies
- Discuss Location
- Discuss Competition
- Discuss Demographics
- Discuss Design and Development Plans
- Discuss Operation and Management plans
- Discuss sources of Financing

4. Identify appropriate marketing activities

Potential Elements of the Performance:

- Describe the importance of marketing
- Discuss different types marketing

5. Prepare simple financial statements and understand the importance of managing cash flow

Potential Elements of the Performance:

- Discuss the Importance of Keeping Good Records
- Explain the difference between costs, revenues and profits

6. Hire and manage employees according to relevant human resource legislation

Potential Elements of the Performance:

- Discuss factors to consider in hiring an employee
- Discuss characteristics needed to become a quality manager
- Discuss ways to encourage good employee relations
- Discuss human resource legislation

7. Describe issues of insurance/liability for a small business operation

Potential Elements of the Performance:

- Discuss how to protect a business against fire, theft and lawsuits
- Discuss liability issues

III. TOPICS:

The Salon/Spa Business

1. Going into business for yourself
Opening your own salon
Business plan
Regulations, business laws and insurance
Types of salon ownership
2. Purchasing an established salon
Drawing up a lease
Protection against fire, theft, and lawsuits
3. Business operation
Allocation of money
The importance of record keeping
Operating a successful salon
4. Selling in the salon
Selling Products and services

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Milady's Cosmetology
 Milady's Standard Fundamentals for Estheticians

V. EVALUATION PROCESS/GRADING SYSTEM:

Tests, Homework and Assignments 80%

Professional Image 20%

There will be no rewrites of any missed tests.

Assignments are due in class on the date specified, and will not be accepted after that class.

The following semester grades will be assigned to students in post-secondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

Note: For such reasons as program certification or program articulation, certain courses require minimums of greater than 50% and/or have mandatory components to achieve a passing grade.

It is also important to note, that the minimum overall GPA required in order to graduate from a Sault College program remains 2.0.

VI. SPECIAL NOTES:Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in the *Student Code of Conduct*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.