



COURSE OUTLINE

HSP157

Prepared: Hairstyling Department Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	HSP157: ENTREPRENEURIAL SKILLS 2
Program Number: Name	1058: HAIRSTYLING
Department:	HAIRSTYLIST
Semester/Term:	17F
Course Description:	This course will continue to build the skills in the daily operation of a salon with the study and practises of successful marketing of products and services. Students will demonstrate their ability to successfully perform financial transactions, effective customer service strategies, operational skills and marketing strategies in a virtual salon setting. Time management and organizational skills will be taught and practised providing students the experience of a well-managed environment in which to study and work. Conflict resolution techniques will be the focus in providing students with training to better understand and address client behaviours and needs.
Total Credits:	1
Hours/Week:	1
Total Hours:	25
Prerequisites:	HSP140, HSP141, HSP142, HSP143, HSP144, HSP145, HSP146, HSP147, HSP148, HSP149, HSP150, HSP151, HSP152, HSP153, HSP154, HSP155, HSP156
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	#2. Facilitate the provision of healthy and safe working environments and perform sanitization procedures in accordance with related health regulations and legislation. #3. Apply entrepreneurial skills to the operation and administration of a hair stylist business. #4. Adapt to various and changing technologies, applications and procedures in the hair styling industry, and develop and present a plan outlining future professional development. #5. Develop and use client service strategies that meet and adapt to individual client needs and expectations.
Essential Employability Skills (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. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #5. Use a variety of thinking skills to anticipate and solve problems.
Course Evaluation:	Passing Grade: 50%, d



COURSE OUTLINE

HSP157

Prepared: Hairstyling Department Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Other Course Evaluation & Assessment Requirements: Attendance in all classes will be assessed and calculated in final grades. All hours of theory and practical must be completed to advance to the next semester.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Practical, Application and Exams	50%
Theory, Tests and Assignments	50%

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

Salon Fundamentals by Pivot Point
Publisher: Pivot Point International Inc.
ISBN: 9781934636664

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

Course Outcomes and Learning Objectives:

Course Outcome 1.

Upon successful completion, the apprentice is able to apply entrepreneurial skills to professional promotion, the operation and administration of a hairstylist business and procedural calculations for daily productivity, commissions and client transactions.

Learning Objectives 1.

- Prepare day sheets for:
daily accounting procedures
use of checklist to reconcile daily financial records
- Prepare time sheets or schedules:
employee schedules
appointment book



COURSE OUTLINE

HSP157

3

Prepared: Hairstyling Department Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

- Perform banking transaction, including:
daily deposits
bank reconciliations
- Describe inventory control procedures:
create inventory spread sheets
monitor inventory turnover
forecast future inventory requirements
use inventory management software
- Create a business plan:
create floor plan (including furniture, colour scheme)
choose desired location
analyze demographics of chosen location
develop budget
create sales forecast
- Determine insurance requirements:
explain importance of insurance
describe malpractice/liability insurance
explain insurance requirements for sub-contractors and renters
- Describe provincial and federal legislation relevant to business operation and staffing, including:
applicable provincial sales taxes
employee/employer remittance
Ontario Employment Standards such as statutory holidays, maternity leave, vacation pay
 - Execute procedural calculations for salon for:
commission, hourly, rental
daily productivity

Course Outcome 2.

Develop marketing, promotional and sales strategies for salon products and services



COURSE OUTLINE

HSP157

Prepared: Hairstyling Department Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Learning Objectives 2.

- Create template for marketing plan
- Inform client of current salon promotions
- Inform client of related salon services available
- Create advertising based on target market
- Use Social Media as a tool to promote their business

Course Outcome 3.

Describe the features, advantages and benefits of products and services to be rendered for hair and scalp.

Learning Objectives 3.

- Determine and recommend home maintenance products
- Inform client of current salon promotions
- Upgrade Ticketing

Course Outcome 4.

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

Learning Objectives 4.

- Assess situation
- Effective communication skills
- Demonstrate problem solving techniques
- Negotiate solutions
- Identify alternative options
- Document incident

Date:

Wednesday, August 30, 2017

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