



## COURSE OUTLINE: HSP157 - ENTREPREN. SKILLS 2

Prepared: Hairstyling Department

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>Semesters/Terms:</b>	20S
<b>Course Description:</b>	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.
<b>Total Credits:</b>	1
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	45
<b>Prerequisites:</b>	HSP140, HSP141, HSP142, 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 2 Facilitate the provision of healthy and safe working environments and perform sanitization procedures in accordance with related health regulations and legislation.
	VLO 3 Apply entrepreneurial skills to the operation and administration of a hair stylist business.
	VLO 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.
	VLO 5 Develop and use client service strategies that meet and adapt to individual client needs and expectations.
<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.



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	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

**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.

**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

<b>Course Outcomes and Learning Objectives:</b>	<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
	1. Apply entrepreneurial skills to professional promotion, the operation and administration of a hairstylist business and procedural calculations for daily productivity, commissions and client transactions.	1.1 Prepare day sheets for: daily accounting procedures, use of checklist to reconcile daily financial records 1.2 Prepare time sheets or schedules: employee schedules, appointment book 1.3 Perform banking transaction, including: daily deposits, bank reconciliations 1.4 Describe inventory control procedures: create inventory spread sheets, monitor inventory turnover, forecast future inventory requirements, use inventory management software 1.5 Create a business plan - Create floor plan (including furniture, colour scheme) - Choose a desired location - Analyze demographics of chosen location - Develop budget - Create sales forecast 1.6 Determine insurance requirements: explain importance of insurance, describe malpractice/liability insurance, explain insurance requirements for sub-contractors and renters 1.7 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 1.8 Execute procedural calculations for salon for: commission, hourly, rental and daily productivity

	<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. Describe the features, advantages and benefits of products and services to be rendered for hair and scalp.	3.1 Determine and recommend home maintenance products 3.2 Inform client of current salon promotions 3.3 Upgrade Ticketing
	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
	4. Apply conflict resolution techniques to the operation and administration of a hairstyling business	4.1 Assess situation 4.2 Effective communication skills 4.3 Demonstrate problem solving techniques 4.4 Negotiate solutions 4.5 Identify alternative options 4.6 Document incident

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Practical	50%
Theory	50%

**Date:**

July 14, 2019

**Addendum:**

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

