COURSE OUTLINE: HSP157 - ENTREPREN. SKILLS 2

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

Course Code: Title	HSP157: ENTREPRENEURIAL SKILLS 2
Program Number: Name	1054: HAIRSTYLING
Department:	HAIRSTYLIST
Semesters/Terms:	21S
Course Description:	This course will continue to build the skills in the daily operation of a salon with the study and practices of successful marketing of products and services. Students will demonstrate their ability to successfully perform financial transactions, effective customer service strategies, conflict resolutions, operational skills and marketing strategies in a realistic salon setting. Time management and organizational skills will be taught and practiced providing students the experience of a well-managed environment in which to study and work. Salon ownership will be the main focus in providing students a better understanding of opening, running and managing different types of salons.
Total Credits:	1
Hours/Week:	3
Total Hours:	45
Prerequisites:	HSP141, HSP143, HSP144, HSP145, HSP146, HSP147, HSP148, HSP149, HSP150, HSP151, HSP152, HSP153, HSP154, HSP155, HSP156
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.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.

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	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. 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

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

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	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:

Evaluation Type	Evaluation Weight
Practical	30%
Theory	70%

Date: June 16, 2020

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

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