



COURSE OUTLINE: HSP149 - ENTREPREN. SKILLS 1

Prepared: Hairstyling Department

Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	HSP149: ENTREPRENEURIAL SKILLS 1
Program Number: Name	1054: HAIRSTYLING
Department:	HAIRSTYLIST
Semesters/Terms:	20W
Course Description:	The content of this course will give the students the knowledge of daily salon operation duties and responsibilities and the importance of effective communication within the workplace. Students will practise each of these skills to build their confidence in public relations, team building and organizational skills. Retailing and display techniques for marketing will be introduced and practised to enhance students business knowledge and skills.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	HSP140, HSP141, HSP142, HSP143, HSP144, HSP145, HSP146, HSP147, HSP148
Corequisites:	There are no co-requisites for this course.
This course is a pre-requisite for:	HSP157, HSP158, HSP159, HSP160, HSP161, HSP162
Vocational Learning Outcomes (VLO's) addressed in this course:	<p>1054 - HAIRSTYLING</p> <p>VLO 1 Complete all work in adherence to professional ethics, government regulations, workplace standards and policies, and according to manufacturers specifications as applicable.</p> <p>VLO 2 Facilitate the provision of healthy and safe working environments and perform sanitation procedures in accordance with related health regulations and legislation.</p> <p>VLO 3 Apply entrepreneurial skills to the operation and administration of a hair stylist business.</p> <p>VLO 5 Develop and use client service strategies that meet and adapt to individual client needs and expectations.</p>
Essential Employability Skills (EES) addressed in this course:	<p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
Course Evaluation:	Passing Grade: 50%, D



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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 13th Edition by Milady
 Publisher: Milady Binding Edition: 13th
 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
 Publisher: Milady Binding
 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. Describe the fundamentals of salon human relation operation and organization	1.1 Communication with co-workers 1.2 Communication with clients
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Apply employment seeking techniques	2.1 Determine target market 2.2 Identify ideal salon for work 2.3 Research salon policies and dress code 2.4 Develop and write cover letter and resume 2.5 Practice interview protocols
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Describe upselling and ticket upgrading techniques, describe advantages and benefits of products and services recommended based on client's needs	3.1 Apply soft sell procedures 3.2 Inform client of current salon promotions 3.3 Inform client of related salon services available 3.4 Recommend services based on your knowledge and understanding of hair 3.5 Demonstrate closing techniques for retail products 3.6 Recommend home maintenance and products based on desired results
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Apply conflict resolution techniques to the operation and administration of a hairstyling business	4.1 Assess situation 4.2 Recognize an escalating situation 4.3 Demonstrate problem solving techniques 4.4 Negotiate solutions 4.5 Identify alternative options 4.6 Document incident

Evaluation Process and Grading System:

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



Date: July 14, 2019

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