

## 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:	22W			
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 practice each of these skills to build their confidence is public relations, team building and organizational skills. Retailing and display techniques for marketing will be introduced and practiced to enhance student's business knowledge and skills.			
Total Credits:	3			
Hours/Week:	3			
Total Hours:	45			
Prerequisites:	HSP141, 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	1054 - HAIRSTYLING			
Outcomes (VLO's) addressed in this course:		Apply entrepreneurial skills to the operation and administration of a hair stylist business.		
Please refer to program web page for a complete listing of program outcomes where applicable.		Develop and use client service strategies that meet and adapt to individual client needs and expectations.		
Essential Employability Skills (EES) addressed in this course:		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.		
	EES 4	Apply a systematic approach to solve problems.		
		Use a variety of thinking skills to anticipate and solve problems.		
		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.		
		Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.		
		Manage the use of time and other resources to complete projects.		
	EES 11	Take responsibility for ones own actions, decisions, and consequences.		

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 2021-2022 academic year.



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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 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				
	Describe the fundamentals of salon business operation and organization	1.1 Apply effective management and organizational skills     1.2 Apply effective communication skills to establish     professional rapport with clients and co-workers     1.3 Adhere to professional ethics in the workplace     1.4 Perform customer service duties including greeting,     reception duties, appointment management and financial     transactions				
	Course Outcome 2	Learning Objectives for Course Outcome 2				
	2. Apply seeking employment 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	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				

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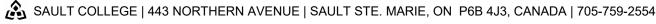
understanding of hair

4.1 Assess situation

desired results

3.5 Demonstrate closing techniques for retail products3.6 Recommend home maintenance and products based on

Learning Objectives for Course Outcome 4



services recommended

based on client's needs

Course Outcome 4

4. Apply conflict resolution

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	techniques to the operation and administration of a hairstyling business	<ul><li>4.2 Recognize an escalating situation</li><li>4.3 Demonstrate problem solving techniques</li><li>4.4 Negotiate solutions</li><li>4.5 Identify alternative options</li><li>4.6 Document events</li></ul>				
Evaluation Process and Grading System:	Evaluation Type	Evaluation Weight				
	Milady workbook	20%				
	Participation and attendance	20%				
	Practical evaluation	10%				
	Projects and assignments	30%				
	Quizzes and exams	20%				
Date:	July 28, 2021					
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.					

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