



## COURSE OUTLINE: HSP120 - ENTREPREN SKILLS 1

Prepared: Hairstyling Department

Approved: Karen Hudson, Dean, Community Services and Interdisciplinary Studies

<b>Course Code: Title</b>	HSP120: ENTREPRENEURIAL SKILLS 1
<b>Program Number: Name</b>	1054: HAIRSTYLING
<b>Department:</b>	HAIRSTYLIST
<b>Academic Year:</b>	2024-2025
<b>Course Description:</b>	The content of this course gives the students the knowledge of daily salon operation responsibilities. This course focuses on effective communication within the workplace with both staff and clients. Students practice management skills to build their confidence in public relations, team building and organization. Students also learn about professional first impressions including cover letters and resumes. Sales and visual merchandising for retail is introduced to enhance the student's understanding of building a business.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	HSP111, HSP113
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>This course is a pre-requisite for:</b>	HSP130, HSP300, HSP310
<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 3 Apply entrepreneurial skills to the operation and administration of a hair stylist business.
<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 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
<b>Course Evaluation:</b>	Passing Grade: 50%, D  A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
<b>Books and Required Resources:</b>	Cosmetology and Foundations bundle by Milady Publisher: Milady Binding Edition: 14th Edition ISBN: 9780357871492



Workbook package by Milady  
 Publisher: Milady Binding  
 ISBN: 9780357922170

Scissors Makes Cents by Kelly Cahen  
 Publisher: Davro Press  
 ISBN: 9781734452464  
 \* Extra resource suggested, not required

Hairstyling Supply Kit available for purchase in the bookstore

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
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
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
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
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
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
<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 Recognize an escalating situation 4.3 Demonstrate problem solving techniques 4.4 Negotiate solutions 4.5 Identify alternative options 4.6 Document events

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Assignments	20%
Employability skills	20%
Milady workbook	20%



	Practical evaluation	20%
	Quizzes and exams	20%

**Date:** July 15, 2024

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