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| **SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**  **SAULT STE. MARIE, ONTARIO**  New Logo - College BW COURSE OUTLINE Hairstyling Diploma Program | | | | | |
| **COURSE TITLE:** | Entrepreneurial Skills 2 | | | | |
| **CODE NO. :** | HSP 157 | | **SEMESTER:** | 3 | |
| **PROGRAM:** | Hairstyling | | | | |
| **AUTHOR:** | Debbie Dunseath | | | | |
| **DATE:** | June 2015 | **PREVIOUS OUTLINE DATED:** | | | Aug 2013 |
| **APPROVED:** | ‘Angelique Lemay’ | | | | June/16 |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_DEAN | | | | **\_\_\_\_\_\_\_**  **DATE** |
| **TOTAL CREDITS:** | 3 credits | | | | |
| **PREREQUISITE(S):** | HSP 140-156 | | | | |
| **HOURS/WEEK:** | 40 hours- 15 weeks | | | | |
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| *For additional information, please contact Angelique Lemay, Dean* School of Community Services, Interdisciplinary Studies, Curriculum & Faculty Enrichment | | | | | |
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| *(705) 759-2554, Ext. 2737* | | | | | |

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| **I.** | **COURSE DESCRIPTION:** |

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| **II.** | **LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:** | |
|  | Upon successful completion of this course, the student will demonstrate the ability to: | |
|  | 1. | Upon successful completion, the apprentice is able to apply entrepreneurial skills to professional promotion, the operation and administration of a hairstylist business and procedural calculations for daily productivity, commissions and client transactions. |
|  |  | Potential Elements of the Performance:  •Prepare day sheets for:  daily accounting procedures  use of checklist to reconcile daily financial records  •Prepare time sheets or schedules:  employee schedules  appointment book  •Perform banking transaction, including:  daily deposits  bank reconciliations  •Describe inventory control procedures:  create inventory spread sheets  monitor inventory turnover  forecast future inventory requirements  use inventory management software  •Create a business plan:  create floor plan (including furniture, colour scheme)  choose desired location  analyze demographics of chosen location  develop budget  create sales forecast  •Determine insurance requirements:  explain importance of insurance  describe malpractice/liability insurance  explain insurance requirements for sub-contractors and  renters  •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  •Execute procedural calculations for salon for:  commission, hourly, rental  daily productivity |
|  | 2. | **Develop marketing, promotional and sales strategies for salon products and services** |
|  |  | Potential Elements of the Performance:  •Create template for marketing plan  •Determine and recommend home maintenance products  •Inform client of current salon promotions  •Inform client of related salon services available  •Recommend future services to be rendered  •Demonstrate closing techniques for retail products |
|  | 3. | **Describe the features, advantages and benefits of products and services to be rendered for hair and scalp.** |
|  |  | Potential Elements of the Performance:  •Create template for marketing plan  •Determine and recommend home maintenance products  •Inform client of current salon promotions  •Inform client of related salon services available  •Recommend future services to be rendered  •Demonstrate closing techniques for retail products |
|  | 4. | **Apply conflict resolution techniques to the operation and administration of a hairstyling business** |
|  |  | Potential Elements of the Performance:  •Assess situation  •Recognize an escalating situation  •Demonstrate problem solving techniques  •Negotiate solutions  •Identify alternative options  •Document incident |
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| **III.** | **TOPICS:** | |
|  | 1. | Business Fundamentals for salon operation |
|  | 2. | Marketing and Promotional sales strategies |
|  | 3. | Features and Benefits in retailing |
|  | 4. | Client Services Strategies and Conflict Resolution Techniques |
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| **IV.** | **REQUIRED RESOURCES/TEXTS/MATERIALS:**  Milady Textbook  Milady Theory Workbook  Milady Practical Workbook  Pivot Point Textbook  Pivot Point Study Guide |

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| **V.** | **EVALUATION PROCESS/GRADING SYSTEM:**  **Theory Evaluation**  Theory 70%  Assignments/Attendance 30%  **Practical Evaluation**  Practical Application 70%  Professionalism/Attendance 30% |
|  | The following semester grades will be assigned to students: |

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|  | Grade | Definition | *Grade Point Equivalent* |
|  | A+ | 90 – 100% | 4.00 |
|  | A | 80 – 89% |
|  | B | 70 - 79% | 3.00 |
|  | C | 60 - 69% | 2.00 |
|  | D | 50 – 59% | 1.00 |
|  | F (Fail) | 49% and below | 0.00 |
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|  | CR (Credit) | Credit for diploma requirements has been awarded. |  |
|  | S | Satisfactory achievement in field /clinical placement or non-graded subject area. |  |
|  | U | Unsatisfactory achievement in field/clinical placement or non-graded subject area. |  |
|  | X | A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course. |  |
|  | NR | Grade not reported to Registrar's office. |  |
|  | W | Student has withdrawn from the course without academic penalty. |  |
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| If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member. | | | |

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| **VI.** | **SPECIAL NOTES:** | |
| Attendance:  Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. All missed hours in theory and practical classes will need to be made up prior to the completion of each semester. It is departmental policy that no late arrivals will be admitted to class once the door has been closed for tests, quizzes and exams.  ***It is the departmental policy that every hour missed in theory or salon it is the responsibility of that student to meet with the coordinator with a prepared plan that will enable you to make up the hours required in their entirety prior to the end of each semester to allow you to move forward to the next semester.*** | |
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| **VII.** | **COURSE OUTLINE ADDENDUM:** |
|  | The provisions contained in the addendum located in D2L and on the portal form part of this course outline. |