



COURSE OUTLINE

HST741

Prepared: Hairstyling Department Approved: Martha Irwin

Course Code: Title	HST741: ENTREPRENEURIAL SKILLS 2				
Program Number: Name	6351: HAIRSTYLIST LEVEL II				
Department:	HAIRSTYLIST				
Semester/Term:	17F				
Course Description:	This is a business skills development course that will enable an apprentice to successfully prepare day sheets, perform basic banking transactions and monitor and control inventory. This course will feature the benefits and advantages of developing marketing and promotional sales strategies to benefit professional growth.				
Total Credits:	2				
Hours/Week:	4				
Total Hours:	36				
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#1. Complete all work in adherence to professional ethics, government regulations, workplace standards and policies, and according to manufacturers specifications as applicable.</p> <p>#2. Facilitate the provision of healthy and safe working environments and perform sanitization procedures in accordance with related health regulations and legislation.</p> <p>#3. Apply entrepreneurial skills to the operation and administration of a hair stylist business.</p> <p>#5. Develop and use client service strategies that meet and adapt to individual client needs and expectations.</p>				
Essential Employability Skills (EES):	<p>#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>#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>#10. Manage the use of time and other resources to complete projects.</p>				
Course Evaluation:	Passing Grade: 60%, C				
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.				
Evaluation Process and Grading System:	<table border="1"> <thead> <tr> <th>Evaluation Type</th> <th>Evaluation Weight</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Evaluation Type	Evaluation Weight		
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	Practical, Application and Exams	50%
	Theory, Assignments and Tests	50%

Books and Required Resources:

Milady Standard Cosmetology by Milady
 Publisher: Milady Binding
 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

Course Outcomes and Learning Objectives:

Course Outcome 1.

1. Describe the fundamentals of salon business operation and organization.

Learning Objectives 1.

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



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Create a business plan:

- create floor plan (including pictures of furniture, colour scheme)
- choose desired location
- analyse demographics of chosen location
- develop budget
- create sales forecast

Determine insurance requirements:

- describe malpractice/liability insurance
- explain importance of 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

Course Outcome 2.

Develop marketing, promotional and sales strategies for salon products and services.

Learning Objectives 2.

- Create template for marketing plan
- Create advertising for target market
- Inform client of current salon promotions
- Inform client of related salon services available
- Use social media to promote their salon
- Demonstrate closing techniques for retail products

Course Outcome 3.

Describe the features, advantages and benefits of products and services to be rendered for hair



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and scalp.

Learning Objectives 3.

- Determine and recommend home maintenance products
- Inform client of related salon services available
- Recommend future services to be rendered
- Demonstrate closing techniques for retail products

Course Outcome 4.

Apply conflict resolution techniques to the operation and administration of a hairstyling business

Learning Objectives 4.

- Assess situation
- Recognize an escalating situation
- Demonstrate problem solving techniques
- Negotiate solutions
- Identify alternative options
- Document incident

Date:

Wednesday, August 30, 2017

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