

I. COURSE DESCRIPTION:

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.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

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

Potential Elements of the Performance:

- Prepare day sheets for:
 - o daily accounting procedures
 - o use of checklist to reconcile daily financial records
- Prepare time sheets or schedules:
 - o employee schedules
 - o appointment book
- Perform banking transaction, including:
 - o daily deposits
 - o bank reconciliations
- Describe inventory control procedures:
 - o create inventory spread sheets
 - o monitor inventory turnover
 - o forecast future inventory requirements
 - o use inventory management software
- Create a business plan:
 - o create floor plan (including pictures of furniture, colour scheme)
 - o choose desired location
 - o analyze demographics of chosen location
 - o develop budget
 - o create sales forecast
- Determine insurance requirements:
 - o describe malpractice/liability insurance
 - o explain importance of insurance
 - o explain insurance requirements for sub-contractors and renters
- Describe provincial and federal legislation relevant to business operation and staffing, including:

- o applicable provincial sales taxes
- o employee/employer remittance
- o Ontario Employment Standards such as statutory holidays, maternity leave, vacation pay
 - Execute procedural calculations for salon for:
 - o commission, hourly, rental
 - o -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

III. TOPICS:

1. Operation fundamentals of a salon business
2. Marketing and Promotional sales strategies

3. Features and Benefits of retail sales
4. Customer Service Strategies and Communication Techniques

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Milady Textbook
 Milady Theory Workbook
 Milady Practical Workbook
 Pivot Point Textbook
 Pivot Point Study Guide

V. EVALUATION PROCESS/GRADING SYSTEM:

Theory
 Tests/Quizzes 50%
 Assignments 30%
 Final Assessment 20%

50 % passing grade is required to meet MTCU standard and to be successful.

The following semester grades will be assigned to students:

Grade	Definition	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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.	

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.

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 both theory and practical will need to be made up prior to the end of each semester.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.