



COURSE OUTLINE

HSP149

Prepared: Hairstyling Department Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	HSP149: ENTREPRENEURIAL SKILLS 1
Program Number: Name	1058: HAIRSTYLING
Department:	HAIRSTYLIST
Semester/Term:	17F
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 practise each of these skills to build their confidence in public relations, team building and organizational skills. Retailing and display techniques for marketing will be introduced and practised to enhance students business knowledge and skills.
Total Credits:	3
Hours/Week:	3
Total Hours:	50
Prerequisites:	HSP140, HSP141, HSP142, HSP143, HSP144, HSP145, HSP146, HSP147, HSP148
This course is a pre-requisite for:	HSP157, HSP158, HSP159, HSP160, HSP161, HSP162
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>#4. Adapt to various and changing technologies, applications and procedures in the hair styling industry, and develop and present a plan outlining future professional development.</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>#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>#4. Apply a systematic approach to solve problems.</p> <p>#9. Interact with others in groups or teams that contribute to effective working relationships and</p>



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the achievement of goals.
#11. Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

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:

Evaluation Type	Evaluation Weight
Practical, Application and Exams	50%
Theory, Tests and Assignments	50%

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

Salon Fundamentals Book Set by Pivot Point
 Publisher: Pivot Point International Inc. Edition: 3rd
 ISBN: 9781934636664

Theory Workbook for Milady Standard Cosmetology 2016 by Milady
 Publisher: Milady Binding
 ISBN: 9781285769455

Course Outcomes and Learning Objectives:

Course Outcome 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



COURSE OUTLINE

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3

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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

Understand a business plan:

- create floor plan (including pictures of furniture, colour scheme)
- choose desired location
- analyze 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.



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- Create template for marketing plan
- Determine your target market
- Create promotions based on your market research
- Demonstrate successful positive marketing procedures

Course Outcome 3.

Describe upselling and ticket upgrading techniques, describe advantages and benefits of products and services recommended based on client's needs

Learning Objectives 3.

- Apply soft sell procedures
- Inform client of current salon promotions
- Inform client of related salon services available
- Recommend services based on your knowledge and understanding of hair
- Demonstrate closing techniques for retail products
- Recommend home maintenance and products based on desired results

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.



COURSE OUTLINE

HSP149

5



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