

ST142
Business & Industry Coaching

1 Credit

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ST142 Version: 1



Business & Industry Coaching

Calendar Description

This course introduces students to career opportunities in hairstyling. Students have the opportunity to learn how to create their own business in the beauty field.

Rationale

This is a required course for the Hairstyling program. This course explores advisory network and provincial apprenticeship committees. Being a business owner in the beauty field is also discussed, along with the opportunity to create your own business.

Prerequisites

None

Co-Requisites

None

Course Learning Outcomes

Upon successful completion of this course, students will be able to

1. explain the responsibilities of the staff to successfully manage a salon.
2. determine the skills involved to develop and maintain clients.
3. define the skills involved to develop a professional development plan.
4. explain work place coaching and mentoring.
5. describe the industry network and its function.

Resource Materials

Required Text(s):

Milady. (2016). *Milady Standard Cosmetology* (13th edition). ISBN-13-9781285769417.

Milady. (2016). *Milady Standard Cosmetology Theory workbook* (13th edition).

ISBN 13-9781285769455

Milady. (2016). *Milady Standard Cosmetology Practical workbook* (13th edition).

ISBN 13-9781285769479

Reference Text(s):

None

Conduct of Course

Lectures, videos, class discussions, simulation labs, and guest speakers are used to deliver the course content. Participation is necessary.

Evaluation Procedures

| | |
|-------------|-----|
| Assignments | 50% |
| Exams | 50% |

Grade Equivalents and Course Pass Requirements

A minimum grade of C+ (65%) is required to pass this course.

| Letter | F | C+ | B- | B | B+ | A- | A | A+ |
|---------------|------|-------|-------|-------|-------|-------|-------|--------|
| Percent Range | 0-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85-89 | 90-94 | 95-100 |
| Points | 0.00 | 2.30 | 2.70 | 3.00 | 3.30 | 3.70 | 4.00 | 4.00 |

Attendance

Regular attendance is essential for success in any course. A student is required to attend **all** classes, laboratory times (open salon), and examinations, as these hours are compulsory to meet the 1400 hours as outlined by Alberta Industry and Trade to complete a hairstyling program. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. In accordance with Lakeland College Policy, **if a hairstyling student is absent for 50 hours for any portion of the program (theory or lab/open salon classes)**, the instructors will fill out an absence report and forward it to the program Chair for appropriate follow-up action. Unexcused or unreported absences may be cause for dismissal from the program.

Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. In cases of repeated absences due to illness, the student may be requested to submit a medical certificate. Instructors have the authority to require attendance in classes.

Course Units/Topics

Section A: Understanding Salon Staffing and Management

1. The duties of the receptionist.
2. The proper business math and record procedures.
3. A simple bookkeeping system.
4. Salesmanship (add on service and retail), inventory (ordering and taking a stock), and displaying.
5. The types of salon ownership.

Section B: Marketing and Client Building

1. The importance and techniques of services and retail sales of client building.
2. The types of educational enhancements and trade publications available.
3. The areas of specialization available to a hairstylist.

Section C: Professional Development

1. The importance of developing a professional plan.
2. The types of education enhancements and trade publications available
3. The areas of specialization available to a hairstylist.

Section D: Coaching Skills

1. The coaching skills used for training apprentices.

Section E: Industry Network

1. The role and purpose for the advisory network and provincial apprenticeship committee.



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