

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** COSM 766    **TITLE:** Salon Business Entrepreneur

**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

**Method of Grading:** Letter Grade Only

**Recommended Preparation:**

BUS. 150

2. **COURSE DESIGNATION:**

**Degree Credit**

**Transfer credit:** CSU

3. **COURSE DESCRIPTIONS:**

**Catalog Description:**

Introduction to modern concepts in salon business management to include launching a salon business, attracting clientele, increasing sales, growing your personal income, and setting goals for the future. Students will learn and practice soft skills, track and record successes, and identify areas for improvement within personalized action plans. Salon specific content builds upon classes successfully completed within the certificate or complements real world experiences of new and established entrepreneurs.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Perform an effective business needs assessment.
2. Implement system for better retail sales, booking strategies, referrals, and tracking of numbers.
3. Create a personal budget and plan for the future.
4. Analyze and utilize salon performance data to support a business plan.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Perform an effective business needs assessment and identify areas for improvement within personalized action plans.
2. Incorporate modern concepts in salon business management into real world scenarios.
3. Implement systems for better retail sales, booking strategies, referrals, and tracking of numbers.
4. Create a personal budget and plan for the future.
5. Identify areas for improvement within personalized action plans.
6. Practice soft skills.

6. **COURSE CONTENT:**

**Lecture Content:**

Salon specific content builds upon classes successfully completed within the certificate or complements experiences already gained by new and established entrepreneurs seeking leading edge business training to survive and thrive in competitive markets.

1. Success Habits and Accountability:
  - a. Describe the importance of creating success habits.
  - b. Explain why goal setting is important.
  - c. List the commitments of living a lifestyle of success.
  - d. Define accountability and name the ways that beauty professionals should be accountable for their actions.
  - e. Determine how a person can become familiar with change and learn to embrace it.
  - f. Describe how self-confidence is built and give some examples.
2. Communication and Customer Service
  - a. Define communication and realize its importance in dealing with clients.
  - b. Describe how verbal, vocal, and nonverbal communication can affect the communication process in the salon/spa setting.
  - c. Explain what active listening is and why it is useful in the salon/spa setting.
  - d. Describe the ways to build trust and rapport with clients.
  - e. Define what most clients think customer service is.
  - f. Describe the 10 components of exceptional customer service.

- g. Determine exactly when exceptional customer service begins.
- 3. Managing Your Finances:
  - a. Explain why budgeting and creating a budget is important.
  - b. Assess the budget and use that information to determine where to decrease spending or increase income.
- 4. The Needs Assessment and Getting Retail Results:
  - a. Articulate an effective way of communicating to increase confidence and up-sell.
  - b. Integrate the use of tracking sheets in achieving goals.
  - c. Name and describe the three steps to retailing.
  - d. List three reasons a client may have for choosing not to buy retail.
- 5. Double Your Day While Building a Clientele:
  - a. Describe how to use the Booking Game successfully with clients.
  - b. Explain how to use the lists created in the Booking Game to aid you in the needs assessment.
  - c. Recognize how playing the Booking Game is beneficial to clients and technicians.
  - d. Identify your ideal clients and find ways of networking with them.
  - e. Name and explain the three methods beauty and wellness professionals have for increasing their earning potential.
  - f. Describe and use the rebooking system to take control over your appointment book.
  - g. Explain the value of a referral.
- 6. Salon Marketing:
  - a. Define what marketing is and why it's useful to beauty and wellness professionals.
  - b. Identify the six reasons why clients come into and leave a business.
  - c. List and identify four marketing methods for attracting and retaining clients.
  - d. Create a marketing plan and steps for implementation.
  - e. Guest Artist presentation from a local, successful salon.
  - f. Online Presence.
  - g. E-Portfolios.
  - h. Professional Social Media Presence.
  - i. Online Marketing with Coupons, Promotions, Giveaways.
- 7. Planning for Your Future/Setting S.M.A.R.T. Goals:
  - a. Identify the three major ways beauty and wellness professionals can increase their income.
  - b. Explain what the base price is and how operating expenses impact the base price.
  - c. Describe how to use the base average ticket to plan your finances.
  - d. Create a vision of what your dream life/work would look like.
  - e. Describe how to use the S.M.A.R.T. goal system to create an action plan.
  - f. Explain the importance of balancing all aspects of your life.
- 8. Completion; review salon specific miscellaneous information covered in certificate course requirements:
  - a. Liability Insurance for the Cosmetologist
  - b. Understanding Chair Rental and Commission structures
  - c. Current legislation defining an Independent Contractor, Renter, and an Employee
  - d. Know your Rights as an Employee, Renter, Independent Contractor, and an Owner
  - e. San Mateo County basic cosmetology small business set-up
  - f. OSHA, Health and Safety Information
  - g. California Board of Barbering and Cosmetology: Stay Informed.
  - h. Review Personal Plan implementation and acknowledge success and wins.

## 7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Critique
- D. Directed Study
- E. Discussion
- F. Field Experience
- G. Guest Speakers
- H. Individualized Instruction
- I. Observation and Demonstration
- J. Work Experience

## 8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

### **Writing Assignments:**

Creating the framework for personalized action plans will be an outside assignment that will be completed in class under the guidance of the instructor.

Students will be given outside assignments with specific guidelines on how to track and record successes.

Data will be analyzed in class.

### **Reading Assignments:**

Students will be assigned textbook reading assignments.

### **Other Outside Assignments:**

Students will be assigned basic research projects that can be completed utilizing the internet.

## 9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Group Projects
- F. Homework
- G. Oral Presentation
- H. Papers
- I. Projects
- J. Quizzes
- K. Simulation
- L. Written examination

## 10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Barnes, L., Frangie, C., M.. *Milady Standard Business Fundamentals*, Second ed. Clifton Park: Cengage Learning, 2014

Other:

- A. *Milady Standard Business Fundamentals Goal Tracker*, First Edition Clifton Park New York: 2014. Spiral Soft Bound. Print.

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**Course Originator:** Cynthia James