

VERNON COLLEGE
SYLLABUS

DIVISION: Career & Technical Education

DATE: 2010-2011

COURSE NUMBER AND TITLE: CSME 2343 Salon Development

CREDIT HRS: 3 HRS/WK LEC: 2 HRS/WK LAB: 4 LEC/LAB COMB: 6

I. VERNON COLLEGE GENERAL EDUCATION PHILOSOPHY STATEMENT

General education at Vernon College reflects the institution's deep conviction that successful, satisfying lives require a wide range of skills and knowledge. We are dedicated to providing educational opportunities that develop the academic, career, and personal capabilities of individuals so they may achieve self-fulfillment and participate fully and positively in a democratic society. Vernon College has identified the following college-level competencies generated from the general education core:

GENERAL EDUCATION CORE COMPETENCIES:

- A. Critical Thinking: Students will evaluate the validity of their own and others' ideas through questioning, analyzing, synthesizing, and evaluating results into the creative process.
- B. Communication/Interpersonal: Students will develop effective reading, writing, speaking, and listening skills to communicate verbally and nonverbally.
- C. Scientific and Mathematical Literacy: Students will apply an understanding of mathematical, natural, and behavioral scientific principles and methods to solve abstract and practical problems.
- D. Information Literacy: Students will develop the information literacy skills to confidently and competently locate, use, and evaluate information.
- E. Cultural Literacy: Students will develop an appreciation of human culture and its diversity and the role of the creative arts in society.

II. CATALOG DESCRIPTION:

Exploration of salon development. Topics include professional ethics and goals, salon operation, and record keeping. Prerequisite: Consent of instructor. Lab Fee: \$30.00; Special Fee: \$22.00

III. REQUIRED BACKGROUND:

Prerequisite: Consent of instructor

IV. TEXT, OTHER REFERENCE MATERIALS:

Milady's Standard Textbook of Cosmetology, Revised Edition. Milady's Theory Workbook and Milady's Practical Workbook.

V. METHODS OF INSTRUCTION:

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This course will be conducted in a cosmetology lab setting utilizing the receptionist duties on a rotating schedule for each student. The activities during the class will include lectures and audio-visual aids.

Students desiring auxiliary aids and services for this course should make their requests to the instructor and the Special Services Director.

VI. COURSE CONTENT:

1. History & Career Opportunities
2. Life skills
3. You professional image
4. Communicating for success
5. Seeking Employment
6. On the Job
7. The Salon business
8. In Closing

VII. LEARNER OUTCOMES:

By the end of this course each student should be able to:

1. Create a salon portfolio. (I A,C II E, III A, B, C, D IV A, B, C)
2. Demonstrate organization skills related to salon operation and management. (IB, C, II A, B, IV A)
3. Describe the origins of hairstyling and barbering. III A, B, C, IV A)
4. Name some of the pioneers of modern cosmetology and discuss their roles in its development (III A, B, C IV A)
5. Describe the advancements made in cosmetology during the nineteenth and twentieth centuries. (III A, B, C IV A)
6. List the career opportunities available to a licensed cosmetology. (III A, B, C, IV A)
7. List the principles that contribute to personal and professional success. (III A, B, C, IV A)
8. Explain the concept of self-management (I D)
9. Create a personal mission statement (II D)
10. Explain how to set long and short term goals. (I A)
11. Discuss the most effective ways to manage time. I A
12. Describe good student habits. (I D)
13. Define ethics. (VII F, VIII E)
14. List the characteristics of a healthy positive attitude.(VII B)
15. List the basic habits of daily personal hygiene. (VII B)
16. Explain the concept of dressing for success. (VII F)
17. Describe methods for reducing stress. (VII A)
18. Demonstrate ways to improve posture. (VII C)

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19. Demonstrate an understanding of ergonomic principles. (VII C)
20. Explain the basic processes of effective communication (VI E)
21. Assess a client's needs based on the total look concept. (VII G)
22. Conduct a successful client consultation. (VIII D)
23. Build open lines of communication with coworkers and salon managers. (II A)
24. List the two ways in which you may go into business for yourself. (VII C)
25. List the factors to consider when opening a salon. (VII E)
26. Name and describe the types of ownership under which a salon may operate. (IA, III A)
27. Explain the importance of keeping accurate business records. (I A)
28. Discuss the importance of the reception area to a salon's success. (I A)
29. Demonstrate good salon telephone techniques. (II D, E, F)
30. List the most effective forms of salon advertising. (III C)
31. Discuss the essentials of becoming test-wise. (VI A)
32. Explain the steps involved in preparing for employment (VI E)
33. List and describe the different types of salon business. (VI B, C)
34. Write an achievement-oriented resume and prepare an employment portfolio. (I D)
35. Explain how to explore the job market and research potential employers. (I A)
36. Be prepared to complete an effective employment Interview. (I C)
37. Describe the qualities that help a new employee succeed in a service profession. (I D)
38. List the habits of a good salon team player. (II A)
39. Explain the function of a job description. (II D)
40. Describe three different ways in which salon professionals are compensated. (I B)
41. Create a personal budget. (I B)
42. List the principles of selling products and services in the salon. (I B, C)
43. List the most effective ways to build a client base. (I B)
44. List and describe the different types of salon business. (IIIA, B, C)
45. Write an achievement-oriented resume and prepare an employment portfolio (IIIA, B, C, D)
46. Explain how to explore the job market and research potential employers (IIIA, B, C, D)
47. Be prepared to complete an effective employment interview. (VIIA, C, VIIC)
48. Describe the qualities that help a new employee succeed in a service profession (VIIB)
49. List the habits of a good salon team player (VIIC)
50. Explain the function of a job description (VIIC, D, F)
51. Describe three different ways in which salon professionals are compensated (IA)
52. Create a personal budget. (IA)
53. List the principles of selling products and services in the salon. (IA, D)
54. List the most effective ways to build a client base. (ID)

VIII. ASSESSMENT:

The Cosmetology program will grade using the method of the TEXAS DEPT. OF LICENSE

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AND REGULATION AGENCY for licensure. An average of 70 on written examinations and an average of 70 for practical examination is required for a passing final average. This is to ensure students will pass both parts of the state licensure examination.

Vernon College does not discriminate on the basis of color, race, gender, age, religion, national origin, or disability.