

7/12/2022 DATE

 REQUIRED COURSE
 ELECTIVE COURSE

 Business DIVISION
 NEW COURSE
 REVISION

Lake Land College

Course Information Form

COURSE NUMBER:		COS-060		TITLE: (30 Characters Max)		Salon Management					
SEM CR HRS:	3	Lecture:		3	Lab:	0	ECH:		3		
Course Level:	<input type="checkbox"/> Gen Ed / IAI		<input checked="" type="checkbox"/> Career/Technical		Clinical Practicum:	0	Work-Based Learning:	0	WBL ECH:	0	
	<input type="checkbox"/> Baccalaureate /Non-IAI		<input type="checkbox"/> Dev Ed/ Not in Degree Audit								
COURSE PCS #	12 - 52. 0701			IAI Code			Contact Hours Per Week				
Repeatable (Y/N):	N	Pass/Fail (Y/N):	N	Variable Credit (Y/N):	N	Min:	Max:	16 Wks	150	8 wks	300
Prerequisites:											
Catalog Description: (40 Word Limit)											
Covers areas of opportunity and the outlook for small business managers, success and failure patterns, capital needs and sources, organizing, directing, controlling finance, locations, facilities, marketing, and inventory control.											

List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-Based Learning
Challenges of Owning and Operating a Salon	15			
Financial Management of the Salon	9			
Creating the Business Plan for the Salon	6			
Marketing the Salon	10			
Controlling the Salon: Crime, Taxes, and Risk	5			
TOTAL	45	0	0	0

EVALUATION					
QUIZZES	<input checked="" type="checkbox"/>	EXAMS	<input checked="" type="checkbox"/>	ORAL PRES	<input type="checkbox"/>
LAB WORK	<input type="checkbox"/>	PROJECTS	<input checked="" type="checkbox"/>	COMP FINAL	<input checked="" type="checkbox"/>
				PAPERS	<input type="checkbox"/>
				OTHER	<input type="checkbox"/>

COURSE MATERIALS	
TITLE:	Successful Salon and Spa Management
AUTHOR:	Edward Tezak
PUBLISHER:	Cengage Learning
VOLUME/EDITION/URL:	6th Edition
COPYRIGHT DATE:	2012

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		<i>The student will be able to:</i>
Challenges of Owning and Operating a Salon	15	Understand the role planning plays in successful salon management. Understand the various forms of business ownership - sole proprietorship, partnership, and incorporation and the advantages and disadvantages of each. Understand the importance of human resource management and operations management.
Financial Management of the Salon	9	Understand the functions of the income statement, balance sheet, and statement of cash flow. Understand how cash flow affects a salon. Understand the various options for raising funds for a business and the advantages and disadvantages of each. Learn how to calculate benchmark and comparison point to assess the firm's level of success.
Creating a Business Plan for the Salon	6	Understand how to develop a comprehensive business plan for a new or existing salon. Learn how to utilize state and federal government resources when developing a business plan.
Marketing the Salon	10	Understand how to determine which target market a salon should pursue and how to develop the appropriate product, price, promotion, and distribution strategies to reach the chosen market(s). Learn to develop a firm's competitive differentiation.

Controlling the Salon: Crime, Taxes, and Risk	5	Understand how salons protect their tangible and intangible assets including safeguarding information systems, loss prevention strategies, insurance, and legal liabilities.
Insert New Line Above this Line		

45

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
	Create a Business Plan as well as a layout for a new or existing salon.
	Differentiate between booth-rental and commission laws.
	Distinguish between various forms of ownership such as sole proprietorship, partnerships and incorporations.

* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.