**Course Description:**

Students will learn the fundamentals of managing a cosmetology salon. Students will learn about employment and customer liability, insurance, leases, record keeping, communication, and sales.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome: 1.1. Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.

1.1.5. Develop strategies for self‐promotion in the hiring process (e.g., filling out job applications, résumé writing, interviewing skills, portfolio development).

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.

1.1.7. Apply problem‐solving and critical‐thinking skills to work‐related issues when making decisions and formulating solutions.

1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

1.1.9. Give and receive constructive feedback to improve work habits.

1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.

1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.

1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits and abusive behavior.

**Outcome: 1.2. Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.2. Deliver formal and informal presentations.

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.4. Use negotiation and conflict‐resolution skills to reach solutions.

1.2.5. Communicate information for an intended audience and purpose.

1.2.6. Use proper grammar and expression in all aspects of communication.

1.2.8. Identify the strengths, weaknesses and characteristics of leadership styles that influence internal and external workplace relationships.

1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications.

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.

1.2.11. Write professional correspondence, documents, job applications and résumés.

1.2.12. Use technical writing skills to complete forms and create reports.

1.2.13. Identify stakeholders and solicit their opinions.

**Outcome: 1.3. Business Ethics and Law**

Analyze how professional, ethical and legal behavior (i.e. Ohio Revised Code) contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.1. Analyze how regulatory compliance affects business operations and organizational performance.

1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.

1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).

1.3.4. Identify how federal and state consumer protection laws affect products and services.

1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.

1.3.7. Identify the labor and practice laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC], human trafficking) and interpret personal safety rights according to the employee Right‐to‐Know Plan.

1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational and professional ethical standards.

**Outcome: 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record, and share information in business operations.

**Competencies**

1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).

1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e‐mail, spreadsheet, databases, presentation, Internet search engines).

1.4.3. Verify compliance with security rules, regulations and codes (e.g., property, privacy, access, accuracy issues, client and patient record confidentiality) pertaining to technology specific to the industry pathway.

1.4.4. Use system hardware to support software applications.

1.4.5. Use information technology tools to maintain, secure and monitor business records.

1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

1.4.8. Use electronic media to communicate and follow network etiquette guidelines.

**Outcome: 1.5. Global Environment**

Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals.

**Competencies**

1.5.1. Describe how cultural understanding, cultural intelligence skills and continual awareness are interdependent.

1.5.2. Describe how cultural intelligence skills influence the overall success and survival of an organization.

1.5.3. Use cultural intelligence to interact with individuals from diverse cultural settings.

1.5.4. Recognize barriers in cross‐cultural relationships and implement behavioral adjustments.

1.5.5. Recognize the ways in which bias and discrimination may influence productivity and profitability.

1.5.6. Analyze work tasks for understanding and interpretation from a different cultural perspective.

1.5.7. Use intercultural communication skills to exchange ideas and create meaning.

1.5.8. Identify how multicultural teaming and globalization can foster development of new and improved products and services and recognition of new opportunities.

**Outcome: 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

**Competencies**

1.6.1. Identify business opportunities.

1.6.2. Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk versus reward, reasons for success and failure).

1.6.3. Explain the importance of planning your business.

1.6.4. Identify types of businesses, ownership and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not‐for‐profit).

1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments and interdepartmental interactions (e.g., following physician’s orders).

1.6.6. Identify the target market served by the organization, the niche that the organization fills and an outlook of the industry.

1.6.8. Identify the features and benefits that make an organization’s product or service competitive.

1.6.9. Explain how the performance of an employee, a department and an organization is assessed.

1.6.11. Describe how all business activities of an organization work within the parameters of a budget.

1.6.12. Describe classifications of employee benefits, rights, deductions and compensations.

**Outcome: 1.7. Entrepreneurship/Entrepreneurs**

Analyze the environment in which a business operates and the economic factors and opportunities associated with self‐employment.

**Competencies**

1.7.1. Compare and contrast the four types of business ownership (i.e., individual proprietorships, partnerships, corporations, cooperatives).

1.7.2. Explain the role of profit as the incentive to entrepreneurs in a market economy.

1.7.3. Identify the factors that contribute to the success and failure of entrepreneurial ventures.

1.7.4. Assess the roles of nonprofit and for‐profit businesses.

1.7.5. Develop a business plan.

1.7.6. Describe life cycles of an entrepreneurial business and an entrepreneur.

1.7.7. Create a list of personal strengths, weaknesses, skills and abilities needed to be successful as an entrepreneur.

1.7.8. Explain pathways used to become an entrepreneur.

1.7.9. Conduct a self‐assessment to determine entrepreneurial potential.

1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co‐operative [co‐op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.

1.7.11. Identify initial steps in establishing a business (e.g., limited liability company [LLC], tax ID, permits, insurance, licensing).

1.7.12. Identify resources available to entrepreneurs (e.g., Small Business Administration, mentors, information resources, educational opportunities).

1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, and processes).

**Outcome: 1.8. Operations Management**

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

**Competencies**

1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).

1.8.3. Analyze the performance of organizational activities and reallocate resources to achieve established goals.

1.8.4. Identify alternative actions to take when goals are not met (e.g., changing goals, changing strategies, efficiencies).

1.8.5. Use inventory and control systems to purchase materials, supplies and equipment (e.g., Last

In, First Out [LIFO]; First In, First Out [FIFO]; Just in Time [JIT]; LEAN).

1.8.6. Identify the advantages and disadvantages of carrying cost and Just‐in‐Time (JIT) production systems and the effects of maintaining inventory (e.g., perishable, shrinkage, insurance) on profitability.

1.8.7. Collect information and feedback to help assess the organization’s strategic planning and policymaking processes.

1.8.8. Identify routine activities for maintaining business facilities and equipment.

1.8.9. Develop a budget that reflects the strategies and goals of the organization.

1.8.10. Analyze how business management and environmental management systems (e.g., health, safety) contribute to continuous improvement and sustainability.

**Outcome: 1.9. Financial Management**

Use financial tools, strategies and systems to develop, monitor and control the use of financial resources to ensure personal and business financial well‐being.

**Competencies**

1.9.1. Create, analyze and interpret financial documents (e.g., budgets, income statements).

1.9.2. Identify tax obligations.

1.9.4. Identify credit types and their uses in order to establish credit.

1.9.5. Identify ways to avoid or correct debt problems (e.g., collection agency payments and post-collection agency payments).

1.9.6. Explain how credit ratings and the criteria lenders use to evaluate repayment capacity affect access to loans.

1.9.7. Review and summarize categories (types) of insurance and identify how insurances can reduce financial risk.

1.9.8. Identify income sources and expenditures.

1.9.9. Compare and contrast different banking services available through financial institutions.

1.9.10. Identify the role of depreciation in tax planning and liability.

**Outcome: 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies**

1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company’s brand.

1.10.2. Determine the customer's/client’s needs and identify solutions and potential community resources.

1.10.3. Communicate features, benefits and warranties of a product or service to the customer/client.

1.10.4. Identify the company policies and procedures for initiating product and service improvements.

1.10.5. Monitor customer/client expectations and determine product/service satisfaction by using measurement tools.

1.10.6. Discuss the importance of correct pricing to support a product’s or service’s positioning in the marketing mix.

1.10.7. Describe the importance and diversity of distribution channels (i.e., direct, indirect) to sell a product.

1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).

1.10.9. Describe how product mix (e.g., product line, product items) maximizes sales revenues, market, share and profit margin.

1.10.10. Demonstrate sales techniques.

**Outcome: 1.11. Principles of Business Economics**

Examine and employ economic principles, concepts and policies to accomplish organizational goals and objectives.

**Competencies**

1.11.2. Identify the difference between monetary and nonmonetary incentives and explain how changes in incentives cause changes in behavior.

1.11.4. Determine how the quality, quantity and pricing of goods and services are affected by domestic and international competition in a market economy.

1.11.8. Identify the relationships between economy, society and environment that lead to sustainability.

**Strand 2. Human Body System**

Learners will analyze and explain the various forms, and functions associated with body systems and alterations from a normal state. Particular emphasis is given to disorders of the hair, skin, and scalp.

**Outcome: 2.1. The Human Body**

Describe the various human body systems and their functions.

**Competencies**

2.1.1. Describe the function and components of the respiratory system and pulmonary ventilation and factors influencing respiratory rates.

2.1.2. Describe nerve tissue and the nervous system, including regions of the brain and their function.

2.1.3. Describe the musculoskeletal system, including skeletal, cardiac and smooth muscle, and various bone structures.

2.1.4. Describe the immune system and the lymphatic system's role in immunity.

2.1.5. Describe the sensory system, related structures and functions.

2.1.6. Describe the endocrine system, its structures and the role of hormones.

2.1.7. Describe the integumentary system, related structures and functions.

2.1.8. Describe the difference between pathology and physiology.

**Strand 3. Health and Safety Interventions**

Students analyze the impact of hygiene and bacteriology on personal care services and how to demonstrate safe practices in accordance with federal, state and local regulations. Students gain general knowledge in infection control, prevention, and reducing risk of injury.

**Outcome: 3.1. Environmental Interventions**

Create and maintain a safe and sanitary environment.

**Competencies**

3.1.1. Use standard precaution guidelines, recommended by the Centers for Disease Control and Prevention.

3.1.2. Identify and remove environmental and electrical hazards to decrease the risk of falls, injury, or ingestion of dangerous materials (e.g., clutter, equipment, throw rugs, spills, plants, hazardous chemicals).

3.1.3. Demonstrate chemical and electrical safety and their application to the work environment.

3.1.4. Determine the risk of burns resulting from equipment, liquids, chemicals and fire.

3.1.5. Implement disaster preparedness response to fire, tornado, emergency evacuation, hazardous material spill, infant/child abduction, bomb threat, violent person, active shooter, missing adult and loss of power.

3.1.6. Identify risk factors of exposure to hazardous materials (i.e., chemical, radiologic, microbial) and provide safety precautions.

3.1.7. Account for all instruments, supplies and equipment.

3.1.8. Perform the safe operation, packing and cleaning of equipment.

3.1.9. Prepare and dispense solutions made from concentrates according to manufacturers’ directions.

3.1.10. Explain the need for appropriate working heights of chairs, stools, footrests, work areas and equipment.

3.1.11. Properly position clients to safely deliver service.

**Outcome: 3.2. Principles of Infection Control**

Use principles of infection control to prevent the growth and spread of pathogenic microorganism’s, infection, and ensure client safety.

**Competencies**

3.2.4. Implement methods of controlling or eliminating microorganisms and the importance of practices that hinder the spread of infection (e.g., hand washing, disinfecting care areas).

3.2.5. Use personal protective equipment (PPE) when encountering body fluids, potential of splashing, or respiratory droplets. (e.g., sneezing, coughing)

3.2.6. Perform various decontamination techniques and procedures.

3.2.7. Dispose of refuse and biodegradable materials, according to manufacturers’ directions and state and federal requirements.

3.2.8. Implement effective draping and client protection techniques.

3.2.9 Apply principles of decontamination (e.g. sanitize, disinfect, and sterilize.)

**Strand 4. Hair and Skin Services**

Students will learn to apply and analyze shampoo, rinse and conditioning services to clients. Students will perform hair analysis, cutting and styling services. Concepts and application of chemical waving, lightening, and coloring will be performed on clients.

**Outcome: 4.2. Chemical Texturing**

Students will explain and demonstrate the procedures and techniques used in permanent waving, chemical relaxing, and curl reforming services.

**Competencies**

4.2.9. Apply knowledge of possible adverse chemical reactions to the skin.

**Strand 5. Nail and Facial Services**

Students will examine the nails and recognize common disorders and diseases. Students will apply techniques for various facial services for clients. Students will also apply face, arm, and hand massage techniques for clients.

**Outcome: 5.1. Nail Care**

Students will perform basic and advanced nail care services for clients.

**Competencies**

5.1.4. Identify health conditions that prohibit the safe use of massage.

5.1.8. Perform proper techniques for foot care, including sanitizing and soaking.

5.1.13. Correctly apply artificial material to the natural nail following safety protocol.