SYLLABUS

DATE OF LAST REVIEW: 02/2013

CIP CODE: 12.0401

SEMESTER: Departmental syllabus

COURSE TITLE: Business Practices II

COURSE NUMBER: COSM0121

CREDIT HOURS: 2

INSTRUCTOR: Departmental syllabus

OFFICE LOCATION: Departmental syllabus

OFFICE HOURS: Departmental syllabus

TELEPHONE: Departmental syllabus

EMAIL: KCKCC issued email accounts are the official means for electronically communicating with our students.

PREREQUISITES: Meet requirements for Kansas Board of Cosmetology Apprentice License

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION: This course provides classroom instruction in management practices, salon development, insurance, client records and salesmanship. The course consists of 50 classroom hours as prescribed by the Kansas Board of Cosmetology.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentation, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:

I. Insurance, (15 hours)
   A. Protection against fire, theft, and lawsuits
   B. Health insurance
   C. Disability insurance
   D. Retirement plans

II. Client records, (15 hours)
   A. Client profile
   B. Service history
C. Chemical record

III. Salesmanship, (20 hours)
   A. Advertising
   B. Clientele building and retention
   C. Retailing

EXPECTED LEARNER OUTCOMES:

A. The student will be able to explain the importance of good business operation and personnel management.
B. The student will be able to discuss the principles and practices of good selling.
C. The student will be able to explain the importance of advertising.

COURSE COMPETENCIES:

Upon successful completion of the course:

The student will be able to explain the importance of good business operation and personnel management.
1. The student will be able to explain planning the salon’s layout.
2. The student will be able to describe the criteria for determining adequate salon size and staff size.
3. The student will be able to develop an interviewing plan and checklist.
4. The student will be able to develop a service price list.
5. The student will be able to design a comfortable reception area.
6. The student will be able to explain the duties of the receptionist.
7. The student will be able to manage an appointment book.
8. The student will be able to describe professional telephone etiquette.

The student will be able to discuss the principles and practices of good selling.
9. The student will be able to define the merits and benefits of each service and product.
10. The student will be able to adapt their approach and technique to meet the needs of each client.
11. The student will be able to generate interest and desire in the service or product.
12. The student will be able to recognize the right psychological moment to close a sale.
13. The student will be able to recognize the many different types of people and have a plan to deal with each one.
14. The student will be able to list the motives for buying.

The student will be able to explain the importance of advertising.
15. The student will be able to discuss print advertising.
16. The student will be able to explain direct mail.
17. The student will be able to describe classified advertising.
18. The student will be able to create a window display.
19. The student will be able to describe media advertising.
20. The student will be able to promote themselves through word of mouth advertising.

ASSESSMENT OF LEARNER OUTCOMES:

Student progress is evaluated by means that include, but are not limited to, exams, written assignments, class participation and attendance.

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center at (913) 288-7670 V/TDD.