

SCHOOLS OF APPLIED LEARNING

SUBJECT GUIDE DOCUMENT

(Beauty & Wellness – Salon Management)

Grade 11



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1. Subject Vision

The Salon Management course is designed as a foundational pathway for students to excel in the vibrant beauty industry. Spanning eight comprehensive units, the curriculum is meticulously crafted to guide students through the intricacies of managing a salon efficiently, mastering client communication, and embracing the entrepreneurial spirit necessary for launching and expanding a beauty business.

Within this course, students will acquire essential management skills, understand the nuances of customer relations, and explore sustainable and strategic business practices. Emphasizing practical experience and innovation, the program prepares students to navigate the challenges of salon operations, develop effective marketing strategies, and cultivate a professional image that resonates in the beauty sector. Graduating from this course, students will be equipped not only with the technical know-how but also with the entrepreneurial acumen to carve out successful careers in the dynamic world of beauty and wellness, transforming their passion into a thriving business venture.

2. Curricular Goals and Competencies

CG1: Enjoy exploring and be confident in sharing about the beauty and wellness industry, current trends, and career opportunities with others

- C1: Understand the evolution and significance of beauty and wellness industry and appreciate its influence on current practices
- C2: Understand the functional difference across salon types, recognize various job roles in the beauty industry and identify essential skills required for various roles
- C3: Explore own interests and strengths, identify aspirations and goals, and recognize the target job/ career pathway
- C4: Enjoy the process of discovering new trends and designing creative hair styles and makeup ideas

CG 2: Gain understanding of various health and safety protocols in a salon environment and ability to maintain a clean and organized work area

- C1: Learn about health and safety protocols in a salon to limit risks and hazards
- C2: Analyze/ scan the salon environment for risks of cross-contamination and infections and implement safety and hygiene practices
- C3: Segregate tools and chemicals based on safety and health hazards
- C4: Analyze work area to determine the most efficient method for storing and organizing tools/equipment after use

CG 3: Develop client consultation expertise and ability to curate personalized treatment/ service offerings for the client

- C1: Operate salon management software to schedule/modify client appointments
- C2: Maintain professional workplace appearance and utilize effective communication skills to deal with clients
- C3: Understand needs of the client, curate personalized service offerings and post treatment care routine
- C4: Use effective sales techniques to promote/sell products and upsell services
- C5: Operate CRM module in the salon management software and use detailed records of client consultations for curating targeted marketing plan

CG 7: Leverage digital tools/ platforms to boost salon's online presence and client engagement

C1: Create relevant content for various marketing channels including social media, website, emails etc.

C2: Understand and apply different types of BTL (Below the line) marketing activities like community events, promotional free services day etc. as per requirement

CG 8: Understand the business aspects of salon management and inception of new business

C1: Implement an efficient inventory system using Salon Management software to maintain optimal stock levels, prevent wastage, and ensure the availability of products for salon service

C2: Apply Goods and Services Tax (GST) in the context of salon services, particularly in scenarios where services are packaged and offered over a period

C3: Understand salon layout/floor plan to optimize operational efficiency and customer experience

C4: Identify salon name and branding concepts to create a distinct identity for the salon

3. Curriculum Overview

Grade 11

Unit	Unit Name	Topics	Competencies covered	Hours (130 hours)
1	Understanding Salon and its Types	1.1 What is a Salon 1.2 Salon types 1.3 Types of Services Offered 1.4 Roles and Responsibilities in a Salon 1.5 Basic Infrastructure and Layout 1.6 Visit to a Salon 1.7 Assessment	CG1-C2: Understand the functional difference across salon types, recognize various job roles in the beauty industry and identify essential skills required for various roles CG2-C1: Learn about health and safety protocols in a salon to limit risks and hazards CG2-C2: Analyze/ scan the salon environment for risks of cross-contamination and infections CG2-C3: Segregate tools and chemicals based on safety and health hazards CG2-C4: Analyze work area to determine the most efficient method for storing and organizing tools/equipment after use	20 hours [Theory: 10 hours Practical: 10 hours]
2	Basics of Salon Management	2.1 What is Salon Management 2.2 Daily Salon Operations 2.3 Staff Management and Leadership 2.4 Client Management and Customer Service 2.5 Salon Marketing and Client Retention 2.6 Basic Financial	CG1-C2: Understand the functional difference across salon types, recognize various job roles in the beauty industry and identify essential skills required for various roles CG2-C1: Learn about health and safety protocols in a salon to limit risks and hazards CG2-C2: Analyze/ scan the salon environment for risks of cross-contamination and infections CG2-C3: Segregate tools and chemicals based on safety and health hazards CG2-C4: Analyze work area to	20 hours [Theory: 10 hours Practical: 10 hours]

		Management for Salons 2.7 Health and Safety 2.8 Waste Management and Environmental Responsibility 2.9 Salon visit 2 2.10 Assessment	determine the most efficient method for storing and organizing tools/equipment after use	
3	Develop and Maintain Your Effectiveness at a Salon	3.1 Workplace Dynamics & Professionalism in the Salon 3.2 Client Communication and Relationship Management 3.3 Personal Growth and Professional Development 3.4 Assessment	CG1-C3: Explore own interests and strengths, identify aspirations and goals, and recognize the target job/career pathway CG3-C2: Maintain professional workplace appearance and utilize effective communication skills to deal with clients CG3-C3: Understand needs of the client, suggest personalized service offerings and post treatment care routine	30 Hours [Theory: 15 hours Practical: 15 hours]
4	Perform Salon Reception Duties	4.1 Salon Reception Roles and Responsibilities 4.2 Professional Image and Communication for Salon Reception Staff 4.3 Salon Appointment System 4.4 Payment Management at	CG3-C1: Operate salon management software to schedule/modify client appointments CG3-C2: Maintain professional workplace appearance and utilize effective communication skills to deal with clients CG3-C3: Understand needs of the client, suggest personalized service offerings and post treatment care routine	30 Hours [Theory: 10 hours Practical: 20 hours]

		the Salon 4.5 Assessment		
5	Retail Sales and Marketing Strategies	5.1 The Importance of Retail Sales 5.2 Understanding Retail Product Sales in a Salon 5.3 Client Consultation Techniques 5.4 Selling Products and Services 5.5 Building trust and creating a Positive client Experience 5.6 Ways of Product Promotion 5.7 Staying Updated with Industry Trends 5.8 Assessment	CG1-C4: Enjoy the process of discovering new trends and designing creative hairstyles and makeup ideas CG3-C4: Use effective sales techniques to promote/sell products and upsell services CG7-C1: Create relevant content for various marketing channels including social media, website, emails etc. CG7-C2: Understand and apply different types of BTL (Below the line) marketing activities like community events, promotional free services day etc. as per requirement	30 Hours [Theory: 12 hours Practical: 18 hours]