



Course: COS 204 Division: 50 Also Listed As:

Term Effective: 201070, INACTIVE COURSE

Short Title: JOB ENTRY SKILLS

Full Title: Job Entry Skills

<u>Contact Hours/Week</u>	<u>Units</u>	<u>Number of Weeks</u>	<u>Total Contact Hours</u>
Lecture: 3	3	17.34	Lecture: 52.02
Lab: 0			Lab: 0
Other: 0			Other: 0
Total: 3			Total: 52.02

Credit Status: D - Credit - Degree Applicable

Grading Modes: L - Standard Letter Grade

Repeatability: Repeatability: N - Course may not be repeated

Schedule Types: 02 - Lecture and/or discussion

Course Description:

Skills for competing in the job market. Includes employment strategies, interpersonal skills, marketing personal services, teamwork and quality management.

ADVISORY: Eligible for English 250 and English 260.

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Not Transferable

UC TRANSFER:

Not Transferable

PREREQUISITES:

COREQUISITES:

STUDENT LEARNING OUTCOMES:

1. Acknowledge and understand the course content with regard to ethical, logical, and critical thinking skills and problem solving by identifying central issues, collecting and using data, relating cause and effect, making a decision, and evaluating results, through written essay and/or skill demonstrations.

TOPICS AND SCOPE:

Inactive Course: 04/26/2010

1 3 Overview of the beauty industry TEXT: Chapter 1

a. manufacture

b. distribution

c. small business (per service)

Cosmetology association - (representation)

Job/career opportunities

a. marketing cosmetics

b. cosmetologist (general)

cosmetologist (specialist)

c. education (private/public)

d. manufacture (educator)

e. state board examiner

Student Activity

2 3 Lec Job/Career Planning TEXT: Chapter 2

Assessment analysis:

a. technical skills

b. applied knowledge

c. interpersonal skills

d. business

e. artistic

Lec Complete Assessment Forms/Goal Planning

a. personal

b. job/career

c. goal planning models

Student Activity

3 3 Lec Job/Career Search TEXT: Chapter 3

a. styling salon guest speaker

b. franchise salon guest speaker

c. department store salons guest speaker

Student Activity

Lec Professional positions (specialist)

a. hair colorist guest speaker

- b. makeup artist guest speaker
- c. cosmetician guest speaker
- d. electrologist guest speaker

Lec Marketing

- a. manufacturing representative guest speaker
- b. manufacturing educator guest speaker
- c. retail consultant guest speaker

Lec Employment Research TEXT: Chapter 4
Development & Strategy

Student Activity

4 3 Lec Resume Writing TEXT: Chapters 5,6

- a. importance
- b. types of resumes
- c. cover letter (model)
- d. resume outline (model)

Lec Job Interview

Analysis/assessment

- a. image analysis
- b. communication

Lec Application Forms

- a. model forms
- b. application form guidelines
- c. complete practice forms

Student Activity

5 3 Lec Communication Skills TEXT: Chapter 7

- a. importance of communication
- b. fundamentals of communication
- 1. communication process (model)
- 2. active listening
- 3. body language

Student Activity

Feedback

- a. clarifying message
- b. interpreting emotion

Student Activity

Lec Problem Solving TEXT: Chapter 8

- a. cosmetic problems
- b. how to cope with difficult people
- c. role playing

Lec Professional Consultation (model)TEXT: Chapter 9

- a. define/explain
- b. importance of consultation
- c. demo - consultation
- d. student application

6 3 Lec Marketing Personnel Services TEXT: Chapter 10

- a. define marketing
- b. differences between marketing products and marketing services.

Lec Marketing Plan

- a. designing a marketing plan
- b. segmenting the market
- c. delivering services
- d. measurement methods

Student Activity

Lec Salesmanship TEXT: Chapter 11

- a. personal selling
- b. developing an attitude towards selling
- c. fundamentals of selling
- d. demo
- e. students develop a sales presentation

Lec Salon Merchandising TEXT: Chapter 12

Merchandising defined

Salon merchandising (guest speaker)

- a. packaging
- b. display
- c. inventory
- d. accounting system

Lec Client Relations TEXT: Chapter 13,14

- a. behavioral principles
- b. importance of long-term relations
- c. service management
 - 1. concept
 - 2. changing organization culture
- d. attitude with clients

Lec Clients

- a. needs
- b. buying
- c. perception of quality
- d. expectations of services

Lec Designing quality service standards

- a. services
- b. performance standards
- c. measurable evaluation standards
- d. changing direction

Student Activity

8 3 Lec Business Management TEXT: Chapter 15

- a. small business administration
- b. sole ownership
- c. partnership
- d. corporation
- e. franchise
- f. leasing

Lec Management Style

- a. vertical
- b. horizontal
- c. team building/team players

Lec Overview of management problems

- a. leasing
- b. legal issues
- c. insurance
- d. license, permits
- e. taxes (Federal/State, County, City)
- f. inventory
- g. compensation formulas
- h. personnel problems

Student Activity

FINAL EXAM

TERM PAPER

ASSIGNMENTS:

A reading assignment will be assigned for each topic. Students

will complete the written assignment (questions, problem solving) at the end of each chapter. Assignments are of sufficient rigor as to require at least two (2) hours of homework per each lecture hour. Specific unit performance objectives are attached to this outline.

COURSE OBJECTIVES:

At the conclusion of this course the student will be able to understand and use the following:

1. Differentiate between a job/career in terms of philosophical base and personality traits.
2. Recognize the benefits of career planning.
3. Design a short/long term goal plan.
4. Develop a job search strategy.
5. Develop a social communication skills.
6. Develop a marketing plan.
7. Explain the concept of quality service.
8. Differentiate between the GMC and service oriented models.
9. Identify and differentiate between the various employees compensation plans.

I. ^uUnit Performance Objectives^s:

- a. Identify the job/career opportunities available to licensed cosmetologists in the beauty industry.
- b. Identify personal and technical skills required for job entry level.

II. ^uJob Career Planning^s:

Compare and analyze the following assessment test.

- a. Personality profile
- b. Technical skills
- c. Interpersonal skills
- d. Business skills
- e. Artistic

^uGoal Planning^s:

- a. List and prioritize personal goals.
- b. Design a short and long-term goal plan.

III. ^uJob/Career Search^s:

- a. Complete a guest speaker critique including types of business, compensation, benefits, training, professional growth opportunities.
- b. Complete a short essay explaining the position and organization that interests you.

IV. ^uResume Writing^s

Identify the "principal" parts of a resume. Complete a cover letter and resume following the guidelines introduced in class. Develop a job research plan and action plan. Following the guidelines of the job interview, prepare a pre-interview plan which includes a personal checklist:

- a. Personal image
- b. Communication
- c. Rationales of why would like to be employed.

Complete an application form. Given a handout sheet titled "Employers Interview Questions", students will prepare written responses to each question.

V. ^uCommunication Skills^s

Identify at least four benefits of effective communication in the context of client relations.

Be able to identify, define and demonstrate the following communications processes:

- a. Encoding
 - 1. Decoding
 - 2. Active listening
- b. Appropriate feedback
 - 1. Clarity
 - 2. Identifying problems
 - 3. Emotional responses

Demonstrate in a role playing situation the principles and communication techniques for managing client complaints.

Demonstrate a complete consultation following guidelines introduced in class.

VI. ^uMarketing^s

Explain the concept of marketing personal services. Give specific examples. Identify the principal components of the selling process.

In a role playing situation demonstrate the selling principles in their logical sequence. Develop a personal marketing plan following the guidelines introduced in class.

VII. ^uClient Relations^s

Explain the concept of service management and give specific examples of how it relates to everyone within the organization.

Define and give examples of clients perception of:

- a. Cosmetologist image
- b. Business environment
- c. Quality service

Interpret the concept/principles:

- a. Service cycle
- b. Moments of truth
- c. Clients expectations

Design quality service standards:

- a. Specific services
- b. Specific performance standards
- c. Measurable evaluations standards

VIII. ^uBusiness Management^s

Identify three types of salon management styles - explain at least three advantages/disadvantages in terms of:

- a. Capital
- b. Responsibility
- c. Risk
- d. Taxes

Complete a short essay on your perception of the qualities of good management.

Identify and explain the different employee compensation formulas.

Organize a one-week client appointment schedule.

Given the materials in class, equate gross and net income.

Decision Making/Problem Solving

I. Communication (consultation)

A. Ask questions (open-ended)

B. Listen

1. Words

2. Feeling

C. Clarity

II. Analysis

A. Visual

B. Tactile

III. Interpretation

- IV. Identify problem/problems
- V. Decision
 - A. Select alternative
 - B. Recommendation
 - C. Action
- VI. Evaluation

METHODS OF INSTRUCTION:

Lecture

REPRESENTATIVE TEXTBOOKS:

Required Text: ^uCustomer Relations for Technicians^s.

Recommended Text: ^uThink and Grow Rich^s, Napoleon Hill

^uService America^s, Karl Albrect

^uTotal Customer Service^s, Davidow & Uttal

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: I

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: B

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000308099

Sports/Physical Education Course: N

Taxonomy of Program: 300700