

BHAB103 Hair Salon Management

ECTS Value: 3 ECTS
Self-Study Hours: 36

Contact Hours: 15
Assessment Hours: 24

Module Description

By the end of this unit the learner will develop the requisite knowledge and competences in planning operational objectives for products, stock and services. They shall also be given training to manage others in carrying out salon duties whilst ensuring achievements in customer satisfaction and profit targets.

Overall Objectives and Outcomes

By the end of this module, the learner will be able to:

Competences

- a) Develop an ability to undertake salon management duties;
- b) Monitor working practices by reviewing different client consultations, services and client records;
- c) Evaluate methods of stock control, maintenance and replacement.
- d) Devise lessons and activities that highlight good practices within a salon as well the importance of customer care.

Knowledge

- a) Explain the importance of planning operational objectives to manage products and services;
- b) Explain how data is used in management planning;
- c) Explain how to allocate staff to meet operational objectives;
- d) Describe the salon requirements for staff to prepare themselves, the client and work area for services;
- e) Explain how to maintain stock levels, tools, equipment and facilities in a salon.
- f) Outline several classroom activities to engage students in developing their operational knowledge within a salon context.

Skills

- a) Produce a plan with operational objectives for the management of products and services analyses data for use in management planning;
- b) Analyse data for use in management planning;
- c) Allocate staff to meet operational objectives;
- d) Devise and implement salon requirements for staff to prepare themselves, the client and work area for services;
- e) Evaluate stock levels, tools, equipment and facilities with regards to the salon clientele.
- f) Review several approaches to facilitate students' learning in relation to operations within a salon.

Mode of Delivery

This module adopts a blended approach to teaching and learning. Information related to the structure and delivery of the module may be accessed through the IfE Portal. For further details, kindly refer to the Teaching, Learning and Assessment Policy and Procedures found on the Institute for Education's website.

Assessment Methods

This module will be assessed through: Forum/Practical Tasks and Assignment

Suggested Readings

Core Reading List

1. ISPA Foundation. (2012). Retail Management for Salons and Spas. US: Cengage Learning Inc.
2. Tezak, E. (2011). Successful Spa and Salon Management. US: Cengage Learning Inc.
3. Ward, H. (2012). Ultimate Salon Management: Getting Established. UK: City and Guilds.
4. Ward, H. (2012). Ultimate Salon Management: Managing Finances. UK: City and Guilds.
5. Ward, H. (2012). Ultimate Salon Management: Team Performance.

Supplementary Reading List

1. Alberino, T. (2018). Salon Ownership and Management: The Definitive Guide to the Professional Beauty Business. This Ugly Beauty Business LLC.
2. Bordoloi, S. (2018). Service Management: Operations, Strategy and Information Technology. (9th Ed.). UK:McGraw-Hill.Higher Education.

3. Kim, K., & Baker, M. A. (2019). How the Employee Looks and Looks at you: Building Customer–Employee Rapport. *Journal of Hospitality & Tourism Research*, 43(1), 20–40.
4. Yeadon-Lee, T. (2012). Doing Identity with Style: Service Interaction, Work Practices and the Construction of ‘Expert’ Status in the Contemporary Hair Salon. *Sociological Research Online*, 17(4), 56–66.
5. Yoo, J. J.-E., Kim, T. T., & Lee, G. (2015). When Customers Complain: The Value of Customer Orientation in Service Recovery. *Cornell Hospitality Quarterly*, 56(4), 411–426.