



MASTER COURSE OUTLINE

A. COSM 1255 Fundamentals of Selling and Business Opportunities

B. COURSE DESCRIPTION:

This course provides the fundamentals of sales in the business world and basic business operation and salon management. Students study ways to help them develop the tools necessary to be successful in the salon industry. Students learn how to promote themselves as a salon professional, as well as develop healthy salon habits to create positive power and success in the salon industry. Topics covered include client consultations, interpersonal and professional communication and retail skills.
(3 Cr – 3 lect, 0 lab)

C. **Core Theme: Ethical and Civic Responsibility

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ☐ ILO 1: critical thinking (*Core Theme Goal 2*)
- ☐ ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ☒ ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ☐ ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Client consultations
- Sales skills
- Interpersonal and professional communication
- Money management
- Client relationships
- Career exploration
- Referrals
- Workplace ethics
- Resume writing

F. GOAL TYPE, OBJECTIVES, AND OUTCOMES:

<u>GOAL TYPE</u>	<u>OBJECTIVES</u>	<u>OUTCOMES</u>
** <u>Ethical and Civic Responsibility</u>	Students will be able to examine, articulate, and apply their own ethical views.	The student will successfully 1. discuss their views and be able to exercise their ideas and thoughts in the workplace. 2. understand the importance of personal interests of clients and freely accept their ideas.
<u>CS</u>	understand client consultation.	1. consult with clients to determine desired outcome for service to be performed. 2. complete a client consultation with successful results in accordance to consultation rubric.
<u>CS</u>	identify professionalism in the student salon.	1. function professionally in the student salon.
<u>CS</u>	identify importance of clientele assessment and planning for personal compensation.	1. define the impact of money/salary management and their work schedule.

G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

H. COURSE CODING INFORMATION:

Course Code S/Class Maximum 38; Letter Grade

Revision date: 10/6/14; 3/20/18; 11/07/23

AASC Approval date: 4/17/18; 12/11/23

*Riverland Community College Disciplines	MnTC Goal Number
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6

**Riverland Community College Core Themes	MnTC Goal Number
Critical Thinking (CT)	2
Human Diversity (HD)	7
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10

*These five MnTC Goals have been identified as Riverland Community College Disciplines.

** These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.