



eDynamicLearning

— CAREER & ELECTIVE COURSES —



Course Syllabus



Cosmetology: Cutting Edge Styles

Course Description

We all want to look our best, but did you know there is actually a science behind cutting your hair and painting your nails? In Cosmetology: Cutting-Edge Styles, you will learn all about this often entertaining field and how specialized equipment and technology are propelling our grooming into the next century. Just like all careers, cosmetology requires certain skills and characteristics, all of which are thoroughly explored in this course. You will learn about various beauty regimes related to hair, nails, skin, and spa treatments, and discover how to create your own business model quickly and efficiently while still looking fabulous, of course!

Course Code: EDL046

Table of Contents

Lesson 1: Introduction to Cosmetology	3
Lesson 2: Basic Biology for Cosmetology	4
Lesson 3: Standards and Safety	5
Lesson 4: Legal and Ethical Standards	6
Lesson 5: Providing Services	7
Midterm Exam	8
Lesson 6: Tools of the Trade	9
Lesson 7: The Basis of the Business – The Client.	10
Lesson 8: Creating a Thriving Cosmetology Business.	11
Lesson 9: Basic Business Skills and Skin Care	12
Lesson 10: Marketing Your Cosmetology Business	13
Final Exam	14



Lesson 2: Basic Biology for Cosmetology

Lesson Summary

Cosmetology is all about the body, so it is time to learn basic anatomy. While providing an overview of the major systems of the human body, this unit details the parts of the body that cosmetologists spend the majority of their time grooming, including hair, skin, and nails. Understanding the components of tissue and cells helps cosmetologists tell the difference between healthy hair, skin, and nails and those that need further treatment or indicate health problems. There has always been a relationship between cosmetology and health, as will be explained in this unit. Finally, this unit will explore how some simple home beauty treatments have a noticeable effect on the body.

Learning Objectives

- Recognize and identify the major systems in the human body.
- Identify principles of biology, tissues, and cells to provide and select safe and effective personal care products and services.
- Recognize and identify principles of human anatomy to classify areas of potential problems in order to provide needed personal care services.
- Discuss the relationship between cosmetology and medicine.
- Prepare some healthy beauty treatments and understand why they work.



Lesson 3: Standards and Safety

Lesson Summary

Now that you understand some basic biology, this unit will identify the steps that cosmetologists need to take to keep their clients safe and healthy. Not only is this important for the clients, it is also the law. Salons need to maintain excellent health and safety records to stay in business, and cosmetologists are the ones who define these records. Students will know and understand the governing policies and the proper procedures for maintaining a safe and sanitary environment as well as the different levels of cleaning and their uses. This unit prepares students for a career in cosmetology by providing background on the hazards of the industry for both clients and employees and cosmetologists' responsibilities when it comes to health and safety.

Learning Objectives

- Demonstrate knowledge of the rules and regulations established by the governing body and industry standards.
- Identify and practice emergency policies and procedures regarding health and safety to achieve a safe and healthy environment at all times.
- Recognize risks and potentially hazardous situations to maintain a clean safety record when providing personal care services.
- Differentiate among types of cleaning and their uses.
- Identify appropriate agencies and sources for health and safety information in the cosmetology field.



Lesson 4: Legal and Ethical Standards

Lesson Summary

You have learned a lot about safety and how to keep yourself, clients, and coworkers healthy, and now it is time to consider ethical and legal responsibilities. Now it is time to explore professional standards and ethics, how they are defined in the workplace, and specific issues that are particularly relevant to those in the cosmetology field. This unit will also define the concept of legal liability and how that shapes job performance, especially when working with the public. Professionalism is an important part of success in this industry, and this unit defines what that looks like for those interested in a cosmetology career.

Learning Objectives

- Explain the concepts and skills of the profession in simulated and actual work situations.
- Define the elements of professional presentation.
- Model ethical and legal conduct while working in the human services industry.
- Recognize ethical violations in the workplace.
- Demonstrate actions that comply with legal requirements for personal liability to guide personal conduct in the human services setting.



Lesson 5: Providing Services

Lesson Summary

Now that you have an understanding of the professional responsibilities that cosmetologists have, it is time to explore what they actually do for clients. This unit will introduce some of the most common procedures performed by cosmetologists, including those involving hair, skin, nails, and hair removal. Through exploring these treatments and the chemical reactions that enable them, you will begin to have a sense of which of the subfields in cosmetology most appeals to you should you decide to pursue this career. In addition, this unit explores beauty culture and how it relates to the work of professional cosmetologists.

Learning Objectives

- Apply academic skills to the field of cosmetology.
- Describe some of the basic services performed by cosmetologists.
- Relate principles of chemistry by explaining the composition, structure, and properties of substances and of chemical processes to provide a broad range of personal care services.
- Define and explain beauty culture.
- Analyze contemporary beauty standards as portrayed in advertising.



Midterm Exam

Learning Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first five units in this course (Note: You will be able to open this exam only one time.)



Lesson 6: Tools of the Trade

Lesson Summary

This unit will identify some of the tools used in the various branches of cosmetology. Students will come to understand how various implements are used and be able to provide details about their proper care and maintenance. These implements can be quite expensive and are really important for doing well, so it is essential that cosmetologists take good care of them. You will also understand some of the differences between commercial-grade products and those available to consumers. In addition, the unit explores the hairstyles of past decades, how ideas of beauty reflect the times that produce them, and the beauty products available.

Learning Objectives

- Describe the function and application of the tools, equipment, technologies, and materials used in cosmetology.
- Identify and choose techniques and principles and safely use tools and instruments to develop efficient and safe delivery of client services that enhance client satisfaction.
- Explain basic requirements for maintaining cosmetology equipment.
- Understand and describe the ways in which hairstyles reflect the era in which they were popular.
- Explain some of the techniques used in hairstyles of the past.



Lesson 7: The Basis of the Business – The Client

Lesson Summary

Providing the kind of service that clients expect and attracting clients are important parts of a cosmetologist's job. Students will learn about building and maintaining a client base. This includes not only providing clients with the services they require, but also ensuring that salons stay in touch with the clients they represent. It will also explore how technology can be used to monitor client preferences and services as well as maintain an updated client base. By understanding what clients expect from cosmetologists and what they are looking for, you will be better prepared to develop the kind of clients that can be the foundation of your business. Students will also look at what makes a good customer experience and explore the history of nail salons in North America.

Learning Objectives

- Interpret patterns of current information and resources on personal care services to attract new clientele and satisfy and retain present clientele.
- Investigate organizational policies, procedures, and regulations to establish personal care organization priorities to accomplish the mission and provide high-quality service to a diverse set of clients.
- Apply technology to analyze data and information in order to make appropriate recommendations for personal care services.
- Identify the aspects of a good salon experience.
- Explain the rise of the nail service industry.



Lesson 8: Creating a Thriving Cosmetology Business

Lesson Summary

Every business in cosmetology requires understanding customers. This unit will examine what brings customers into salons and what keeps them coming back so that cosmetologists can effectively create and manage a client base by defining what customers are looking for when building a relationship with a cosmetologist. It will also provide strategies for making the most out of a client base and explain the reasons clients choose to leave cosmetologists. Because not all interactions with customers will go well, strategies for dealing with difficult customers are discussed. The unit examines the ways technology can help cosmetologists anticipate client needs and identify trends in the beauty industry.

Learning Objectives

- Interpret patterns of current information and resources on personal care services to attract new clientele and satisfy and retain present clientele.
- Identify current trends in the cosmetology industry.
- Define the expectations customers have when purchasing cosmetology services.
- Employ strategies to deal with difficult clients.
- Recognize the factors used to evaluate a client base.



Lesson 9: Basic Business Skills and Skin Care

Lesson Summary

This unit will continue to explore the profession of cosmetology by detailing the ways in which cosmetologists are typically paid and the relationships they form with salons so that students can evaluate the positive and negative aspects of these arrangements. In addition, this unit focuses on the qualities of the skin, which include identifying the basic skin types, understanding skin color and tone, and making appropriate makeup choices. It also examines the basic elements of a healthy skin care routine.

Learning Objectives

- Compare economic and accounting principles and practices when providing personal care services to promote business success and growth.
- Evaluate the different pay structures within the cosmetology field.
- Explain the different qualities of skin, including type, tone, and texture.
- Demonstrate the core elements of a good skin care routine.
- Choose appropriate cleansing products for different skin types.



Lesson 10: Marketing Your Cosmetology Business

Lesson Summary

This unit will explore important elements of leaders in the cosmetology field and the qualities that not only develop leadership skills but also open the door to new professional opportunities. It will also examine elements of the business side of the cosmetology field, such as managing inventory and acquiring supplies. Marketing is another important element of cosmetology, and this unit covers the basics of a good marketing plan for a cosmetology business, including how to attract and retain clients using social media.

Learning Objectives

- Interpret systems needed to obtain the range of personal care resources needed for business practice and to access resources at appropriate times.
- Research client information to attract new clientele and retain present clientele.
- Explore administrative and clerical procedures and systems to provide client satisfaction.
- Critique leadership skills within a community setting to maintain positive relationships that enhance personal care business opportunities.
- Propose advertising principles when selecting and using media to attract and retain clientele.



Final Exam

Learning Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units six to ten in this course – the last five units. (Note: You will be able to open this exam only one time.)