



# Barber or Cosmetology Apprenticeship Business Development



The Manager Course will provide you with a foundation for operating a salon and setting yourself apart. The focus will be on how to create a successful business plan, build a team, be profitable and sustainable.

The course is geared towards stylists who are seeking to advance to a management position. Business owners who may not be familiar with the industry may also find this course to be beneficial.

The course is set up in two separate components to meet the 150 hour state requirement and is two semesters in length. State requirements are that candidates must complete 4000 hours as a licensed cosmetologist or practitioner under the supervision of a licensed manager **or** the candidate must complete 2000 hours of practice as a licensed cosmetologist or practitioner with the additional 150 hours offered in this course. The topics taught for each component are listed in the table below.

## Semester 1 (Course #502-422)

- Types of salon ownership
- Zoning restrictions and securing a location
- Tax requirements
- Branding your salon
- Business finances
- Designing the salon
- Licensing requirements
- Safety precautions
- Insurance
- Computer and database systems

## Semester 2 (Course #502-423)

- Wisconsin laws and codes
- Writing a mission statement
- Developing a web presence
- Developing an employee hand book
- Creating a business plan
- Advertising
- Developing a promotional plan
- Hiring policies
- Building your team

*"I believe that once this course is completed I will have a concrete business plan for my future business."*

- Tamir Williams, Management Course participant

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