

THE DIPLOMA IN HAIR AND BEAUTY STUDIES

ADVANCED LEVEL UNITS

A GUIDE FOR LEARNERS

What is the Hair and Beauty Studies Diploma?

The Hair and Beauty Studies Diploma will open your mind to the range of business opportunities within the sector and give you a practical experience in spa therapies.

What does the course involve?

Compulsory Units...

As a Hair & Beauty Diploma learner you will complete a series of compulsory and optional units, designed to give you knowledge, skills and experience. The Advanced level units have been summarised on the following pages of this booklet.

Work Experience...

Diploma learners will do a minimum of 10 days work experience. You will also get the chance to learn from and be mentored by professionals working in their chosen field.

The Learner Project...

All Diploma learners will complete a project to demonstrate the skills and knowledge they have acquired. Learners can choose their own project. For example learners might investigate how to develop and market a new hair or beauty product.

English, Maths and ICT...

All Diploma learners need to achieve a minimum standard in English, Maths and ICT. These subjects are studied as part of the Diploma and will be taken as a CSE alongside it.

Personal Learning and Thinking Skills...

Mastering essential life and work skills is crucial in today's competitive market. All Diploma learners are encouraged to develop skills like teamwork and self-management as part of their course. They will learn to express themselves confidently and how to apply their knowledge and skills creatively in a business environment.

What could the Diploma lead to?

The Diploma is designed to broaden a young person's horizon and give them a wide range of next-step options. The Advanced Diploma could lead to university, college or to further training and employment. Learners who have completed an Advanced Diploma in Hair and Beauty Studies might choose to go on to do a Foundation Degree. They could also decide to take a job with further training.

A Diploma in Hair & Beauty does not mean you have to pursue a career in the Hair and Beauty Industry. A Diploma will give you relevant and transferable skills that will be welcomed by colleges, universities and employers.

Topic 1: Business location and design for hair and beauty

Internally assessed

About this topic

This topic will introduce you to business location, acquisition and the interior design of a new and refurbished commercial premises to create a desired business image and a well-designed environment

The purpose of this topic is to be introduced to:

- The factors and constraints when assessing potential business location
- Types of business ownership and how this may influence location and design
- The principles of commercial interior design and how they apply to salon design, image and ambience creation
- The theory and psychology of colour, sensory perception and their application to salon design
- Key principles of project and people management and how this applies to salon design and development processes
- Research of a range of professional services and service providers
- Design visualization techniques and drawing conventions suitable for salon design and how to use them

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Know the factors to be considered when choosing a business environment
- LO.2.** Understand how to achieve the desired salon/spa image and ambience using the principles of interior design
- LO.3.** Know how to manage a design project
- LO.4.** Plan a hair and beauty sector business environment

Topic 2: Event management and enterprise for hair and beauty

Internally assessed

About this topic

This topic will provide an opportunity to investigate the new and exciting field of event management. Central to this topic is the planning, coordination and evaluation of a promotional hair and beauty event. You will also discover the attributes and successes of entrepreneurs in the hair and beauty sector.

The purpose of this topic is to be introduced to:

- The factors that drive entrepreneurship, factors that influence the success of entrepreneurs and the impact on the sector
- Personality traits of successful entrepreneurs
- Analysing marketing objectives to select types of promotional events
- Best practice processes in event planning and promotion and internal and external factors that may impact on success
- Generating an idea and planning an event, including budget and resources
- Working as a team for the event and evaluate performance
- Identify personal skills, set objectives and complete a review of your career

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Understand the key role of entrepreneurship in the hair and beauty sector
- LO.2.** Understand the qualities of entrepreneurs in the hair and beauty sector
- LO.3.** Understand events in the hair and beauty sector
- LO.4.** Plan and run a promotional event
- LO.5.** Create a personal career plan

Topic 3: Product research, design and development within hair and beauty

Internally assessed

About this topic

This topic will allow you to explore hair and beauty product research and design and development processes, including a range of factors that drive and impact on them. You will also examine how consumer characteristics affect the principles of product choice design testing and manufacture.

The purpose of this topic is to be introduced to:

- The global size, structure, growth and interrelationship with the hair and beauty manufacturing and retail sector at high street and professional trade levels
- The key social, environmental, ethical and economic factors that influence the global marketplace and beauty manufacturing and retail businesses, their products and services
- Consumer market research, the stages of the product development process and why this is important
- Comparing international businesses and smaller companies
- Key logistical processes and supply chain mechanisms used by manufacturing and retail businesses in the hair and beauty sector
- How hair and beauty products are developed, marketed and presented to different target audiences by different types of businesses

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Understand global manufacturing and retail within the hair and beauty sector
- LO.2.** Understand how key factors and technical developments impact on the design and development of products
- LO.3.** Understand the stages of development for hair and beauty products
- LO.4.** Understand the processes used by the manufacturing and retail businesses within the hair and beauty sector
- LO.5.** Understand marketing within the hair and beauty sector
- LO.6.** Design a product for the hair and beauty sector

Topic 4: Exploring business management for hair and beauty

Externally assessed

About this topic

This topic will expose you to the motivational world of business management within the hair and beauty sector and interrelated industries. You will explore, compare and contrast leadership and management skills required from global companies, through to national and local hair and beauty businesses.

The purpose of this topic is to be introduced to:

- The main features of a range of leadership, management and motivation theories and how these can be applied to salon and spa management
- The roles and responsibilities and basic principles of hair and beauty management, including leading and developing effective teams
- Key range of legal obligations, policies, procedures and systems, including quality assurance and quality control procedures
- Key types of sector specific management information systems and their suitability for different tasks and size of business
- A range of key business management terminology and media to present information and results

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Understand the key aspects of business management for the hair and beauty sector
- LO.2.** Understand the management systems, processes and procedures used in the hair and beauty sector
- LO.3.** Know the relevant personal skills required by managers
- LO.4.** Contribute to the management role in hair, beauty or related industries

Topic 5: Exploring media and image within hair and beauty

Internally assessed

About this topic

This topic will enable the exploration of marketing principles and its links to image creation and media use, critically engaging with and evaluating a broad range of media approaches and how they are used in the hair and beauty sector for marketing a business image, retail consumer and professional products at global, national and local level.

The purpose of this topic is to be introduced to:

- Basic marketing principles and marketing strategies
- The different types of mass media, their influence in the market place and how they affect audience thinking and behaviour
- The role and importance of image in the hair and beauty sector
- The key factors that need to be considered, influence and impact upon the development and implementation of a media campaign to promote an image
- The critical components of a campaign design plan from inception to design
- The function and purpose of image mood boards and storyboards and how to plan and create them
- Ways in which a new image is launched and presented

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Know the basic principles of marketing
- LO.2.** Understand the use of mass media in marketing
- LO.3.** Understand the use of image within the hair and beauty sector
- LO.4.** Understand the processes involved with mounting a marketing campaign
- LO.5.** Develop and implement a marketing campaign

Topic 6: Exploring the world of spas

Externally assessed

About this topic

This topic will examine the development, diversity, benefits and impact of services within the spa industry and debate the effectiveness of various treatments and the relationship between different forms of treatment.

The purpose of this topic is to be introduced to:

- The history and origins of UK, European and International spas
- The global nature of the spa industry, its size and structure, types of business and purpose and its potential for growth
- How social, economic, environmental, lifestyle and chronic health conditions have influenced its growth and popularity
- The ideal spa environment and ambience
- The range of services, complimentary therapies and their physiological and psychological effects
- Job roles, responsibilities and career opportunities in the spa industry

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Understand the global spa industry
- LO.2.** Know the legal, health and safety and professional requirements of running a spa environment
- LO.3.** Understand the services, treatments and therapies offered by spas
- LO.4.** Interpret information on job roles and career pathways within the spa and related industries

Topic 7: Business planning and finance within hair and beauty

Externally assessed

About this topic

This topic will investigate enterprise and entrepreneurial skills and activities and its drivers within the hair and beauty sector, running a business and the day-to-day business accounting and finance.

The purpose of this topic is to be introduced to:

- Techniques for indentifying personal enterprise skills and attributes; reviewing and developing career objectives and plans
- Methods of researching, sourcing, interpreting, presenting and evaluating data relevant to the business planning process
- The critical components of a business plan
- The risks of self employment
- Key sources of finance and financial help and assistance for business set up and expansion
- Key nationally recognised quality assurance systems and their role
- The relationship between financial management, accounting and business success, interpreting financial information, bookkeeping and budgeting
- Costing and pricing strategies and the relationship to profit levels
- Terminology relevant to basic business finance and planning

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Understand the business planning processes
- LO.2.** Understand the factors impacting on the running of a business
- LO.3.** Produce and use business documents in context of the hair and beauty sector

Topic 8: Cosmetic Science

Internally assessed

About this topic

This topic explores cosmetic science, including chemistry and its application in the hair and beauty sector and the opportunity to apply this knowledge by making simple hair, beauty and nail products

The purpose of this topic is to be introduced to:

- Basic chemical and molecular structures and properties of ingredients used in hair and beauty products, including colour pigments, dyes and perfumes
- Key scientific principles and concepts of cosmetic chemistry
- The different approaches to human safety testing and trialling products
- The potential harmful effects of a range of cosmetic ingredients
- The critical legal and EU requirements of development and sale of cosmetic products
- The practical application of developing and making cosmetic products
- The links between cosmetic science and related fields and careers

Learning outcomes:

On completion of this topic you should be able to:

- LO.1.** Know the role of the cosmetic science industry
- LO.2.** Know the scientific principles of the cosmetic science industry
- LO.3.** Understand the issues surrounding the production of new products
- LO.4.** Compare and evaluate products, chemical reactions and concepts
- LO.5.** Safely create simple cosmetic products