

<b>KS4 Module 1: Business and entrepreneurship in the hair and beauty sector: Understand the structure and concept of hair and beauty businesses</b>	<b>KS4 Module 2: Business and entrepreneurship in the hair and beauty sector: Understand enterprise and entrepreneurship in the hair and beauty sector</b>	<b>KS4 Module 3: Business and entrepreneurship in the hair and beauty sector: Understand marketing and its role in the promotion of hair and beauty products and services</b>
<p><b>Knowledge</b> <i>What pupils will know</i></p>	<p><b>Knowledge</b> <i>What pupils will know</i></p>	<p><b>Knowledge</b> <i>What pupils will know</i></p>
<ul style="list-style-type: none"> <li>• Definition of a business – what is a business</li> <li>• Purpose of a business – producing goods, supplying services, distributing products</li> <li>• Reasons for starting a business – fulfilling a business opportunity, providing goods and/or services, personal aims and objectives</li> <li>• Business structures and their advantages and disadvantages</li> <li>• The scope of opportunities for hair and beauty businesses</li> <li>• The common hair and beauty services and treatments</li> <li>• Business links and interdependencies within the hair and beauty sector</li> <li>• The hair and beauty sector’s contribution to the UK economy</li> <li>• Legislation and working practices influencing businesses</li> <li>• The environmental influences on hair and beauty businesses</li> <li>• The historical development of hair and beauty industries over the last 50 years</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurship and the associated benefits</li> <li>• The characteristics and objectives of an entrepreneur</li> <li>• How to identify a business opportunity</li> <li>• Reasons why businesses create business plans – the benefits and drawbacks of business planning</li> <li>• The purpose of and methods for setting objectives – how finances are raised</li> <li>• How to develop and write a business plan</li> </ul>	<ul style="list-style-type: none"> <li>• The principles of marketing</li> <li>• The factors influencing marketing objectives</li> <li>• The 4 Ps and how they are used in marketing</li> <li>• The consequences of false advertising</li> <li>• The purpose and methods of market research The market types and their characteristics</li> </ul>
<p><b>Skill</b> <i>What pupils will be able to do</i></p>	<p><b>Skill</b> <i>What pupils will be able to do</i></p>	<p><b>Skill</b> <i>What pupils will be able to do</i></p>
<ul style="list-style-type: none"> <li>• Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>• Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>• Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>• Demonstrate innovative and creative skills in a range of hair and beauty sector contexts</li> </ul>	<ul style="list-style-type: none"> <li>• Define the term enterprise and what is meant by an entrepreneur</li> <li>• Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>• Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>• Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> </ul>	<ul style="list-style-type: none"> <li>• Carry out market research and analyse findings</li> <li>• Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>• Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>• Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>• Demonstrate innovative and creative skills in a range of hair and beauty sector contexts</li> </ul>

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<ul style="list-style-type: none"> <li>Evaluate their individual performance to inform personal development.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate innovative and creative skills in a range of hair and beauty sector contexts</li> <li>Evaluate their individual performance to inform personal development.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate their individual performance to inform personal development.</li> </ul>
<p><b>KS4 Module 4: Anatomy, physiology and cosmetic science</b></p> <p><b>Understand the role of cosmetic ingredients</b></p>	<p><b>KS4 Module 5: Anatomy, physiology and cosmetic science</b></p> <p><b>Understand the structure and function of the integumentary system</b></p>	<p><b>KS4 Module 6: Anatomy, physiology and cosmetic science</b></p> <p><b>Understand the development of hair and beauty products</b></p>
<p><b>Knowledge</b> <i>What pupils will know</i></p>	<p><b>Knowledge</b> <i>What pupils will know</i></p>	<p><b>Knowledge</b> <i>What pupils will know</i></p>
<ul style="list-style-type: none"> <li>The function of common cosmetic ingredients used within the hair and beauty industry</li> <li>The safety of cosmetic ingredients used within the hair and beauty industry             <ul style="list-style-type: none"> <li>The effects of dangerous and toxic cosmetic ingredients on human health</li> </ul> </li> <li>Common cosmetic ingredients derived from animal products and the role of animal testing</li> <li>The importance of maintaining the pH value of cosmetic products             <ul style="list-style-type: none"> <li>Why the correct pH value is important – the effect of the incorrect pH on the hair, skin and nails</li> </ul> </li> <li>Cosmetic products and their effects on the skin, hair and nails</li> </ul>	<ul style="list-style-type: none"> <li>The anatomy and physiology of the skin             <ul style="list-style-type: none"> <li>Structure and function of the skin</li> <li>The common diseases and disorders of the skin</li> <li>Characteristics of skin types</li> <li>Characteristics of skin conditions</li> <li>Characteristics of male skins</li> <li>Common variations in skin physiology</li> </ul> </li> <li>The anatomy and physiology of the hair</li> <li>The anatomy and physiology of the nail</li> <li>The intrinsic and extrinsic factors that can affect the integumentary system             <ul style="list-style-type: none"> <li>Intrinsic factors – genetics, hormonal imbalance, Fitzpatrick skin types classification I-VI, health conditions</li> <li>Extrinsic factors – stress, diet, medication, UV exposure, climate, incorrect product use, lifestyle</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The historical evolution of hair and beauty products from ancient times to the 21st century</li> <li>The development of a hair or beauty product from conception to launch             <ul style="list-style-type: none"> <li>Product development process</li> </ul> </li> <li>The impact of manufacturing on the environment             <ul style="list-style-type: none"> <li>Environmental sustainability</li> <li>Effects on the environment</li> </ul> </li> </ul>
<p><b>Skill</b> <i>What pupils will be able to do</i></p>	<p><b>Skill</b> <i>What pupils will be able to do</i></p>	<p><b>Skill</b> <i>What pupils will be able to do</i></p>
<ul style="list-style-type: none"> <li>Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>Demonstrate innovative and creative skills in a range of hair and beauty sector contexts</li> </ul>	<ul style="list-style-type: none"> <li>Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>Demonstrate innovative and creative skills in a range of hair and beauty sector contexts</li> </ul>	<ul style="list-style-type: none"> <li>Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>Demonstrate innovative and creative skills in a range of hair and beauty sector contexts</li> </ul>

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<p><b>KS4 Module 7: Design in the hair and beauty sector</b>  <b>Understand design briefs in the hair and beauty sector</b></p>	<p><b>KS4 Module 8: Design in the hair and beauty sector</b>  <b>Know how to plan and develop a design brief project</b></p>	<p><b>KS4 Module 9: Design in the hair and beauty sector</b>  <b>Know how to present and review a design brief project</b></p>
<p><b>Knowledge</b> <i>What pupils will know</i></p>	<p><b>Knowledge</b> <i>What pupils will know</i></p>	<p><b>Knowledge</b> <i>What pupils will know</i></p>
<ul style="list-style-type: none"> <li>The different types of design briefs             <ul style="list-style-type: none"> <li>Definition of a design brief</li> <li>Definition of a client</li> <li>Types of briefs                 <ul style="list-style-type: none"> <li>Creative brief</li> <li>Product design brief</li> </ul> </li> </ul> </li> <li>Design principles</li> <li>The use of research methods to help develop and inspire ideas for a design brief</li> <li>The environmental, social and economic challenges when carrying out a design brief             <ul style="list-style-type: none"> <li>The impact of consumption of resources on the planet – limited resources, unlimited resources, disposal of waste, global footprint, recycling, costings, sustainability, pollution</li> <li>Inclusivity – respecting different race, cultures, genders, beliefs, ages, disabilities (equality and diversity)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Client needs – ideas, research, organisations and products, style, function and purpose of brief, audience, age, race, gender, occupation, location, income, what needs to be produced/created, time restraints, costs, products, equipment, tools and materials needed</li> <li>Creative constraints – availability of resources and materials, viability of ideas, technical requirements</li> <li>Personal intentions – personal skills, building on strengths, self-development/CPD to be able to complete the brief</li> <li>The target audience – tailoring the presentation to meet the target audience/clients’ needs and requirements, timescales, feasibility, importance of analysis prior to developing design ideas</li> <li>Know the importance of developing and reviewing action plans</li> <li>Presenting design brief ideas</li> <li>Artistic principles for presenting design briefs ideas</li> </ul>	<ul style="list-style-type: none"> <li>Communicate and present design brief ideas</li> <li>Review work based on the needs of the client</li> <li>Know the importance of feedback</li> <li>Reflective practice and reviewing own performance</li> </ul>
<p><b>Skill</b> <i>What pupils will be able to do</i></p>	<p><b>Skill</b> <i>What pupils will be able to do</i></p>	<p><b>Skill</b> <i>What pupils will be able to do</i></p>
<ul style="list-style-type: none"> <li>Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>Use references to support their research</li> <li>Work independently and pro-actively</li> </ul>	<ul style="list-style-type: none"> <li>Interpret and plan a design brief</li> <li>Present design ideas</li> <li>Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>Look at others’ work for inspiration</li> <li>Use references to support their research</li> <li>Work independently and pro-actively</li> </ul>	<ul style="list-style-type: none"> <li>Review and update action plan/development plan</li> <li>Recall key principles, theories and concepts related to the hair and beauty sector</li> <li>Apply knowledge and understanding of principles and theories to find solutions and formulate new concepts in a variety of contexts from the hair and beauty sector</li> <li>Demonstrate analytical and evaluative skills to inform reasoned judgements with appropriate justifications</li> <li>Listen, reflect, ask for support in improving, ask for direction if not meeting the design brief, plan next steps</li> <li>Use outcomes of review and reflection to inform future action planning</li> </ul>

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		<ul style="list-style-type: none"><li>• Use references to support their research</li><li>• Work independently and pro-actively</li><li>• Identify what went well and what could have gone better, reflect on areas for improvement, what could be done differently next time, self-evaluation of strengths and weaknesses</li></ul>
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