

Hair and Beauty Studies

Level 1 Principal Learning

Level 1 Unit 2: Creating a positive impression in the hair and beauty sector

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 3 marks	4 to 6 marks	7 to 9 marks
1 Understand how to create a positive impression	<p>Given a basic outline of the skills necessary to create a positive impression. <input type="checkbox"/></p> <p>Given a limited explanation of why appearance is important to service industries. <input type="checkbox"/></p> <p>Given a basic outline of the opportunities for creating a positive impression in a hair and beauty environment. <input type="checkbox"/></p> <p>Given a limited explanation of the main image differences between hair and beauty environments. <input type="checkbox"/></p>	<p>Given a good outline of the skills necessary to create a positive impression. <input type="checkbox"/></p> <p>Given a good explanation of why appearance is important to service industries. <input type="checkbox"/></p> <p>Given a good outline of the opportunities for creating a positive impression in a hair and beauty environment. <input type="checkbox"/></p> <p>Given a good explanation of the main image differences between hair and beauty environments. <input type="checkbox"/></p>	<p>Given a detailed outline of the skills necessary to create a positive impression. <input type="checkbox"/></p> <p>Given an in depth explanation of why appearance is important to service industries. <input type="checkbox"/></p> <p>Given a detailed outline of the opportunities for creating a positive impression in a hair and beauty environment. <input type="checkbox"/></p> <p>Given an in depth explanation of the main image differences between hair and beauty environments. <input type="checkbox"/></p>

Justification comments

Mark for LO1 =

	0 to 3 marks	4 to 6 marks	7 to 9 marks
2 Understand the influences on customer interactions	<p>Given a limited explanation of the differences between customer satisfaction and customer care and how this impacts on business success. <input type="checkbox"/></p> <p>Given a limited explanation of how cultural, racial and socio-economic backgrounds may impact on client expectations. <input type="checkbox"/></p> <p>Given a limited explanation of how an individual worker's own views and beliefs could influence their interactions with clients from different backgrounds. <input type="checkbox"/></p>	<p>Given a good explanation of the differences between customer satisfaction and customer care and how this impacts on business success. <input type="checkbox"/></p> <p>Given a good explanation of how cultural, racial and socio-economic backgrounds may impact on client expectations. <input type="checkbox"/></p> <p>Given a good explanation of how an individual worker's own views and beliefs could influence their interactions with clients from different backgrounds. <input type="checkbox"/></p>	<p>Given an in depth explanation of the differences between customer satisfaction and customer care and how this impacts on business success. <input type="checkbox"/></p> <p>Given an in depth explanation of how cultural, racial and socio-economic backgrounds may impact on client expectations. <input type="checkbox"/></p> <p>Given an in depth explanation of how an individual worker's own views and beliefs could influence their interactions with clients from different backgrounds. <input type="checkbox"/></p>

Justification comments

Mark for LO2 =

	0 to 5 marks	6 to 10 marks	11 to 15 marks
3 Be able to present a positive impression to others	<p>Used a limited range of communication skills with occasional appropriateness. <input type="checkbox"/></p> <p>Demonstrated a limited ability to avoid discriminatory behaviour. <input type="checkbox"/></p> <p>Shown a limited ability to collaborate with team members to present a positive impression. <input type="checkbox"/></p>	<p>Used a good range of communication skills appropriately. <input type="checkbox"/></p> <p>Demonstrated a good ability to avoid discriminatory behaviour. <input type="checkbox"/></p> <p>Shown a good ability to collaborate with team members to present a positive impression. <input type="checkbox"/></p>	<p>Used an extensive range of communication skills in the appropriate way. <input type="checkbox"/></p> <p>Demonstrated an excellent ability to avoid discriminatory behaviour. <input type="checkbox"/></p> <p>Shown an excellent ability to collaborate with team members to present a positive impression. <input type="checkbox"/></p>

Justification comments

Mark for LO3 =

	0 to 5 marks	6 to 10 marks	11 to 15 marks
4 Be able to carry out a simple satisfaction survey	Designed a simple client satisfaction survey consistent with business expectations with continual teacher guidance. <input type="checkbox"/> Carried out a satisfactory survey. <input type="checkbox"/> Presented and carried out a basic evaluation of the results and made limited suggestions for future progress. <input type="checkbox"/>	Designed a simple client satisfaction survey consistent with business expectations with initial teacher guidance. <input type="checkbox"/> Carried out a good survey. <input type="checkbox"/> Presented and carried out a good evaluation of the results and made good suggestions for future progress. <input type="checkbox"/>	Designed a simple client satisfaction survey consistent with business expectations unaided. <input type="checkbox"/> Carried out an excellent survey. <input type="checkbox"/> Presented and carried out an excellent evaluation of the results and made extensive suggestions for future progress. <input type="checkbox"/>

Justification comments

Mark for LO4 =

Total marks out of 48

Total marks for learner