COSMETOLOGY

PROGRAM DESCRIPTION - 1600 HOURS

The Cosmetology program not only provides the fundamentals of cutting, styling, and chemical restructuring of hair, skin, nails, and makeup but also introduces students to product marketing, guest servicing, personal development skills, safety requirements, and professional development, including interviewing, job search skills, and resume writing. The practical experience, which builds on classroom theory, is a key component of the program, providing the essential technical training of a salon professional. This comprehensive program comprises the latest trends and techniques in hair cutting, styling, coloring, permanent waving, and chemical restructuring. The program's final phase prepares students to launch their careers with in-depth training in guest service, time management, self-promotion, goal setting, merchandising, and professional development.

PROGRAM OBJECTIVES

The objective of this program is to prepare students for the State of Wisconsin licensing examination in Cosmetology and to provide appropriate and comprehensive training thereby enabling them to enter the field of Cosmetology. Graduates of the program will have a wide range of career opportunities, including salon service providers, salon sales representatives, salon owners/managers, business managers, industry educators, and freelance artists. Upon completion, students will possess knowledge of Aveda products and spa practices, equipping them with the skills necessary to pursue employment as a cosmetologist.

INSTRUCTIONAL METHODS

The Institute is committed to providing quality education utilizing a method of instruction that engages all learning styles. Instructional methods include, but are not limited to, theory and lecture, hands-on workshops, clinic floor practice, audio/video presentations and instruction, online research, textbooks, exams and assignments, technical evaluations, salon and spa tours, and visiting guest educators.

PERFORMANCE STANDARDS

- *Productivity – Producing and achieving high academic and industry-aligned results.*
- *Professionalism – A commitment to act and speak with respect, honesty, and integrity towards others as a student and service provider.*
- *Positivity – The practice and/or approach of being positive or optimistic in attitude.*



Pictured Above: Cosmetology Clinic Floor at The Aveda Institute of Beauty and Wellness Madison

STUDENT RESPONSIBILITIES

Students are responsible for their learning, productivity, and academic achievement. Students are responsible for maintaining Satisfactory Academic Progress (SAP):

- *achieve a 90% or higher attendance percentage to graduate.*
- *achieve 80% or a higher grade-point average percentage to graduate.*

Students are responsible for reading The Institute of Beauty and Wellness course catalog standards, policies, and procedures.

REV.3/11/2026

COSMETOLOGY

1,600 COURSE HOURS
563 HRS THEORY + 1,037 HRS PRACTICAL

DAY (FULL-TIME, 47 WEEKS)
Mon. 9am-4pm & Tues.-Fri. 8:30am-4pm

3-DAY (54 WEEKS)
Mon.-Wed. 10am-9pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Hygiene, grooming and personal development	10	-
Bacteriology, sterilization and sanitation	20	20
Haircutting, hair tapering (clipper-cuts), razor cutting, hairstyling, curling,thermal waving, finger-waving, roller setting, pin curl placement, blow-drying, shampooing, scalp and hair treatments, conditioning, reconditioning, hair analysis, care of hairpieces, wigs and wefts, tools, equipment and implements (identification and usage.)	140	440
Hair straightening, hair relaxing, thermal hair straightening, blow-outs, permanents, hair coloring, tinting, bleaching and chemistry, tools, equipment and implements (identification and usage.)	185	392
Shaving, beard and mustache shaping, trimming, superfluous hair removal, waxing, facials, facial massages, facial makeup, eyelashes, light therapy, basic principles of electricity, and introduction to electrology. Tools, equipment and implements (identification and usage).	35	60
Manicuring, including nail Enhancement. Tools, equipment and implements (Identification and usage).	10	25
Anatomy and physiology of the hair, skin, nails and disorders of the hair, skin, scalp and nails	50	-
Product knowledge, product use and sales, preparing and consulting with customers for services	30	-
Laws, rules, professional ethics and history of barbering and cosmetology	18	-
Individual student needs, industry trends and electives (e.g. recordkeeping, mathematics, communications, human relations, public relations, first aid, guest educators, resume writing, interviews, and job search skills, etc.) (Hours may include structured visits conducted by the school outside of the classroom at one or more cosmetology	65	100
THEORY VS. PRACTICAL	563 HRS	1,037 HRS
TOTAL COURSE HOURS	1,600 HRS	

GRADING PROCEDURES

For academic work, students must meet at least 80 percent grade point average to be in good standing and as a condition of graduation. Final written and practical tests must be 80 percent or better. All other assignments and tests' percentages and scales are as follows:

GRADING BREAKDOWN	
Chapter Tests	25%
Student Projects	25%
Mock State Board & Written Exam	25%
Technical Evaluations	25%
Overall	**100%**

GRADING SCALE	
Honor Roll	98-100%
Very Good	94-97%
Good	87-93%
Satisfactory	80-86%
Unsatisfactory	79%-Below

REV.3/11/2026

COSMETOLOGY

PROGRAM DESCRIPTION - 1550 HOURS

The Cosmetology program not only provides the fundamentals of cutting, styling, and chemical restructuring of hair, skin, nails, and makeup but also introduces students to product marketing, guest servicing, personal development skills, safety requirements, and professional development, including interviewing, job search skills, and resume writing. The practical experience, which builds on classroom theory, is a key component of the program, providing the essential technical training of a salon professional. This comprehensive program comprises the latest trends and techniques in hair cutting, styling, coloring, permanent waving, and chemical restructuring. The program's final phase prepares students to launch their careers with in-depth training in guest service, time management, self-promotion, goal setting, merchandising, and professional development.

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PERFORMANCE STANDARDS

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- *Positivity – The practice and/or approach of being positive or optimistic in attitude.*



Pictured Above: Cosmetology Clinic Floor at The Aveda Institute of Beauty and Wellness Milwaukee

STUDENT RESPONSIBILITIES

Students are responsible for their learning, productivity, and academic achievement. Students are responsible for maintaining Satisfactory Academic Progress (SAP):

- *achieve a 90% or higher attendance percentage to graduate.*
- *achieve 80% or a higher grade-point average percentage to graduate.*

Students are responsible for reading The Institute of Beauty and Wellness course catalog standards, policies, and procedures.

REV.3/11/2026

COSMETOLOGY

1,550 COURSE HOURS
538 HRS THEORY + 1,012 HRS PRACTICAL

DAY (FULL-TIME, 47 WEEKS)
Mon. 9am-4pm & Tues.-Fri. 8:30am-4pm

3-DAY (54 WEEKS)
Mon.-Wed. 10am-9pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Hygiene, grooming and personal development	10	-
Bacteriology, sterilization and sanitation	20	20
Haircutting, hair tapering (clipper-cuts), razor cutting, hairstyling, curling,thermal waving, finger-waving, roller setting, pin curl placement, blow-drying, shampooing, scalp and hair treatments, conditioning, reconditioning, hair analysis, care of hairpieces, wigs and wefts, tools, equipment and implements (identification and usage.)	140	440
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Manicuring, including nail Enhancement. Tools, equipment and implements (Identification and usage).	10	25
Anatomy and physiology of the hair, skin, nails and disorders of the hair, skin, scalp and nails	50	-
Product knowledge, product use and sales, preparing and consulting with customers for services	30	-
Laws, rules, professional ethics and history of barbering and cosmetology	18	-
Individual student needs, industry trends and electives (e.g. recordkeeping, mathematics, communications, human relations, public relations, first aid, guest educators, resume writing, interviews, and job search skills, etc.) (Hours may include structured visits conducted by the school outside of the classroom at one or more cosmetology	40	75
THEORY VS. PRACTICAL	538 HRS	1,012 HRS
TOTAL COURSE HOURS	1,550 HRS	

GRADING PROCEDURES

For academic work, students must meet at least 80 percent grade point average to be in good standing and as a condition of graduation. Final written and practical tests must be 80 percent or better. All other assignments and tests' percentages and scales are as follows:

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