



**I. COURSE DESCRIPTION:**

In this course the student will investigate the fitness industry, the career opportunities, associated risks and effective management of programs, facilities and personal training businesses. Fundamental business principles of daily management of facilities and programs will be applied to the fitness industry. Practical experience will involve conducting basic market research and development of a customer service-oriented marketing plan.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

In general, this course addresses Vocational Learning Outcomes (cross-referenced with the Program Standards) in: assessment and implementations (5,8,9,10) and communication skills (11). It addresses all of the Generic Skills Learning Outcomes

Upon successful completion of this course, the student will demonstrate the ability to:

**1. Identify and compare the various types of fitness businesses and organizations**Potential Elements of the Performance:

Discuss the differences among for-profit, not-for-profit and corporate-based fitness facilities

- Identify key employee roles within an organizational structure
- Discuss the term sole proprietorship

**2. Describe key regulation principles as they apply to fitness facilities and programs**Potential Elements of the Performance:

- List minimum certifications necessary for various fitness professionals
- Explain key legal and insurance issues for fitness practices
- Review Canadian Fitness Safety Standards
- Discuss components and importance of maintenance management

**3. Explain the term risk management and design strategies to minimize potential risk in fitness facilities and programs**Potential Elements of the Performance:

- Discuss key elements to creating a safe exercise environment
- Develop a comprehensive Emergency Response Plan

**4. Identify and apply essential elements of developing a business plan**Potential Elements of the Performance:

- Create a fitness business plan including procurement

**5. Identify and apply advertising techniques and sales strategies to promote fitness activities and facilities****6. Research and analyze current trends in fitness as they relate to business opportunities**Potential Elements of the Performance:

- Compare and contrast evolving trends and emerging fitness business prospects

**7. Identify and explain issues concerning business professionalism and ethics**Potential Elements of the Performance:

- Design personal code of ethics as a fitness professional
- Explain the term confidentiality and discuss the importance in the fitness industry

**8. Explain elements of effective daily management of fitness facilities and programs**Potential Elements of the Performance:

- Discuss important elements of customer service
- Describe budgeting and the fundamentals of financial management
- Identify key components of successful planning and implementation of meetings

**III. TOPICS:**

1. Understanding Organizational Design
2. Addressing Health and Safety Concerns
3. Understanding Legal and Insurance Issues
4. Focusing on Customer Service
5. Developing a Successful Business Plan
6. Business Opportunities in Fitness

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Health Fitness Management – 2<sup>nd</sup> Edition  
Human Kinetics  
Mike Bates

## V. EVALUATION PROCESS/GRADING SYSTEM:

A combination of tests and assignments will be used to evaluate student achievement of the course objectives. A description of the evaluation methods follows and will be discussed by the teacher during the first class.

Midterm – 20%

Final Exam – 20%

6 in class assignments – 60% (10% each)

### **Note: Missed Tests and Late Assignments**

If you miss a written test, you must call/email your instructor **BEFORE** the test to explain your absence. Only medical emergencies and extreme circumstances will warrant the opportunity to write the missed test at a later date. Official supporting documentation, such as a physician's certificate, may be required as confirmation of your illness. Arrangements with your instructor must be made as soon as you resume attendance at Sault College. Failure to comply with this policy will result in a zero grade for the missed test.

Written assignments must be submitted on the date and time specified. If the student is unable to do so, the teacher must be notified 24 hours prior to the due date and time. Failure to request an extension or requesting an extension later than 24 hours prior to the due date, will result in a zero grade for the assignment. For example; if the due date is on September 16, anything submitted after the 16<sup>th</sup>, will be counted as 0 grade. Similarly, if the assignment is due on September 16<sup>th</sup> by 5pm, anything submitted after 5pm will be considered late and will receive a 0 grade. Five marks per day of extension (with permission) will be deducted from the assignment for up to three academic days. For example, if an assignment has been granted a three day extension, there will be a five mark penalty each day it is late (total of 15 marks).

The request for an extension does not necessarily result in an extension. The final decision to permit an extension resides with the professor. The professor may choose to discuss the situation with the coordinator and/or dean of the program.

In the event of extenuating circumstances (ie. death, acute illness, disaster, etc.) where the extension could not be anticipated and which precludes the student from submitting the assignment on the due date an extension will be granted without penalty. The student is obliged to notify the teacher within 24 hours of the due date and collaborate on a date of submission. Appropriate documentation may be requested by the teacher to validate the extenuating circumstances.

**Please see additional expectations for this course on your course syllabus.**

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

## VI. SPECIAL NOTES:

### Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

## VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.