

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 organizationsPotential 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 programsPotential 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 programsPotential 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 planPotential 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 ethicsPotential 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 programsPotential 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:

Readings as required

V. EVALUATION PROCESS/GRADING SYSTEM:

A combination of tests, assignments and learning activities will be used to evaluate student achievement of the course objectives. A description of the evaluation methods follows.

Learning Activities – 25%
 Assignment 45%
 Exam – 30%

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	
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.

Late Assignments:

Assignments will be accepted up to three days after the due date. Students will be deducted 1% for each day that it is late. Assignments submitted after three days of the assigned due date will not be accepted.

Missed Tests/Exams:

Students will receive a 0 for missed tests or exams. If the student cannot write the exam due to unforeseen circumstances the student must notify the instructor **BEFORE** the exam date. If a student missed the test/exam, did not notify the instructor prior to the exam, and still requests to write the test, the instructor *may* only accept this request if the student can provide proof of an extreme circumstance.

VII. COURSE OUTLINE ADDENDUM:

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