



COURSE OUTLINE: FIT205 - BUSINESS OF FITNESS

Prepared: Heather Pusch, Tania Hazlett, Lisa Folz

Approved: Bob Chapman, Chair, Health

Course Code: Title	FIT205: THE BUSINESS OF FITNESS
Program Number: Name	3040: FITNESS AND HEALTH
Department:	FITNESS & HEALTH PROMOTION
Semesters/Terms:	20W
Course Description:	In this course, the student will investigate the fitness industry, the career opportunities, associated risks and effective management of fitness and wellness programs and activities. Fundamental business principles of daily management of fitness and wellness programs and activities will be applied. Practical experience will involve conducting basic market research and development of a customer service-oriented business plan.
Total Credits:	4
Hours/Week:	4
Total Hours:	60
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	3040 - FITNESS AND HEALTH
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 5 Develop, implement, and evaluate activities, programs, and events which respond to identified needs and interests of clients and maximize the benefits of health, fitness, and well-being.
	VLO 8 Assist in the development of business plans for health and fitness programs, activities and facilities.
	VLO 9 Implement strategies and plans for ongoing personal and professional growth and development.
	VLO 10 Develop and implement risk management strategies for health and fitness programs, activities and facilities.
	VLO 11 Interact effectively with clients, staff, and volunteers in health and fitness programs, activities and facilities.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.



Course Evaluation:

Passing Grade: 50%,

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Identify and compare the various types of fitness and wellness businesses and organizations.	1.1 Discuss the differences among for-profit, not-for-profit and corporate-based fitness facilities 1.2 Identify key employee roles within an organizational structure 1.3 Discuss the term sole proprietorship
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Describe key regulation principles as they apply to the fitness and wellness industry.	2.1 List minimum certifications necessary for various fitness professionals 2.2 Explain key legal and insurance issues for fitness practices 2.3 Review Canadian Fitness Safety Standards 2.4 Discuss components and importance of maintenance management
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Explain the term risk management and design strategies to minimize potential risk in fitness and wellness facilities and programs.	3.1 Discuss key elements to creating a safe exercise environment 3.2 Develop a comprehensive Emergency Response Plan
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Identify and apply essential elements of developing a business plan.	4.1 Create a fitness business plan
Course Outcome 5	Learning Objectives for Course Outcome 5
5. Identify and apply advertising techniques and sales strategies to promote fitness and wellness activities and facilities.	5.1 Identify and apply the 4 Ps of marketing 5.2 Identify and apply digital marketing concepts
Course Outcome 6	Learning Objectives for Course Outcome 6
6. Research and analyze current trends in fitness and wellness as they relate to business opportunities.	6.1 Compare and contrast evolving trends and emerging fitness business prospects
Course Outcome 7	Learning Objectives for Course Outcome 7
7. Explain elements of effective daily management of fitness and wellness facilities and programs.	7.1 Discuss important elements of customer service 7.2 Describe budgeting and the fundamentals of financial management 7.3 Identify management theories and strategies.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Business Plan Assignment	50%
Exam	25%



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	Learning Assignments	25%
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Date: August 7, 2019

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.