



COURSE OUTLINE: FIT205 - BUSINESS OF FITNESS

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Approved: Bob Chapman, Dean, Health

Course Code: Title	FIT205: THE BUSINESS OF FITNESS
Program Number: Name	3040: FITNESS AND HEALTH
Department:	FITNESS & HEALTH PROMOTION
Academic Year:	2023-2024
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. Emphasis will be placed on the process of starting and managing a personal fitness or health-based business. Practical experience will involve the development of a business plan.
Total Credits:	4
Hours/Week:	4
Total Hours:	56
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 business plans for a fitness and/or training business organization to ensure sustainability and viability while mitigating risks.
	VLO 9 Develop plans and implement strategies for ongoing professional growth and development.
	VLO 10 Communicate information persuasively and accurately in oral, written, and other media formats.
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 3 Execute mathematical operations accurately.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	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%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

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 Define for-profit, not-for-profit and corporate-based fitness facilities. 1.2 Identify key employee roles within common organizational structures. 1.3 Identify the pros and cons of various fitness and wellness business and organizations.
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. 2.5 Discuss various types of insurance. 2.6 Discuss legal issues that can arise in fitness businesses.
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 Identify key components of 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 business plan for a fitness or wellness business.
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. 5.3 Analyze target markets and identify appropriate marketing strategies. 5.4 Create marketing elements (eg. logo, ad, flyer, etc.)
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. 6.2 Conduct an industry analysis.
Course Outcome 7	Learning Objectives for Course Outcome 7
7. Explain elements of effective daily management	7.1 Discuss important elements of customer service. 7.2 Describe budgeting and the fundamentals of financial



	of fitness and wellness facilities and programs.	management. 7.3 Identify management theories and strategies.
Evaluation Process and Grading System:	Evaluation Type	Evaluation Weight
	Assignments	70%
	Tests	30%
Date:	December 11, 2023	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	