



COURSE OUTLINE: FIT223 - ENTREPREN FIT/HEALT

Prepared: Heather Pusch

Approved: Bob Chapman, Dean, Health

Course Code: Title	FIT223: ENTREPRENEURSHIP IN FITNESS & HEALTH PRO
Program Number: Name	3040: FITNESS AND HEALTH
Department:	FITNESS & HEALTH PROMOTION
Academic Year:	2024-2025
Course Description:	In this course, the student will investigate the fitness industry and identify effective small business operations. Fundamental business principles of daily management of facilities and programs, management of personal finances, and marketing strategies will be explored. Practical experience will involve conducting basic market research and the development of a business plan. Facility tours and guest lecturers will enhance learning experiences.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	FIT205
Vocational Learning Outcomes (VLO's) addressed in this course:	3040 - FITNESS AND HEALTH VLO 5 Develop business plans for a fitness and/or training business organization to ensure sustainability and viability while mitigating risks. VLO 10 Communicate information persuasively and accurately in oral, written, and other media formats.
<small>Please refer to program web page for a complete listing of program outcomes where applicable.</small>	
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 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 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%, D 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 evaluate various types of business opportunities in fitness and health promotion.	1.1 Identify the pros and cons of various fitness and health promotion businesses. 1.2 Research and analyze current trends in fitness and health promotion as they relate to business opportunities. 1.3 Visit local businesses.
	Course Outcome 2	Learning Objectives for Course Outcome 2
	2. Describe key regulation principles and policies as they apply to business registration and ownership.	2.1 Identify requirements necessary for business registration. 2.2 Discuss legal issues that can arise in fitness businesses. 2.3 Identify key insurance requirements for fitness business ownership.
	Course Outcome 3	Learning Objectives for Course Outcome 3
	3. Explain the term risk management and design strategies to minimize potential risk in business ownership.	3.1 Discuss key elements necessary to create a safe fitness environment. 3.2 Identify necessary certifications for fitness. 3.3 Identify key components of a comprehensive Emergency Response Plan. 3.4 Discuss importance and components of facility maintenance.
Course Outcome 4	Learning Objectives for Course Outcome 4	
4. Explain elements of the effective management of a small business.	Discuss important elements of customer service. 4.1 Research and explain effective sales strategies. 4.2 Identify components of effective financial management. 4.3 Complete elements of a budget. 4.4 Compare and contrast management theories and strategies.	
Course Outcome 5	Learning Objectives for Course Outcome 5	
5. Identify and apply marketing techniques appropriate for a small business.	5.1 Analyze target markets and identify appropriate marketing strategies. 5.2 Identify and apply the 4 Ps of marketing. 5.3 Identify and apply digital marketing concepts. 5.4 Create marketing materials.	
Course Outcome 6	Learning Objectives for Course Outcome 6	
6. Identify and apply essential elements of developing a business plan.	6.1 Create a business plan for a fitness or health-promotion small business.	

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	25%
Business Plan Development	50%
Exam	25%

Date: August 20, 2024

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

 information.

