

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: MANAGING AN INDEPENDENT PRACTICE

CODE NO. : MST 317 **SEMESTER:** 5

PROGRAM: MASSAGE THERAPY

AUTHOR: JOHN MITCHELL

DATE: JUNE, 2003 **PREVIOUS OUTLINE :** JUN, 2002

APPROVED:

	_____	_____
	DEAN	DATE

TOTAL CREDITS:

PREREQUISITE(S): NONE

LENGTH OF COURSE: 3 HOURS PER WEEK FOR 16 WEEKS **TOTAL CREDIT HOURS:** 3

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For additional information, please contact
School of Continuing Education, Business & Hospitality

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I. COURSE DESCRIPTION:

This course will introduce the student to essential skills and resources needed for performance of basic business practices required for daily operation of a massage therapy practice. These skills will be in the areas of business organization; financial aspects (bookkeeping, scheduling, taxes, and payroll); and marketing fundamentals. The course will also focus on the preparation and analysis of financial records, both manually and computer-assisted.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Identify the alternatives in setting up a practice, regarding advantages and disadvantages, both financially and otherwise. This learning objective will constitute approximately 30% of the course grade.

Potential Elements of the Performance:

- define business practice options,(home-based, store front, partners, contracting, full and part-time).
 - list the advantages and disadvantages of each option.
 - define the role of the Massage Therapist as employer, business associate, or independent contractor for each option.
 - Introduction to a business plan and it's elements
2. Demonstrate a good understanding of record-keeping methods for financial data. This learning outcome will constitute approximately 25% of the course grade.

Potential Elements of the Performance:

- explain the difference between single-entry and double-entry methods of bookkeeping.
- define and explain the difference between business and personal finances.
- List and describe the source documents that reflect business activities and the source of this information.
- explain the difference between income and expenses.
- list and describe the books and records used to handle income.
- prepare entries for common client transactions (cash/credit card visits, charge visits, and gift certificates).
- define and calculate total treatment income.
- list and describe the books used to record expenses.

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- prepare entries for common practice expenses.
 - define expenses that are long-term in nature.
3. Identify the primary financial statements, be able to prepare the statements and discuss their usefulness. This learning outcome will constitute approximately 10% of the course grade.

Potential Elements of the Performance:

- define the financial statements.
 - explain the purpose of the income statement and balance sheet.
 - prepare a balance sheet and income statement.
 - calculate and explain changes in the income statement.
 - define and calculate growth percentages.
4. Demonstrate a good understanding of the governmental impact on the Massage Therapist's business operation in regards to taxes and payroll, as well as insurance. This learning outcome will constitute approximately 10% of the course grade.

Potential Elements of the Performance:

- define and explain GST
 - calculate GST
 - define and explain employee/employer payroll costs.
 - calculate payroll costs.
 - describe business taxes
 - distinguish between personal and practice taxes.
 - list and describe the types of insurance affecting the practice.
5. Demonstrate a basic understanding of marketing, advertising, and financing aspects of a practice, including restrictions imposed by governments and professional associations. This learning outcome will constitute approximately 25% of the course grade.

Potential Elements of the Performance:

- Discuss the nature and importance of marketing.
- Explain distinctive aspects of service marketing.
- Discuss various means of analyzing the product and competition.
- Describe the roles of advertising, publicity and public relations.
- Describe methods and terms related to promotions and pricing, including governmental and C.M.T.O. restrictions.
- Describe possible growth strategies in light of current trends and future possibilities.
- Describe various means of networking to enhance practice growth

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and effectiveness.

- Discuss the nature of cash flow
- Explain short and long term financing for the practice

III. TOPICS:

1. Alternatives in setting up a business
2. Record-keeping methods
3. Preparation and analysis of business reports
4. Taxes, payroll, and insurance
5. Marketing and Financing fundamentals

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Class handouts

V. EVALUATION PROCESS/GRADING SYSTEM:

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
F (Fail)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course	

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without academic penalty

Tests: All students will be required to complete FOUR tests during the term. The total weighting of the FOUR tests will represent 80% of the final term grade. There will also be an assignment representing 20% of the final grade. The tests will be administered during the term as follows:

<u>Test #1:</u>	Learning Outcome 1	10 %
<u>Test #2:</u>	Learning Outcome 2	25 %
<u>Test #3:</u>	Learning Outcomes 3 & 4	20 %
<u>Test #4:</u>	Learning Outcome 5	25 %
<u>Assignment</u>		<u>20%</u>

TOTAL: 100%

Supplementary Test: Administered at the end of the semester. A student who FAILS a test or MISSED writing a test during the regular semester qualifies to write a Supplementary Test. The grade received on the supplementary test will replace the lowest failed test or missed test. The supplementary test is a comprehensive test drawing upon all material covered during the semester.

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

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Plagiarism

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean’s secretary. Students will be required to provide a transcript and course outline related to the course in question.