



**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. Facility tours and guest lecturers will enhance learning experiences.

**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 organizations

Potential 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 programs

Potential 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 programs

Potential 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 plan

Potential Elements of the Performance:

- Discuss essential elements of proposal writing
- Create a fitness business plan

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 ethics

Potential 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 programs

Potential 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
7. Constructing an Effective Proposal

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Health Fitness Management  
Author: Mike Bates  
Publisher – Human Kinetics

**V. EVALUATION PROCESS/GRADING SYSTEM:**

1. A combination of tests and assignments will be used to evaluate student achievement of the course objectives. A description of the evaluation methods follows and will be discussed by the teacher during the first class.

1. Learning Activities – 20%
2. Assignment #1 – 15%
3. Assignment #2 – 20%
4. Midterm – 20%
5. Final – 25%

2. All test/exams are the property of Sault College.

3. Students missing any of the tests or exams because of illness or other serious reason must notify the professor **BEFORE** the test or exam. The professor reserves the right to request to support the student's request.

4. Those students who have notified the professor of their absence that day will be eligible to arrange an opportunity as soon as possible to write the test or exam at another time. Those students who **DO NOT NOTIFY** the professor will receive a zero for that test or exam.

5. For assignments not handed in by the due date, the mark received will be zero. Extensions will be granted if requested in writing at least 24 hours before the due date. There will be a deduction of one percent (of final grade) per day for every school day late with the permission of an extension. This means that an extension for 5 school days (1 week), will result in 5 percentage points deducted from the final grade.

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.	

## VI. SPECIAL NOTES:

### 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.

### 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.

### Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

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

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

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.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may:

- (i) issue a verbal reprimand,
- (ii) make an assignment of a lower grade with explanation,
- (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”,
- (iv) make an automatic assignment of a failing grade,
- (v) recommend to the Chair dismissal from the course with the assignment of a failing grade.

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.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.