

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**SAULT  
COLLEGE**

**COURSE OUTLINE**

**COURSE TITLE:** The Business of Fitness

**CODE NO. :** FIT 205 **SEMESTER:** 3

**PROGRAM:** Fitness and Health Promotion

**AUTHOR:** Tania Hazlett

**DATE:** Sept 2011 **PREVIOUS OUTLINE DATED:** Sept/10

**APPROVED:** "Marilyn King" Jul. 2011

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	<b>CHAIR</b>	<b>DATE</b>
<b>TOTAL CREDITS:</b>	4 credits	
<b>PREREQUISITE(S):</b>		
<b>HOURS/WEEK:</b>	4 hours/week	

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For additional information, please contact Marilyn King, Chair, Health Programs  
School of Health and Community Services  
(705) 759-2554, Ext. 2689*

**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:**

Readings as required.

**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%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
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.	

***NOTE: Mid Term grades are provided in theory classes and clinical/field placement experiences. Students are notified that the midterm grade is an interim grade and is subject to change.***

## VI. SPECIAL NOTES:

### 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.

## VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.