THPY 1446: Business II

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 2
Lab Hours/Week: *.*
OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
   THPY 1445 - Business Development for Massage Practice

Corequisites: None

MnTC Goals: None

This course will go further into detail into how to run a successful practice. The course will help the student create a plan for their own individual massage career. It will further the details of managing a business including accounting and clinical practice skills. (Prerequisite: THPY1445) (2 credits: 2 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/15/2008 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Write a detailed business plan
2. Develop several marketing strategies both short and long term
3. Understand importance of accounting practices in business
4. Understand advantages and disadvantages of insurance billing, private billing, credit card usage and accounts
D. LEARNING OUTCOMES (General)
   1. Write a detailed business plan
   2. Describe categories of tax deductions
   3. Create a list of potential business assets
   4. Identify potential business liabilities
   5. Outline insurance billing benefits
   6. Outline insurance billing drawbacks
   7. Formulate a detailed argument about state licensing for therapists
   8. Create a detailed budget
   9. List differences between types of companies
  10. List differences between independent contractors and employees
  11. Explain client management procedures
  12. Create a short-term marketing plan
  13. Create a long-term marketing plan
  14. Create a measurement for advertising effectiveness
  15. Outline a personal retirement plan
  16. Create a weekly time outline schedule
  17. Fill out HCFA forms
  18. Discuss accounting practices
  19. Create logs for tax purposes
  20. Discuss promotional products
  21. Simulate interactions with possible clients
  22. Discern potential barriers to business success
  23. Reiterate managerial skills

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted