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