

# Minnesota State College Southeast

## 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