SPHE460

Course Summary

Course : SPHE460 **Title :** Business Aspects of Fitness and Wellness
Length of Course : 8 **Faculty :**
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description:

This course provides the student with the tools to pragmatically conduct business within the fitness and wellness industry. The student will develop parameters of management within a business structure including financial, facility, marketing, risk management, leadership, and personnel.

Course Scope:

This course in business aspects of fitness and wellness will encompass various aspects of business leader development and fundamental management decisions necessary to produce facilities and companies relevant to modern fitness and wellness consumers.

Objectives

After successfully completing this course, students will fulfill the following **Learning Objectives** (L.O.):

1. Interpret fundamental business practices within the fitness industry.
2. Examine the interrelationships between business operations and stakeholders within health fitness facilities.
3. Interpret the process of fitness facility design and its relationship to risk and operations management.
4. Predict future business trends within the fitness industry in the United States and Internationally.
5. Analyze the financial and economic components of the fitness industry.
6. Appraise the risk management and leadership roles of personnel within the fitness industry.
7. Analyze staff, programs, and facilities through performance appraisals.

Outline

Week 1: History of Fitness & Wellness Management Careers in Sport & Health Sciences

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Learning Objectives

LO 1

Readings

- The 30 Day MBA : Your Fast Track Guide to Business Success, Ch 5
- Fit4Life, LLC, Corporate Wellness, Fitness, and Nutrition Services: A Business Plan
- Why Wellness Education and Development Are Important to Your Fitness Business
- Wellness in business education: The convergence of theory, practice, and lifestyle
- The single biggest reason why start-ups succeed | Bill Gross
- Mark Cuban - The #1 Reason Why Most People Fail In Business

Assignments

Discussion #1

Interview Project: Part I

Week 2: Business Operations

Learning Objectives

LO 2

Readings

Fundamentals of Business, Ch 8

The 30 Day MBA : Your Fast Track Guide to Business Success, Ch 7 (Remains)

What are Business Operations? | Rowtons Training by Laurence Gartside

Business Operations Management 101

The future of wellness: Connected and customized

Assignments

Discussion #2

Interview Pproject: Part II

Week 3: Human Resources

Learning Objectives

LO 2

Readings

The 30 Day MBA : Your Fast Track Guide to Business Success, Ch 4

Rethinking Your Business Philosophy: Less Can Lead to More

Fundamentals of Business, Ch 11

Common Sense Talent Management : Using Strategic Human Resources to Improve Company Performance

https://ebookcentral.proquest.com/lib/apus/reader.action?docID=827115

https://www.youtube.com/watch?v=fH_lAYtlh0A

Assignments

Discussion #3

Week 4: Facility Design

Learning Objectives

LO 3

Readings

30 Essential Pieces of Equipment for the Successful Personal Training Studio

Fundamentals of Business, Ch 1

Design and hygiene issues in sports facilities. A pilot study which investigates fitness centres by using a multidisciplinary tool

3D Tour - Facility Design

Assignments

Discussion #4

Interview Project: (wk4) Part III

Week 5: Programs, Service Delivery, & Esports

Learning Objectives

LO 3

LO 4

Readings

Fundamentals of Business, Preface

Where the Health & Fitness Industry is Headed Into in 2022

Total Facility Management

The psychology of esports: A systematic literature Review

What are eSports?

Esports is growing into a $1 billion industry | CNBC Sports

Esports - https://www.youtube.com/watch?v=qGmeIpUN7yk

Assignments

Discussion #5

Week 6: Finance, Budget, & Sales

Learning Objectives

LO 5

Readings

The 30 Day MBA : Your Fast Track Guide to Business Success, Ch 1-3

Fundamentals of Business, Ch 13 & 14

Total Facility Management

How to Prepare an Annual Budget for a Company

3 Sales Tips for Fitness Entrepreneurs (SALES CONFIDENCE MOTIVATION)

Assignments

Discussion #6

Interview Project: Part IV -Budget and Finance Assignment

Week 7: Risk Management

Learning Objectives

LO 6

Readings

The 30 Day MBA : Your Fast Track Guide to Business Success, Ch 9 & 10

Fundamentals of Business, Ch 7

Total Facility Management

Risk management basics: What exactly is it?

Risk management for fitness entrepreneurs

Assignment

Discussion #7

Week 8: Performance Appraisals

Learning Objectives

LO 7

Readings

The 30 Day MBA : Your Fast Track Guide to Business Success, Ch 11 & 12

Fundamentals of Business, Ch 3 & 10

Total Facility Management

HR Basics: Performance Appraisals

Assignments

Discussion #8

Employee Appraisal Assignment

Evaluation

Grading:

Name	Grade %
Discussions	35.00%
Week 1: Discussion	4.38%
Week 2: Discussion	4.38%
Week 3: Discussion	4.38%
Week 4: Discussion	4.38%
Week 5: Discussion	4.38%
Week 6: Discussion	4.38%
Week 7: Discussion	4.38%
Week 8: Discussion	4.38%
Assignments	65.00%
(Week 1) Interview Project Part I	6.50%
(Week 2) Interview Project Part II	13.00%
(Week 4) Interview Project Part III	13.00%
(Week 6) Budget and Finance	16.25%
(Week 8) Employee Evaluation	16.25%

Materials

Book Title: The 30 Day MBA: Your Fast Track Guide to Business Success, 4th ed. - eBook available in the APUS Online Library

Author: Barrow, Colin

Publication Info: Kogan Page

ISBN: 9780749475000

Book Title: Total Facility Management, 4th ed. - eBook available in the APUS Online Library

Author: Atkin

Publication Info: Wiley Lib

ISBN: 9781118655382

This course uses Open Access Resources. All of the resources for this class are located in the LESSONS area of our classroom under the heading Course Materials at the top of the Lessons page, or the Reading and Resources for each week of the course. Simply click on this link to access the Required Readings and Resources, from which you will find a clickable link to each week's list of readings and resources.

Required Readings: See note above, the weekly Outline, and the Lessons area for each week in

the classroom.

Websites

In addition to the required course texts the following public domain Websites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Website URL/Address
The OWL at Purdue	http://owl.english.purdue.edu/
APA Style Homepage	http://www.apastyle.org/index.aspx
NATA	http://nata.org

Required Readings: See Course Syllabus Outline above.

Additional Resources: In the Course Materials folder there are additional course articles and up to date APA handouts.

Course Guidelines

Academic Honesty & Personal Integrity

The University System supports and promotes academic honesty and personal integrity. Any form of academic dishonesty has no place in higher education. The University System does not tolerate dishonest efforts by its students. Students who are guilty of academic dishonesty can expect to be penalized. Any student who knowingly assists another student in dishonest behavior is equally responsible. An additional violation of the standards of academic honesty within a course may result in dismissal from the University System. **Click here for the full APUS policy.**

In addition to the university's plagiarism policy, students who are found to have submitted materials plagiarized from any online source, such as Course Hero, etc., will be reported to both the Plagiarism Office and the Student Conduct Office with the possibility of failing the course and/or expulsion from APUS. Use of said materials is academic dishonesty and will not be tolerated.

Using Turn-It-In for Discussions

*Some instructors may require students to submit their initial **Discussion** posts to Turnitin via the "Assignments" tool in our Brightspace classroom--please check the Discussion Guidelines (Course Overview & Introduction Content area) and/or an Announcement from your faculty to determine if this step is required for this course.*

***If this is a requirement in your class**, before posting your initial Discussion, you must submit it in the assignment area in a Word file, so its originality can be checked by turnitin.com. Your similarity score will appear in the same place you submit your file. It can take up to 24 hours for a score to return, but usually, it is less than 30 minutes. So, plan ahead. Please see the Course Overview & Introduction module in the Content area of the classroom, as well as in the Discussion area for additional information on how to use Turnitin.*

Writing Expectations

Students please review forum and assignment rubrics prior to completing each course requirement. As you work with student athletes, other athletic/fitness related personnel, clinical and other situations, you will frequently encounter challenging learning and behavioral situations. The solutions you find to these challenges will often determine success at a personal and program level. Your experiences have led you to certain beliefs; however, these beliefs may not lead to the correct solution in any given circumstance. In simple terms, theory is what generates the practical application you apply to your job. It is theory that helps us

analyze our opponent and make determinations on what they are going to do in the future, and it is theory that has been turned into technology that helps us increase quality of life, performance, and competitiveness. Understanding what experts recommend is one very important strategy for you to use. The commitment to apply key theory to your ideas enhances the likelihood that sound judgment drives solutions, not just feelings and beliefs. The application of theory can also help protect you in cases of liability questions.

All written submissions should be submitted in a font and page set-up that is compatible with APA Style (7th Ed.) formatting. It is recommended that students adhere to this consistent format and follow all rules of APA formatting here are some basics:

- Typewritten in double-spaced format with a readable style (Arial or Times New Roman fonts are best) and submitted inside the electronic classroom as instructed by the assignment details (unless classroom access is not possible and other arrangements have been approved by the professor).
- Best font sizes: Arial or Times New Roman 12-point font.
- 1 margins all around (no additional indenting except 1st line of each paragraph)
- Double-spaced throughout paper
- Appropriate APA-style formatted in-text citations and reference list
- Paper should be written in 3rd person this means no personal opinions, no sentences with I my or other 1st person text. These are academic/scientific papers.

Citation and Reference Style

Attention Please: Students will follow the APA (7th Ed.). Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignment Policy

All dates and times posted are for U.S. Eastern Standard time. It is your responsibility to know how that translates to your time zone and to submit/complete Assignments, Discussions and tests per these posted deadlines. All assignment due dates are posted on the Assignments page.

Students are expected to submit assignments by the due dates listed in the classroom. Late assignments, including but not limited to Assignments, Discussions, posts and responses, quizzes, and exams, may or may not be accepted after the course end date. Submitting an assignment after the due date may result in a penalty of up to 10% of the grade per day late, not to exceed a maximum 50% of the grade. The amount of the penalty is at the faculty member's discretion. Faculty recognize that students have limited time and may be more flexible if potential delays are communicated ahead of time. The University Late Policy can be found in the Student Handbook here.

*Doctoral and Programs with specialty accreditation may have different late policies.

**Students with DSA accommodations may have different late policies applied. For more information regarding our DSA services, please contact DSA@apus.edu.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and flaming. Such activity and the loss of good manners are not acceptable in a university setting basic academic rules of good behavior and proper Netiquette must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

Humor Note:

Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add emoticons to help alert your readers: ;-), :)

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the Student Handbook, and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- Tips on Using the Office 365 Email Tool

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

University Policies

Consult the Student Handbook for processes and policies at APUS. Notable policies:

- Drop/Withdrawal Policy

- Extension Requests

- Academic Probation

- Appeals

- Academic Dishonesty / Plagiarism

- Disability Accommodations

- Student Deadlines

- Video Conference Policy

Mission

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.