

Virginia Western Community College

HIM 249

Supervision and Management Practices

Prerequisites

Successful completion of BIO 100, HLT 100, HLT 206 and HLT 217.

Course Description

Introduces supervision and management principles with emphasis on the application of these principles in the health information setting. (VCCS MCR Description)

All of the objectives are directly presented in context of personal training, commercial fitness facilities, and clinic-based centers. Students will also gain experience and exposure to various fitness/wellness environments and programs. (Additional Description added by the faculty)

Semester Credits: 3

Lecture Hours: 3

Lab/Clinical/Internship Hours: 0

Required Materials

Textbook:

Health Fitness Management. Bates. 2nd Edition. ISBN: 9780736062053

Other Required Materials:

Internet Access

Blackboard

Course Outcomes

At the completion of this course, the student should be able to:

- Describe the organizational designs and positions within different types of businesses in the health and fitness industry.
- Identify the components of a successful marketing plan.
- Describe the legal, health, and safety issues relevant to the fitness industry.

Topical Description

1	Management and Leadership Theory
2	Organizational Design (profit, non-profit, corporate based and clinical based)
3	Recruiting, Training and Developing Staff
4	Managing and Compensating Staff
5	Marketing as Relating to Fitness Programming and Membership Sales
6	Customer Service
7	Member Retention
8	Profit Centers
9	Financial Management
10	Health and Safety Concerns
11	Facility Maintenance
12	Choosing Equipment
13	Insurance and Legal Issues
14	Operation Evaluation

Note to Instructors

1. This class will have an applied component where students will gain experience and exposure to various fitness/wellness environments and programs.