

Revised: Fall 2016

HIM 249

Supervision and Management Practices

COURSE OUTLINE

Prerequisites: HLT 100, HLT 206, BIO 100, 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

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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.

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Required Materials:

1. Textbook
2. Internet access
3. Blackboard

Textbook:

Health Fitness Management

Author: Bates

Edition: 2nd

ISBN: 9780736062053

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Topical Description:

Management and Leadership Theory
Organizational Design (profit, non profit, corporate based and clinical based)
Recruiting, Training and Developing Staff
Managing and compensating staff
Marketing as relating to fitness programming and membership sales
Customer Service
Member retention
Profit Centers
Financial management
Health and Safety Concerns
Facility Maintenance
Choosing Equipment
Insurance and Legal Issues
Operation Evaluation

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Notes to Instructors:

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

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