

## THPY1151 - Business Development

Credits:	3 (2/1/0)
Description:	This course will introduce the massage therapist to the business aspects of operating a massage practice. Topics include client scheduling, budgeting, bookkeeping, marketing and massage-related business issues. The course will detail client/therapist business concerns and help prepare students to identify and solve these concerns in a professional manner. Students will learn to write and execute a detailed workable massage business plan.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Interact professionally with clients.</li> <li>2. Customize a bookkeeping system.</li> <li>3. Prepare a strategic business plan.</li> <li>4. Differentiate between employee and independent contractor status.</li> <li>5. Determine optimal business locations.</li> <li>6. Create a service menu and fee schedule.</li> <li>7. Devise client policies.</li> <li>8. Identify target markets.</li> <li>9. Discuss insurance reimbursement potential.</li> <li>10. Create a weekly schedule.</li> <li>11. Formulate a plan for continuing education.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.