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:	1. Interact professionally with clients. 2. Customize a bookkeeping system. 3. Prepare a strategic business plan. 4. Differentiate between employee and independent contractor status. 5. Determine optimal business locations. 6. Create a service menu and fee schedule. 7. Devise client policies. 8. Identify target markets. 9. Discuss insurance reimbursement potential. 10. Create a weekly schedule. 11. Formulate a plan for continuing education.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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