

## Department:

Personal Fitness Training

## Course Description:

This course will provide a study of the entrepreneurial process specifically focused on the business of personal training. The course will cover topics such as opportunity recognition, entry strategies, market opportunities and marketing, business plan, financial projections, venture capital, financing, external assistance for startups and small businesses, legal and tax issues, intellectual property, franchising, and entrepreneurship economics.

## Course Competencies:

Upon completion of the course, the student should be able to:

1. Explain the entrepreneurial process specifically related to personal training.
2. Assess the potential opportunities for starting a personal training business in various locations.
3. Develop a business plan and marketing strategy for a personal training business.
4. Describe the types of financial resources available for starting a small business.
5. Describe potential career opportunities in the personal training business.

## Course Content:

- A. Personal Training as a Profession
  1. Defining Personal Training
  2. The Origin of Personal Training
  3. Qualifications for Personal Training
- B. Personal Training as a Business
  1. Creating Your Own Personal Training Business
  2. Marketing Your Personal Training Business
  3. Managing Your Personal Training Business
  4. Legal and Professional Responsibilities of Personal Training
- C. The Personal Part of Personal Training
  1. The Psychology of Personal Training
  2. Working With Your Clients
  3. Designing Individualized Exercise Programs

## Learning Assessments:

Course competencies will be assessed by use of class assignments, regular exams, and class projects.

## Instructional Materials:

The Business of Personal Training, Roberts, Human Kinetics, 1995.

### **Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition**

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the “Disabilities Self-Identification Form” at this link:  
<https://highlandcc.edu/pages/disability-services>.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.