MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE

Faculty are required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Collegewide Curriculum Committee.

DEPT. Massage Therapy                       COURSE NO.  1125

NUMBER OF CREDITS:  3

COURSE TITLE: Massage Therapy Business Practices.

CATALOG DESCRIPTION: This course covers the principles of a massage therapy business. The small business successes and record keeping are taught. The differences between contract work, being an employee and ownership are compared.

AUDIENCE: To massage students considering a career in massage therapy.

FULFILLS MN TRANSFER CURRICULUM AREA(S) *(Leave blank if not applicable)*
Area   : by meeting the following competencies:
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Area   : by meeting the following competencies:

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: none

LENGTH OF COURSE: One semester

THIS COURSE IS USUALLY OFFERED:
Every other year ☐ fall ☑ spring ☐ summer ☐ undetermined ☐

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT: The student will achieve basic knowledge of bookkeeping, client interviews, telephone skills, management basics. They will leave with the knowledge to make an informed decision on self-employment, independent contractor or employee status.

2) THINKING SKILLS: The student will accurately complete ledgers, balance sheets, proper bookkeeping skills and records.

3) COMMUNICATIONS SKILLS: The student will demonstrate client interviews, proper insurance filing, billing and bookkeeping records.
4) HUMAN DIVERSITY: The student will gain self awareness regarding their feelings towards people of different cultures, value systems, socioeconomic status as it applies to their new found massage position.

TOPICS TO BE COVERED: This course will provide basic information necessary to be successful in a small massage business, whether they are the owner, manager or employee.

LIST OF EXPECTED COURSE OUTCOMES:
1. Be comfortable in the decision to own your own business, independent contractor, or employee
2. Design marketing tools
3. Put together a Business Plan
4. Complete a resume and cover letter.
5. Design business cards and brochures
6. Work with a newspaper on designing ads.
7. Design and create tools that will turn your hands on skills into life long success

LEARNING/TEACHING TECHNIQUES used in the course are:
- Collaborative Learning
- Student Presentations
- Creative Projects
- Lecture
- Demonstrations
- Lab

Problem Solving
- Interactive Lectures
- Individual Coaching
- Films/Videos/Slides
- Other (describe below)

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:
- Reading
- Oral Presentations
- Textbook Problems
- Group Problems
- Other (describe below)

- Tests
- Worksheets
- Papers
- Term Paper

- Individual Projects
- Collaborative Projects
- Portfolio

EXPECTED STUDENT LEARNING OUTCOMES: See expected course outcomes

The information in this course outline is subject to revision

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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