

Business Skills for the Fitness Professional

Summary

Self-employment is a popular route for fitness professionals to take, so getting business basics right is vital. This course is ideal if you are looking to develop the skills and confidence to manage your own marketing, promotions and pricing strategy, as well as keep on top of your National Insurance payments and tax. You will find out about the legal obligations of running a fitness business and how to plan for business success.

Course Provider	Health and Fitness Education (HFE) Unit 1A, Keepers Wood Way, Chorley, Lancashire PR7 2FU 0800 612 4067 www.hfe.co.uk
Qualification Accreditation	YMCA Awards / CIMSPA
Academic level	Level 3
PET entry requirements	Level 2 English
Format of course material	Paper-based

Structure of course	<ol style="list-style-type: none"> 1. Business Plan: Understanding the components and purpose of a business plan. 2. Cash Flow Estimation: Estimating cash flow, income, and expenditure over a period of time. 3. Business Setup: Setting up a business within the law, recording all monies, and understanding cash inflows and outflows. 4. Marketing Research: Researching the health and fitness business idea and creating a marketing plan. 5. Financial Forecasting: Understanding how to forecast when a business needs to borrow and how to repay any deficits. 6. These components are designed to equip learners with the knowledge and understanding required to market, plan, and deliver a successful personal training service.
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Assignments	3 written assignments
Exam	None
Study hours	50
Course expiry date	12 months

Prison support requirements	Facilitate tutor support via email. This often requires scanning learner assignments and email them to their tutor.
Supplier tutor's support	Yes - accessed via prison staff and also directly using EMAP. Assignment feedback given and questions answered.
Certificate	A printed certificate is provided upon successful completion.
Progress	There are range of possible progression options, including Business Skills for the Fitness Professional, Sports Coaching and Psychology, Social Science and Wellbeing OU Access Module (Y034). Call our free Advice Line on 0800 048 7520 on Tuesdays (10-12pm and 2-4pm) and Thursdays (10am-12pm and 2-6pm).