SECTION 1 - GENERAL INFORMATION

Award/s: Total Course Credit Points: Level:
Bachelor of Health Science (Acupuncture) 128 Core 4th Year
Bachelor of Health Science (Naturopathy) 128 Core 4th Year
Bachelor of Health Science (Nutritional and Dietetic Medicine) 96 Core 3rd Year
Bachelor of Health Science (Myotherapy) 96 Core 3rd Year
Bachelor of Complementary Medicine 48 Elective 3rd Year

Duration: 1 Semester
Subject Coordinator: Cherisha Soni (Melbourne campus)
Subject is: Core or Elective as noted Subject Credit Points: 2

Student Workload:

<table>
<thead>
<tr>
<th>No. timetabled hours per week:</th>
<th>No. personal study hours per week:</th>
<th>Total hours per week:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2</td>
<td>5</td>
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</table>

Delivery Mode:
Face to Face (On campus) 1 x 2 hour lecture 1 x 1 hour tutorial

e-Learning (Online) Narrated PowerPoint presentations
Tutorials: Asynchronous tutor moderated discussion forum and activities
Student handouts, web-based resources, live interactive webinars

Intensive Delivery (Summer School) Contact hours are delivered over 5 weeks with 2 x 4 hour days delivered per week
Content: Combination lecture and tutorial activities
Assessment: Case Study - Week 3; Business Marketing Brochure - Week 4; Business Plan - Week 5

Full Time
Part Time

Pre-requisites: Nil
Co-requisites: Nil

SECTION 2 – ACADEMIC DETAILS

Subject Rationale
This subject provides students with the tools to manage and operate a clinical medicine practice by exploring business planning, marketing and finance as well as gaining an understanding of legal and regulatory issues. It also enables students to reflect upon their professional ethical responsibilities in relation to codes of conduct and / or ethical codes within their respective professional associations’ membership protocols. Students will also learn how to prepare for the workforce, as well as familiarisation with interview procedures for themselves, and their own staff.
Learning Outcomes

1. Generate and evaluate clinic policies and procedures with reference to relevant legislative requirements.
2. Apply appropriate legal and ethical responses to complementary medicine practice.
3. Apply practical skills to advertise, market and set up a clinical health practice.
4. Develop skills to prepare personal business marketing material in correlation with the identified target population and service provision as a complementary medicine practitioner.
5. Develop a means of self-support and supervision within professional practice.

Assessment Tasks

<table>
<thead>
<tr>
<th>Type</th>
<th>Learning Outcomes Assessed</th>
<th>Session Content Delivered</th>
<th>Due</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study</td>
<td>2-3</td>
<td>1, 3-5</td>
<td>Week 6</td>
<td>30%</td>
</tr>
<tr>
<td>(1200 words)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Business Marketing Brochure</td>
<td>3-4</td>
<td>1-9</td>
<td>Week 10</td>
<td>20%</td>
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<tr>
<td>(500 words)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Plan</td>
<td>1 &amp; 5</td>
<td>1-13</td>
<td>Week 13</td>
<td>50%</td>
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<tr>
<td>(3000-3500 words)</td>
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All written assessments and online quizzes are due at 11:55 p.m. and submitted through the LMS

Prescribed Readings:


Recommended Readings:

## Subject Content

<table>
<thead>
<tr>
<th>Week</th>
<th>Lectures</th>
<th>Tutorials</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Activities are developed to allow the student to explore relevant concepts, expand on ideas and have peer and lecturer interaction through the use of the discussion forums. Activities also allow for formative assessment and feedback.</td>
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</tbody>
</table>

### 1. Introduction (Subject Outline / Subject Aims / Assessment / Teaching Resources)

**Role of the Practitioner**
- The role of the practitioner, manager and entrepreneur
- Personal and professional requirements
- Reflective learning in clinical practice, self support, self assessment, and debriefing

- Questions and discussion about the assessments
- Overview of the subject and introduction to the set texts

### 2. Resources for Planning a Business

- Types of business entities
- Small businesses and why they fail
- Solutions and resources
- Understanding business plans and developing a vision
- Components and resources for developing a business plan

- Group/forum discussion regarding the importance of a business plan in establishing a professional practice

### 3. Regulatory Issues and Ethical Practice

- Ethics, morals, values
- Code of conduct & code of ethics
- Scope of practice
- Referrals including those from a third stakeholder, professional boundaries

- Group/forum discussion regarding the issues around professional negligence and malpractice
- CPD points (Professional ongoing development) and regulation requirements

### 4. Policies and Insurance

- The *Privacy Act 1988* (Cth).
- *Health Privacy Principles* (HPPs) and *National Privacy Principles* (NPPs)
- Manufacturer liability, insurance
- Confidentiality and informed consent
- Duty of care

- Group/forum discussion regarding the scope of *National Privacy Principles* within clinical practice

### 5. Marketing

- Market research
- Marketing demographic and psychographic analysis
- Identifying potential customers
- SWOT analysis

- Group/forum discussion regarding the importance of creating a SWOT analysis
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Topics</th>
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</table>
| 6. Marketing Planning and Customer Service | - Ways to cost effectively promote new business  
- Customer service and importance of building a loyal client base  
- Advertising and pricing  
- Self promotion  
- Group/forum discussion on the four P’s of marketing |
| 7. Ongoing Marketing Strategies for Business Progression | - Online/social media marketing  
- Creating an online advert and effectively using the online platform to convey business and contact information  
- Identifying potential competitors and target population  
- Group/forum discussion on the importance of market research analysis to ensure effective strategies can be continued for effective ongoing bookings |
| 8. The Basics of Creating a Website | - Registering a domain name  
- Finding a web hosting company  
- Preparing the content  
- Building a website and learning about SEO  
- Group/forum discussion around latest principles for CVs and addressing selection criteria |
- Break-even analysis, cash flow, profit and loss, balance sheet  
- Assets, liabilities, income, expenditure  
- Group/forum discussion of financial planning, profit and loss statement and balance sheet |
| 10. Bookkeeping and Taxation | - Bookkeeping software  
- Daily financial procedures such as petty cash, receipting  
- Applying for a TFN or ABN, registering for GST, registering for PAYE or FBT and its implications  
- Issues relating to GST including completing a Business Activity Statement (BAS)  
- Group/forum discussion of bookkeeping and GST within professional practice |
- Appropriate policies and procedures for small business e.g., managing diversity, culture & gender issues, human resources, grievance, access to health records  
- Group/forum discussion around policies, procedures and the role of these documents in small business |
| 12. Work Health and Safety Issues | - Work health and safety legislative requirements  
- Prevention and management of work health and safety incidents  
- Development of work health and safety strategies e.g., injured workers, planning return to work  
- Work health and safety policies and procedures  
- Group/forum discussion regarding the relevance of health and safety legislation and associated issues within professional practice |
13. **Integrated Networking and Professional Development**  
- Networking skills with other professionals and health agencies  
- Professional development, mentoring, supervision professional associations  
- Evaluation of current and future needs  
- Reflect upon implementation of a business plan as a key component of professional practice  
- Case studies in clinical practice  
- Group/forum discussion regarding the significance of networking and referrals to professional practice

14. **Non-Teaching Week/Practical Examination Week 1**  
Note that make-up classes may be scheduled in this week

15. **Non-Teaching Week/Practical Examination Week 2**  
Note that make-up classes may be scheduled in this week

16. **Final Examination Week 1**  
There is no final exam for this subject

17. **Final Examination Week 2**  
There is no final exam for this subject