

International Professional School of Bodywork

COURSE SYLLABUS

This course syllabus constitutes a contract between the instructor and the student and covers all periods of the course beginning from the first class session and lasting to the final grade is assigned. The intention of the syllabus is to clearly document exactly what the instructor requires of the student. Accordingly, it is important that you read the entire syllabus and seek clarification from the instructor should you not understand any portion of it.

COURSE TITLE/NUMBER: Creating a Professional Practice / CPP208

CREDIT HOURS/UNITS: 30 hours / 3.0 units

INSTRUCTOR CONTACT INFORMATION:

Clark Korb
clark@manifestyourreality.com
619-823-9483

PREREQUISITES: Contemporary Methods B or equivalent

REQUIRED /RECOMMENDED BOOKS:

REQUIRED: *Business Mastery*, Cherie Sohnen-Moe
Professional Practice Student Notebook (online or printed)

RECOMMENDED: n/a

CLASS MATERIALS & EQUIPMENT

IPSB: tables, chairs, white board, markers, erasers, projector screen
STUDENTS: notebook and pen or laptop (latter is strongly recommended)
WEB SITE: <http://blog.manifestyourreality.com/cpp-class>

COURSE DESCRIPTION:

This introductory “Essentials for Business” course is designed to present the basic relevant information necessary to establish a successful career in massage and bodywork. Students will be provided information about practice management, marketing, finances, legalities and business planning. In-class and out-of-class assignments will weave together material with instructor presentations and guest speakers. Students will experience business as a creative process using visualization, writing, collage, and music.

LEARNING OBJECTIVES:

Upon completion of the class, each student will have his or her own "Massage and Bodywork Career" portfolio that includes the work completed for the class as well as a Business Plan blueprint for the future.

EVALUATION OF OBJECTIVES:

ASSIGNMENT	POSSIBLE POINTS	COMPLETION PER INSTRUCTIONS		MEETS DEADLINE
Practitioner Interview	10		5	5
First Drafts:				
Vision & Goals	10		5	5
Résumé	10		5	5
Cover Letter	10		5	5
Self-Introduction (verbal)	10		5	5
Business Card	10		5	5
Research Article Review	10		5	5
Success Collage	10		7	3
Total Assignments	80			
Portfolio Completion		CONTENT	PRESENTATION	
Résumé – final (2 copies)	15	6	4	5
Cover Letter – final (2 copies)	10	4	3	3
Visual Promotion Piece (2 copies)	15	5	5	5
Assembly of supporting documents (business card, certificates, transcript, self-intro)	30	15	8	7
Total Portfolio	70			
Business Plan	75	50	15	10
Effort	15			
Energy, thought, professionalism, and care in completion of Business Plan & Portfolio				
TOTAL POSSIBLE POINTS	240			

ESTIMATED TIME REQUIRED TO SUPPORT LEARNING OF THE MATERIAL:

4-6 hours per week

ATTENDANCE & MAKE-UP POLICIES:

Bearing in mind IPSB's objective is to develop professional and physiologically sensitive bodyworkers, students are responsible for the material covered in all classes and therefore are expected to attend classes regularly. In addition, students are strongly encouraged to make every effort to arrive at the College in plenty of time to park and get situated in their classroom by the class start time.

Attendance is recorded in 15-minute increments. Class time missed due to a late arrival, early departures, or other absences from class will be counted along with whole day absences to calculate total class hours absent. Students must attend 80% of the class hours. Any absences beyond 20% must be approved by the instructor or the Dean of Education, with the understanding that arrangements have been made to make-up missed time. Absences of more than 20% of the total class hours and/or missing three consecutive days that are not made up will result in an administrative drop from the class and a failing grade of F issued for the course. Make up assignments are at the discretion of the faculty and may include extra logs, reading, or other work deemed appropriate to make up missed content.

If a student misses a class session that was identified as "mandatory attendance" or to make up attendance in excess of 20%, the instructor may require the student to complete the make-up time with tutorial hours. Tutorial fees are set by the instructor or assistant overseeing the tutorial and may or may not be the same as fees posted by IPSB. If the instructor is unable to personally conduct the tutorial, the instructor will have final say as to which practitioners are qualified to teach the tutorials. Suggestions may also be made by the Dean of Education.

Even if a tutorial is not required to make-up attendance or content, it is highly recommended to schedule one with the instructor to fully understand and integrate bodywork techniques.

Make-up Work and Make-up Time

Students are responsible for contacting the appropriate faculty members to determine if make-up work and/or make-up time are required when they miss a class or a portion of a class. Make-up work pertains to assignments/class material missed due to absence and is necessary to fulfill the learning objectives of the course. Make-up time relates to the attendance policy and is for any absences over 20% of the total class hours or to make up class sessions with mandatory attendance requirements. Even though make-up time may not be required, the student is still responsible for learning any materials and/or assignments. If foundational content was missed during that 20% of the total class hours, (*i.e.* a portion of a body massage recipe was taught) make-up work along with make-up time might be required. The instructor will determine if make-up work and/or make-up time are needed to meet the learning objectives of the course and the attendance policy of the College.

RETEST POLICY:

In the event the student has not assimilated/embodied the content of the course sufficiently to achieve a passing grade on the final hands-on evaluation and /or presents extenuating circumstances through a Petition for Special Consideration; they may be afforded one additional opportunity to re-test with an instructor within two weeks of the final day of class. Since this re-test would be outside of normal class time, a re-test fee would apply for the instructor's time. This re-test would be at the discretion of the instructor based upon all other requirements of the course being satisfactorily met such as attendance, participation, practice and completion of assignments in a timely manner. The student must understand that certain study and learning strategies designed to improve student's retention ability may be requested before a re-test can take place. Examples may include, but are not limited to: additional practice time, creative study techniques, review of material with a fellow student, and/or suggested one-on-one tutorial learning with an instructor*.

Please note that the highest grade possible with a re-test is a "B".

*Additional tutorial fee would be required.

PERFORMANCE STANDARDS:

A passing grade is based on a minimum of 70% competency on all evaluations and assignments.

A – 90-100% = Excellent work that reflects superior understanding and insight, creativity, or skill. Attendance is required at all class sessions.

B – 80-89% = Good work that reflects a high level of understanding and insight, creativity, or skill. Attendance is within the 80-100% of class time.

C – 70-79% = Adequate work that indicates readiness to continue study in the modality or topic. Attendance is within 80-100% of class time.

D – 60-69% = Still developing, raises questions regarding readiness to continue in the modality or topic. No credit awarded.

F – 0-59% = Work below expectations for this level. No credit awarded.

ASSIGNMENTS, DUE DATES, and DAILY SCHEDULE OF CLASSES:

DATE	CURRICULUM	HOMEWORK		Assignments Due
		REQUIRED Reading (<i>REC = Recommended</i>)		
		BM	SN	
#1	Introduction & Intentions			
	Visioning for Success	209	7-10	
Jan-10	Dreams & Goals	19-32	88-89	
	Class Overview		2-6	
#2	Elements of Success	4-17, 32-48		Practitioner Interview
	Personal success inventory			
Jan-17	Communication: Who are you?		13-19	
	Résumés & Cover Letters	151-156		
#3	Self-Introduction	372-378		Introductory Paragraph (Draft)
	Business Plan:	215-222		
Jan-24	Philosophy, Business		87, 90	
	Definition			Visions & Goals (Draft)
	Being Self-Employed:	167-170		
	Independent Contractors	273-277	43-47, 118-	
	Practice Management:		121	
	Legalities		51-75	
#4	Wisdom Circle check-in			Résumé and Cover Letter
	Marketing Methods:	335-348		
Jan-31	Defining your target markets		22, 91-96	
	Practice Management:			
	Organization: Client &	110-112, 233-246,	122-132	
	Financial Records	286-296		
	Client Policies		79-82, 99	
	Professional Trends: Research	73-74, 379-380		
#5	Marketing Methods:			In-class Interview
	Marketing possibilities	349-365, 433-436	20-27, 40, 97	
Feb-7	Market planning			
	Professional Interviews	148-150	76-77	
	Negotiating Contracts	157-164		
#6	Marketing Methods:			Research Article write-up
	Using and Creating your own	386-415	45-48	
Feb-14	Visual Promotion materials			
	Practice Management:	212-214, 263-267,		
	Income Strategies	290-291	100-101	
	Insurance Reimbursement	256-262	113-117	
	Research Article Reports		108-110	

HOMEWORK				
DATE	CURRICULUM	REQUIRED Reading <i>(REC = Recommended)</i>		Assignments Due
		BM	SN	
#7	Practitioner Mastermind			
	Practice Management:			
Feb-21	Business Expenses	292-299	102-105	
	Practice Management:			
	Taxes	301-310		
#8	Marketing Methods:			Self-Introduction
	Networking & Referrals	355-366		(Memorized) &
Feb-28	Self-Introduction & Drawing	372-376		Business Card
	Marketing Methods:		36-39	
	Client Goodwill & Retention	332, 437-447	98	
#9	Practice Management:			Visual Promotion
	Financial Forecasting	300	106	Piece
Mar-6	Insurance Coverage	210-211	107	
	Creating Success	3-17		
	REVIEW: Portfolio, Business Plan, & Success Collage			
#10	Collage & Business Plan Sharing			Portfolio,
	Maximizing Yourself	63-80	136-140	Business Plan,
Mar-13	Evaluations			Success Collage
	Closing Meditation			

LEARNING STYLES SUPPORT:

Auditory: lectures, in-class dialogues

Visual: slides of lectures, course web site, required reading materials

Kinesthetic: mind-mapping, collage, development of portfolio

SPECIAL REQUIREMENTS:

Students must have Internet access to download class resources.

Students must have computer access to complete business plan.

ELECTRONIC DEVICES:

Strongly encouraged; bring business tools for interactive use in class