

# 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:** Department of Success / DS308

**CREDIT HOURS/UNITS:** 15 hours / 1.5 units

**INSTRUCTOR CONTACT INFORMATION:**

Clark Korb  
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619-823-9483

**PREREQUISITES:** Creating a Professional Practice (CPP208)

**REQUIRED /RECOMMENDED BOOKS:**

**REQUIRED:** n/a  
**RECOMMENDED:** *Business Mastery*, Cherie Sohnen-Moe  
*Getting Things Done*, David Allen

**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 business course builds upon the foundation where students begin to implement the high-level vision outlined within a business plan created prior to this course. Critical business skills in the areas of workflow management, problem solving, customer relationship management, and delivering a sales presentation are learned through lecture, mastermind group activities, and student projects.

**LEARNING OBJECTIVES:**

Upon completion of this course, students will have established the framework for a customer relationship management process, deliver a sales presentation aligned with one of the strategies identified in the student's current marketing plan, and have implemented a system for workflow management and mapping high-level goals into a strategic action plan.

**EVALUATION OF OBJECTIVES:**

Project	Points Possible
CRM implementation (30%)	
10+ Names	6
Pipeline phases	6
Activity history	6
Reminders	6
10+ scheduled contact events	6
Workflow management system (20%)	
Calendar	2
Reminders	4
3+ actionable and Projects contexts	4
Project brainstorm/outline	4
5+ project action steps	4
Assigned project actions	2
Business presentation (50%)	
Opening	10
Body/persuasion	10
Close	10
Visual aids	10
Time boundary	10
Total points	100

**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. **The tutorial rate for this course is \$80/hour.** 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	Assignments Due
#1 Apr-8	Introductions, class overview, and course requirements  Lecture: Presentation design	
#2 Apr-15	Mastermind: Presentation draft consultation  Lecture: CRM process and customized sales model	Outline of presentation (draft)
#3 Apr-22	Lecture: Workflow management, project planning  Mastermind: Project planning and management tools/demos	
#4 Apr-29	Lecture: Advanced lead generation strategies; effective use of social media  Mastermind: Round-robin presentation practice	CRM implementation  Workflow management system with 90-day action plan
#5 May-6	Live business presentations	Business presentation with proper business attire and support materials/visual aids

**LEARNING STYLES SUPPORT:**

Auditory: lectures, in-class dialogues

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

Kinesthetic: mind-mapping, mastermind exercises, presentation practice

**SPECIAL REQUIREMENTS:**

Students must have Internet access to download class resources.

Students must have computer access to design visual aids for business presentation.

**ELECTRONIC DEVICES:**

Strongly encouraged; bring business tools for interactive use in class