

Technical College of the Lowcountry
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MTH124 Massage Business Application Summer 2019

Course Description

MTH 124 Massage Business Application; Lec. 3 Lab. 0 Cr. 3

This course addresses the basic business skills necessary to operating a massage business including writing resumes, marketing, bookkeeping, taxes, and record keeping.

Prerequisites: BIO 238, MTH 122, MTH 123, MTH 126.

Co requisite: MTH 133, MTH 135

Course Focus

This course addresses the basic business skills necessary to operating a massage business including writing resumes, marketing, bookkeeping, taxes, and record keeping.

Text and References

"The Educated Heart," 4th ed., by Laura Allen/Nina McIntosh

"Business Mastery," 5th ed., by Cherie Sohnen-Moe

"Plain and Simple Guide to Therapeutic Massage & Bodywork Examinations," by Laura Allen

Course Goals

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

- *1. clarify personal values
2. compare massage therapy career paths
3. analyze retirement saving options
- *4. list professional massage therapy credentials
5. visualize ideal employment scenario
6. identify personal support network
7. name time management principles
8. explain healthy professional boundaries
9. define transference concepts
10. define counter-transference concepts
11. describe interpersonal power imbalance
12. explain dual relationships
13. employ active listening skills

14. explore multicultural inclusive practices
- *15. roleplay ethical dilemmas
16. interview experienced practitioner
- *17. outline massage therapy research literacy
18. outline massage therapy research methods
19. evaluate continuing education providers
20. compile client intake forms
21. practice client screening methods
- *22. create personal safety strategy
23. describe employee role
- *24. write professional resume
- *25. write professional cover letter
26. practice interviewing skills
27. research potential employers
28. describe independent contractor role
29. identify target market
30. evaluate existing practice purchase
31. name corporation types
32. research local zoning requirements
33. name required insurance types
34. determine appropriate fee scale
- *35. create basic business plan
36. outline policy and procedure manual
37. estimate equipment costs
38. review HIPAA regulations
39. examine insurance reimbursement methods
40. list necessary contract elements
41. determine support staff needs
42. estimate administrative costs
43. identify financial record keeping methods
44. compile financial tracking forms
45. specify deductible business expenses
- *46. review state and federal tax regulations
47. determine barter value
48. compare marketing methods
- *49. develop basic marketing materials
- *50. develop basic marketing plan
51. compare advertising methods
52. write sample press release
- *53. create business planning portfolio

Student Contributions

Classes are designed to employ a variety of teaching techniques. In order to maximize learning, required readings and Web enhanced sections should be done prior to class. If a student is falling behind in clinical performance and/or academic achievement, it is imperative to seek immediate assistance from the instructor.

Course Evaluation

Three (3) Tests (50 points each)	150 points
Cumulative Final Exam	100 points
Portfolio	150 points
Class Participation and Professional Behaviors	<u>100 points</u>
Total Points	500 points

Course Schedule

Tuesday, LEC 9 am - 12 noon Tuesday; LAB 1 pm - 4 pm

ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ATTENDANCE

1. The College's statement of policy indicates that students must attend **ninety percent** of total class hours or they will be in violation of the attendance policy.
2. Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
3. Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
4. Reinstatement requires the signature of the division dean.
 - a. In the event it becomes necessary for a student to withdraw from the course **OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork.**
 - b. When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor MUST withdrawal the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance

or

- c. under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.
 - d. Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.
5. A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.
6. Students are expected to be in class *on time*. Arrival to class after the scheduled start time or leaving class prior to dismissal counts as a tardy. Three tardies and/or early departures are considered as one absence unless stated otherwise.
7. It is the student's responsibility to sign the roll/verify attendance with instructor upon entering the classroom. Failure to sign the roll/verify attendance results in a recorded absence. In the event of tardiness, it is the student's responsibility to insure that attendance is marked. **The student is responsible** for all material/ announcements presented, whether present or absent.
8. Continuity of classroom and laboratory (which includes clinical experiences) is essential to the student's progress in providing safe and competent patient care. Students are expected to use appropriate judgment for participating in clinical activities. To evaluate the student's knowledge and skills, it is necessary for the student to be present for all clinical experiences.
9. If absence does occur, the designated clinical site, in addition to the Division of Health Sciences Administrative Assistant, must be notified by telephone no later than 30 minutes prior to the start of the clinical experience. The Division of Health Sciences telephone number is 843-525-8267.

A copy of TCL's STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL) is on file in the Division Office and in the Learning Resources Center.

ONLINE ATTENDANCE PROCEDURE

For all online courses, students must complete an assignment designated by the instructor during the first week of classes. The instructor will drop the student from the course if the initial assignment is not completed.

Instructors will withdraw students from the class when 90% attendance is not maintained. Attendance in an online course is defined by regular course access and by timely completion of assignments as required by the instructor. Each student will be expected to access the web class at least once a week and complete 90% of assignments on time. Additional access is encouraged and may be necessary for successful completion of classes.

Failure to log in and complete assignments will result in the student being withdrawn from the course. The instructor will assign a grade of "W," "WP," or "WF" based upon the student's academic standing as the last date of attendance, which is the last login. Students are responsible for any financial matters associated with an administrative withdrawal. If a student fails to email the instructor (using the

my.tcl.edu email account) requesting to be dropped from the course and has not submitted the initial assignment required during the first week of class, the instructor will assign a “Never Attended” code in the student information system no later than ten calendar days after the first day of the class. Students who are dropped as a result of never attending the course are still responsible for all fees associated with the course.

HAZARDOUS WEATHER

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVA 101.1, WSOK 1230 AM, WAEV 97.3, WTOG TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student’s responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

Health care professionals hold the public trust. Academic misconduct by health science students calls that trust into question and academic integrity is expected.

It is a fundamental requirement that any work presented by students will be their own. Examples of academic misconduct include (but are not limited to):

1. copying the work of another student or allowing another student to copy working papers, printed output, electronic files, quizzes, tests, or assignments.
2. completing the work of another student or allowing another student to complete or contribute to working papers, printed output, electronic files, quizzes, tests, or assignments.
3. viewing another student’s computer screen during a quiz or examinations.
4. talking or communicating with another student during a test.
5. violating procedures prescribed by the instructor to protect the integrity of a quiz, test, or assignment.
6. plagiarism in any form, including, but not limited to: copying/pasting from a website, textbook, previously submitted student work, or any instructor-prepared class material; obvious violation of any copyright-protected materials.
7. knowingly aiding a person involved in academic misconduct.
8. providing false information to staff and/or faculty.
9. entering an office unaccompanied by faculty or staff.
10. misuse of electronic devices.

No watches, fitness devices or watches capable of text messaging will not be worn during testing in addition to no caps or hats will be worn. All electronic devices are to be turned off or placed in an airplane mode.

*During on campus examinations, only answers transferred and completed on Scranton sheets will be graded electronically to count towards the test score. There are no campus tests scheduled for this course.

Honorlock Online Proctoring and Technology Requirements

TCL uses an online test proctoring service called Honorlock to monitor some online tests as an alternative to in-person proctoring. You must have the ability to install the Honorlock extension on Google Chrome. Your instructor may elect to have some of your tests proctored using Honorlock. If so, you will need to make sure that you have access to the necessary equipment in order to take your online-proctored tests:

1. A computer with access to a high speed Internet connection
2. A webcam and microphone. A functioning webcam and microphone are required to complete proctored online tests.
3. Microsoft Office. Microsoft Office can be downloaded for free by accessing the Office 365 link in you TCL email account.

GRADING POLICY

Grading scale	
90% - 100% A	W withdraw
82% - 89% B	WP withdraw with passing grade
75% - 81% C	WF withdraw with failing grade
70% - 74% D	I Incomplete
Below 70% F	

Grading Methodology

The final grade must be 75.000 or more in order to pass the course and progress in the program. Students absent from an examination or presentation will receive a “0” grade for the examination unless other arrangements are made with the individual instructor prior to the examination or presentation day or on the examination or presentation day before the test/presentation is scheduled to be given. It is the responsibility of the student to contact the appropriate instructor to arrange to make up the examination. Arrangements may be completed by telephone. If the instructor is not available, a message should be left on the instructor’s voice mail AND with another member of the faculty or administrative assistant. The instructor will decide the time and method of make-up examinations on an individual basis. Messages sent by other students are unacceptable. The student is responsible for notifying the instructor of the reason for the absence. Grades are posted on Blackboard within one week of administration of tests and examinations.

Instructor’s Name: Denise Van Nostran
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 OFFICE NUMBER: 843-470-6020 (office); 843-301-7343 (mobile)
 Office Hours: as posted
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