

Online Professional College Certificate in Fitness Business Management Program



Dear Interested Student:

Thank you for your interest in the Professional Certificate in Fitness Business Management Program. Please read below for more information on the structure of the program, courses, benefits, and the [Yearly Certificate Schedule Course Start-End Dates and Registration-Enrollment Deadlines](#).

Certificate Benefits:

The Online Professional Certificate in Fitness Business Management was developed to establish an industry standard in fitness management education for allied health and fitness professionals, personal trainers, fitness managers, and entrepreneurs that wish to establish a successful business model and fitness operation. Specific learning topics include fitness management, marketing, entrepreneurship, finance, personnel management, customer service, and business administration concepts. The certificate prepares students to implement successful business systems in the following settings: private and commercial health clubs, medically-based fitness facilities, community wellness centers, personal training studios, physical therapy clinics, YMCA's, JCC's, college/university centers, recreational settings, and corporate fitness centers. A unique aspect of the program is the optional field internship experience which enables students to practice fitness management concepts in a real life health and fitness setting. Benefits of the Online Professional Certificate in Fitness Business Management Program:

1. Guidance, instruction, and interaction from instructors that hold either a **Master's** or **Ph.D.** degree in exercise science, biomechanics, exercise physiology, kinesiology, physical therapy, nutrition or an exercise science-related degree. Our instructors will support their students and become valuable resources and mentors well after they graduate.
2. **Optional Field Internship Course:** Students that enter the program have three unique internship options for placement in a 6 week/60 hour internship experience. The internship course requires students to establish informational interviews approximately 4 weeks prior to the internship course start date with several different internship site locations. We work with students on determining the best locations to intern at depending on a student's short-long term career goals. During the course, students are required to shadow/observe personal training sessions and conduct interviews of the fitness staff, management and personal training clients.
3. This program is offered in partnership with **IDEA Health & Fitness Association, Health Club Managers, Inc., and Personal Fitness Professional (PFP)**. IDEA has provided content/curriculum in the program; in addition, students receive a complimentary 6-month membership to the digital edition of *IDEA Fitness Journal*. Health Club Managers, a Health Club Staff/Management Training company, is providing graduating certificate students a preferred discount on their services. PFP is providing students with a 3 year free subscription, which includes 8 print issues per year, a bi-monthly e-newsletter, access to their digital magazine and an interactive website with blogs, polls, articles and much more.
4. Obtain a professional college certificate from an accredited institution.
5. College courses provide CECs or CEUs for personal trainers, group fitness instructors, physical therapists, athletic trainers, exercise physiologists, chiropractors, and for those fitness and health professionals seeking re-certification, re-licensure, or career advancement.
6. According to the U.S. Department of Labor's Bureau of Labor Statistics, fitness trainers are listed among the fastest growing occupations to occur from 2002-2012. Growth is expected for fitness professionals of 44% from 183,000 in 2002 to 264,000 in 2012. (IDEA Fitness Journal, Nov. 2004). Individuals in this field of work will find a continuum of salaries based upon the position and their geographical location. Salaried positions may range from \$25,000 to over \$100,000. Hourly positions range from \$10.50/hr to over \$100.00/hr. Salaries and hourly rates achieved will be determined by experience, education, and quality of service.
7. Networking opportunities with industry experts, medical professionals, professors, researchers, and business leaders in the industry.

8. **INTERNSHIP SITE PROVIDERS:** If you are a health/fitness facility interested in being an internship site for students in any of our certificate programs (Personal Training, Fitness Business Management, or Senior/Older Adult Training), please email Dimitri Onyskow at dopft@yahoo.com. Please include your full name, title, facility you represent, mailing address, email address, and telephone number.

Continuing Education Credits

The following National Organizations/Associations have approved each Fitness Business Management course for CEC/CEUs:

- The American Senior Fitness Association (SFA) / 2.0 CEUs per course.
- The Health and Fitness Professionals Association (HFPA) / 30 CECs per course and the Optional Field Internship 60 CECs.
- The National Council on Strength and Fitness (NCSF) / 10 CEUs per course
- The National Federation of Professional Trainers (NFPT) / 1 CEC per course, equivalent to an entire 6 month CEC requirement.
- The National Strength Professional Association (NSPA) / 2 CEUs per course

This Certificate is designed for:

- Current managers that are wishing to implement successful fitness management systems
- Current allied health and fitness professionals and personal trainers interested in establishing a fitness business or becoming fitness managers
- Education directors of multi-site facilities or chains developing fitness professionals and fitness managers
- Companies that require the certificate program as a professional development program for employees to achieve key business goals, career objectives, and skills to advance beyond entry-level positions.

Certificate Program Structure:

- The program is comprised of 4 required core courses (Courses 1-4 below) and an Optional Supervised Field Internship Elective Course. Students may complete the program and internship in as little as three months or have up to two-years.
- The certificate program is designed for students to take 2 courses at a time in the 2 module format and each course/module is 5 weeks in length.
- It is not required to take courses in any order and may register for individual courses if desired at any point during the program.
- You should be able to commit 5 to 10 hours per week to each course in which you enroll. That is a total of 50 hours on average per each course.
- You are graded in each course based on how well you do on special projects, quizzes, problem-solving questions, exams, written reports, and exercises that require reading the text(s), articles, lecture presentations, internet research, and then going online to complete assignments.
- Complete and receive a passing grade of (70 or C- and above) in all courses to graduate with the Professional Certificate in Fitness Business Management.
- There is not a specific class meeting time. Classes or weekly sessions are available Monday morning at 12:00 a.m. (Pacific Standard Time-PST) and continue through the week and end on Sunday evening at midnight (PST). Courses are open 24 hours a day and 7 days a week for you to login into your class any time of the day that is convenient for you to complete assignments.
- There is a weekly **internet Coffee House meeting** that students MAY attend to communicate with the course instructor via an email/discussion forum in "Real Time".
- There are no prerequisites required to enter the program.
- Courses in the certificate program are offered year-round for your convenience, in the **Spring**, **Summer**, and **Fall** semester. See the course start-end date below. Note: each course has a registration deadline date.

Yearly Certificate Scheduled Course Start-End Dates:
[Click Here](#)

The following are the four core courses and an optional field internship elective course in the two module format:

Program Curriculum

Module One (weeks 1-5)

Course 1: Business Development and Entrepreneurship in Fitness

Course 2: Financial Principles and Business Concepts

Module Two (weeks 6-10)

Course 3: Marketing, Sales, and Customer Service Management (CSM)

Course 4: Fitness Management and Business Administration

Module Three (weeks 11-16)

Elective Course: Optional Field Internship in Personal Training (elective)

Demonstration Course:

For an Online Demo, [Click Here](#).

Award of the Certificates:

1. Professional Certificate in Fitness Business Management: complete all four core courses within a period of two years
2. Complete and receive a passing grade of (70 or C- and above) in all courses to graduate with the certificate(s): which includes quizzes, exams, written/research projects, and class assignments

Why Online Learning?

- Learning occurs in a user-friendly environment and is accessible to participants with little or no computer experience.
- Online courses give you the knowledge and tools you need to stay ahead in today's rapidly changing professional marketplace.
- Online education allows students to access their courses from anywhere there is an Internet connection even if you are traveling on business or on vacation.
- Flexibility: Students can attend class in the comfort and convenience of their own home, office, library, or internet café and complete assignments after breakfast, during lunch, late at night, while on vacation, or any time that is convenient for the student.
- Cost-effective: expenses related to facilities, travel, and non-productive time is reduced.

Frequently Asked Questions (FAQ):

What is an online course or online certificate program?

An Online course is a class offered over the Internet. The amount of work required of the student and the learning goals are no different than regular face-to-face classes. Students interact with each other and the teacher by email, phone, and through class discussion forums.

Our goal is to make online learning not only convenient but a compelling learning experience. We want students engaged in the online material beyond just reading. We've incorporated projects, quizzes, problem-solving questions, exams, written reports, and exercises that require reading the text, articles, lecture presentations, and then going online to complete assignments. We also hope to try to incorporate adult learning theory objectives, keeping in mind that people learn in different ways (i.e., listening, seeing, and doing.) We think, as a result, our courses are interesting and more effective.

Are there any textbook requirements and what are the costs?

Yes, there are textbooks required per each course. When you register for a course(s), instructions for ordering textbooks or course materials either online or through a toll free number will be provided.

What are the technological requirements for participating?

In addition to a confident level of computer literacy, certain technical requirements must be met to enable a successful experience. Technical requirements include but are not limited to having internet access with a 56K modem, but it is highly recommended that you have **DSL or High Speed Cable Internet Access**; 64 MB system RAM; 200 MB free

hard disk space memory or sufficient storage; Internet access with Netscape 4.0 or better or MS Explorer 4.0 or better, reliable email account access, CD-ROM/DVD capabilities, and a reliable Internet provider. Some individual courses may have additional software and/or hardware requirements.

NECESSARY SKILLS

- Knowledge of Windows or Mac OS
- Ability to use web browser, email, and Internet connection
- Ability to copy and save files in Windows or Mac OS

When do classes meet?

There is not a specific class meeting time. Individual courses are 5 weeks in length unless otherwise indicated, with specific start and end dates. Classes or weekly sessions are available Monday morning at 12:00 a.m. (Pacific Standard Time-PST) and continue through the week and end on Sunday evening at midnight (PST). You will have 7 days to complete the assigned weekly session requirements unless otherwise indicated. Courses are open 24 hours a day and 7 days a week for you to login into your class any time of the day that is convenient for you to complete assignments.

Is an Online course the right choice?

If you agree with these statements, online courses may be for you!

- I am comfortable with using my computer for email, internet, and word processing
- I have access to a computer most of the time
- I have reliable high-speed internet connection
- I have good time management skills

How much time will you spend per week on this course?

Most of our courses require about 5 or 10 hours per week of effort on your part. You can expect to log into the online classroom early in the week when the weekly session is released and spend 45 minutes to an hour online with the new material. Then, log in 4 or 5 more times per week for 30 minutes or so to keep up with the class discussions questions, projects, quizzes, written assignments, coffee house hours, and/or exams.

Other Online Professional Certificate Programs Available:

- Certificate in Personal Fitness Training™
- Certificate in Advanced Personal Fitness Training™
- Certificate in Nutrition for Optimal Health, Wellness, and Sports™
- Certificate in Women's Exercise Training and Wellness™
- Certificate in Personal Training and Group Exercise Training for Older Adults™

Program Coordinator:

Ken Baldwin, M.ED., is the Program Coordinator for the Professional Certificate in Fitness Business Management Program and the Program Coordinator for the Professional Certificate in Personal Training Program. He is the former Chair of IDEA's National Personal Trainer Committee and Chair of the Senior Fitness Subcommittee for the Massachusetts's Governor's Committee on Physical Fitness and Sports. Ken is the Senior Editor and lead author for ACSM's Resources for the Personal Trainer Manual (2nd Ed.) and textbook. He continues to serve on national committees for ACSM, AAHPERD (AAPAR), IDEA, and the MFA. He has been honored with numerous awards including IDEA's Personal Trainer of the Year Award, presented at the IDEA International Personal Training Summit. If you have questions about the certificate program and courses, you may contact the Program Coordinator at kbpft@yahoo.com

Thank you for your interest in the certificate programs. Please let me know if you have any additional questions.

Ken Baldwin, M.ED, ACSM-H/FI
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