



College Certificate Guide



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Online Professional College Certificate in Fitness Business Management Program

Register and Start Classes ANY TIME!

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Online Professional College Certificate in Fitness Business Management Program

Dear Interested Student:

Thank you for your interest in the Professional College Certificate in Fitness Business Management Program!

Our **Online Professional College Certificate in Fitness Business Management** addresses the challenge of busy working professionals or for those students that have limited time to attend courses at a traditional on-site campus. We require no time to attend the campus. All the courses in the program are 100% fully online; allowing you to live anywhere while completing the college certificate. Students have the option of completing an internship via our Online Optional Field Internship course that allows students to work with faculty on selecting a site that matches the students' area of focus, close to the students' home and/or city of interest.

Please read below for more information on the structure of the program, courses, benefits, and information regarding our **OPEN ENROLLMENT Format that allows you to register and start courses right away.**

Certificate Benefits:

The **Online Professional College 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, fitness operation or start a new fitness business. Specific learning topics include fitness management, marketing, entrepreneurship, finance, personnel management, customer service, and business administration concepts. The College Certificate Program prepares students to implement successful business systems in the following settings: private and commercial health clubs/gyms, 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 College 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. **Begin the Courses/Program at ANY TIME!:** Each course within the Fitness Business Management program is offered in an OPEN ENROLLMENT Format. This means you can register at any time, and once you are logged in you have 8 weeks to complete the course(s) you registered for (students can complete a course before the 8 week deadline). The certificate program is designed for students to take 2 courses at a time in a 2 module format. In addition, students have 1 full year to complete all the required courses, but typically students complete the program within 4 months.
3. **Optional Field Internship Course:** Students that enter the program have three unique internship options for placement in a 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.
4. The program is also offered in partnership with **IDEA Health & Fitness Association, Health Club Managers, Inc., and Personal Fitness Professional (PFP).** IDEA and Health Club Managers have provided content/curriculum in the program. 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.
5. Also, the program is offered in partnership with the **National Posture Institute (NPI).** Students that graduate from this program will receive a 20% discount for the **NPI Certified Posture Specialist (CPS)™ Program.** The CPS™ program provides students with the tools needed to develop a unique career pathway and expand their business opportunities. This is accomplished by learning a structured process to assess and correct posture and body alignment & by incorporating this knowledge into a successful business model that is structured to help expand one's client/patient base. Students will learn the following NPI business tools: how to market/brand yourself as a CPS™, how to attract new and retain current clientele, how to utilize a referral program to your utmost advantage, and how to create new business opportunities utilizing professional partnerships. This program is for personal trainers/fitness professionals, group exercise instructors, physical therapists, athletic trainers, chiropractors, and sports performance coaches. Obtain a professional college certificate from an accredited institution.

6. 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.
7. According to the **U.S. Department of Labor's Bureau of Labor Statistics**, by 2020, the demand for fitness trainers and instructors is expected to increase by 24 percent. 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.
8. 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.
9. Networking opportunities with industry experts, medical professionals, professors, researchers, and business leaders in the industry.
10. **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 do@edfit.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 required course for CEC/CEUs:

- American College of Sports Medicine (ACSM) / 50 CECs
- International Sports Science Association (ISSA) / 10 CECs
- American Senior Fitness Association (SFA) / 2.0 CEUs
- National Posture Institute (NPI) / CECs
- Health and Fitness Professionals Association (HFPA) / 30 CECs
- National Federation of Professional Trainers (NFPT) / 1 CEC, equivalent to an entire 6 month CEC requirement.
- National Strength Professional Association (NSPA) / 2 CEUs

This Certificate is designed for:

- Current managers that are wishing to implement successful fitness management systems
- Current personal trainers and fitness professionals interested in establishing a fitness business or becoming fitness managers
- Education directors of multi-site facilities or chains developing fitness professionals and fitness managers
- Partnering Fitness Companies that require the College Certificate in Fitness Management 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 four months or have up to one year.
- The certificate program is designed for students to take 2 courses at a time in the 2 module format and each course/module is 8 weeks in length with no penalty for finishing a course early.
- 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. 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 are no prerequisites required to enter the program.
- Courses in the certificate program are offered year-round for your convenience, in an OPEN ENROLLMENT format.

The following are the four core courses and an optional field internship elective course in the typical two module format students choose to take the courses in, as most students elect to take two courses simultaneously:

Program Curriculum

Module One

Course 1: Business Development and Entrepreneurship in Fitness

This course examines the planning process for starting a new venture, as well as the most common approaches to develop a strategic business plan for specific types of health and fitness-related facilities. The course presents the skill-sets and competencies that the fitness manager needs in order to be a successful entrepreneur, owner, or department head. Studies of topics include planning policies and procedures, entrepreneurship, business plan development, budget formulation, and strategic planning.

Course 2: Financial Principles and Business Concepts

This course provides an introduction to financial and managerial accounting concepts, revenue and budgetary procedures, and the financial status necessary to be a successful business entity in the fitness industry. Topics include fee structures, financial impact analysis, price setting strategies, financial forecasting, and the relationship between financial analysis and strategic business planning. The course examines additional business concepts including purchasing, contractual agreements, risk management and negligence, technology issues, and other fiscal concerns

Module Two

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

This course offers a comprehensive exploration of how successful marketing and branding guides a company's business strategy and influences, discovers, and creates a demand for fitness services and products. Examination of the elements of the marketing mix as they pertain to the fitness enterprise include sales and service management strategies, customer relationship management methods, and sales techniques in fitness.

Course 4: Fitness Management and Business Administration

This course provides an examination of the organization and administration of for profit and not-for-profit health/fitness facilities, with emphasis on business management principles and operational concepts, including organizational structure, facility management, industry standards and guidelines, personnel management, and management practices. The course helps the fitness manager develop leadership skills, managerial or administrative skills, and interpersonal or human skills. The course is supplemented by the analysis and review of fitness management situations through observations and case studies.

Module Three

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

NOTE: This course is an optional course and is not required to receive the Professional Certificate. Learn to work with professionals in the fitness and health industry for a Fitness Management experience interning at fitness facilities and health centers. Students intern for 60 total hours in this course.

Demonstration Course:

For an Online Demo, email do@edfit.com and request demo access for the Fitness Management Program.

Award of the Certificates:

1. Professional Certificate in Fitness Business Management: complete all four core courses within a period of one year
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 and phone.

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. 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, and/or exams.

[Other Online Professional Certificate Programs Available:](#)

- **National Posture Institute Certificate Programs**
 - Certified Posture Specialist™ Certificate Program
 - Certified Resistance Training Professional™ Certificate Program
 - Certified Goniometry Specialist™ Certificate Program
- **Career Development Certificate Programs (Approved for ACSM CECs and other organizations):**
 - Certificate in Personal Fitness Training/Advanced Personal Fitness Training™
 - Certificate in Older Adult Personal Training & Group Exercise Training™
 - Certificate in Women's Exercise Training and Wellness™
 - Certified Essentrics Trainer™ Certificate Program
- **Nutrition Specialization Certificate Programs (Approved for Academy of Nutrition and Dietetics CPEUs, ACSM, NSCA, and other organizations):**
 - Certificate in Functional Nutrition™
 - Certificate in Sports Nutrition and Performance™
 - Certificate in Family Nutrition™
 - Certificate in School Nutrition and Wellness™

Program Coordinator:

David Flench, MBA, FACHE, FMFA, ACSM Certified Exercise Physiologist, is the program coordinator and an instructor for the Professional College Certificate in Fitness Business Management. He has over 18 years work experience in health and fitness, and is currently the Director of Hancock Wellness Center for Hancock Regional Hospital in Greenfield, IN. David is responsible for the strategic planning and operational oversight for two certified medical fitness centers. David attained his Master of Business Administration from Franklin University in Columbus, OH and his Bachelor of Science with a concentration in Exercise Science from The Ohio State University in Columbus, OH. David currently serves on the board of directors for the Medical Fitness Association (MFA), is a lead examiner for MFA facility certification, is the former Chairman for Florida Regional Chapter, and was the 2009 recipient of the MFA Don Schneider Distinguished Service Award. He is also an active member of the American College of Healthcare Executives, Rotary International, and the American College of Sports Medicine. If you have questions about the certificate program and courses, you may contact the Program Coordinator at dflench@hotmail.com

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

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