

Unit of Study Outline

Unit of Study Name	<i>Business Essentials for Massage Practice</i>
Unit of Study Code	BEM421
Qualification/s:	HLT52015 Diploma of Remedial Massage HLT42015 Certificate IV in Massage Therapy
This Unit of Competency contributes to the following Units of Study	BSBSMB403 Market the small business BSBSMB404 Undertake small business planning BSBSMB420 Evaluate and develop small business operations
Units of Study Prerequisites	Nil
Delivery Methods and Contextualisation	The competency units will be delivered either on campus or online. This will be primarily through PowerPoint presentations or recorded lectures, practical demonstrations, paired/group work tasks and individual research tasks. Delivery strategies will be contextualised to focus on the needs and specific requirements of students in the massage industry, applying all theoretical aspects to remedial massage business.
Delivery / Learning & Assessment Hours	On campus delivery – Full-time and Part-time students <ul style="list-style-type: none"> • 6 hours face to face delivery/directed online study per week for 10 weeks • 3 hours self-study per week <p>Endeavour may deliver units of study in intensive format for smaller cohorts whilst still ensuring that all requirements as recommended by the Health Training Package are met.</p>
Department	Health
Unit of Study Coordinator	Anthony Turri
Unit of Study Overview	This unit of study provides students with the skill and knowledge required to monitor and improve business performance through a clear marketing strategy that integrates seamlessly into the business plan of a small business. Students will there no analyse market trends and data to make informed decisions to have a positive impact on the business. Students will also develop the knowledge and skills to develop a thorough business plan, setting clear business goals and objectives, again based on analysis of market data. Finally, students will learn how to evaluate and develop small business operations.

BSBSMB420 Evaluate and develop small business operations

Element	Performance Criteria	
1. Review and evaluate operational strategies and procedures	1.1	Develop a detailed operational plan that sets out clear action points to fulfil on business goals and objectives
	1.2	Identify work health and safety (WHS) and environmental issues and implement strategies to minimise risk factors
	1.3	Review and evaluate, where appropriate, a quality assurance process for the business in line with industry standards, compliance requirements and cultural criteria
	1.4	Develop operational KPIs that align with the business plan
	1.5	Align KPIs to business strategies, including utilisation of existing or new technologies, where practicable, to optimise business performance
2. Implement operational strategies and procedures	2.1	Implement systems to evaluate business performance and customer satisfaction, including by setting key performance indicators or targets
	2.2	Implement systems to control stock, expenditure or cost, wastage or shrinkage and risks to health and safety in accordance with the business plan, incorporating new digital technologies where possible
	2.3	Identify and manage staffing requirements, considering a range of permanent and flexible arrangements, and adhering to budgetary constraints
	2.4	Provide goods or services in accordance with established legal, ethical cultural and technical standards
	2.5	Provide goods or services in accordance with time, cost and quality specifications, and customer requirements, incorporating new digital technologies where possible
	2.6	Apply quality procedures to address product or service and customer requirements
3. Evaluate business performance	3.1	Use digital technologies to regularly evaluate and review achievement of operational targets to ensure optimum business performance, in accordance with business goals and objectives
	3.2	Review and document systems and structures, with a view to more effectively supporting business performance
	3.3	Investigate and analyse operating problems to establish causes and implement changes as required, as part of the business quality system
	3.4	Update operational policies and procedures to incorporate corrective action
	4.1	Review and adjust business operations to increase business success, in accordance with business goals and objectives

4. Review business operations	4.2	Research new and emerging digital technologies periodically, implementing as relevant, in accordance with business goals and objectives
	4.3	Undertake ongoing research into new business opportunities and adjust business goals and objectives as new business opportunities arise

BSBSMB404 Undertake small business planning

Element	Performance Criteria	
1. Identify elements of the business plan	1.1	Identify purpose of the business plan
	1.2	Identify and review essential components of the business plan
	1.3	Identify and document business goals and objectives as a basis for measuring business performance
2. Develop a business plan	2.1	Research resources, legal and compliance requirements, specifically in relation to work health and safety (WHS), in accordance with business goals and objectives
	2.2	Research market needs, and market size and potential
	2.3	Identify sources and costs of finance, from financial plan, to provide required liquidity and profitability for the business
	2.4	Identify methods, from marketing strategies, to promote market exposure of the business
	2.5	Identify methods or means of production or operation from production or operations plan to conform with business goals and objectives
	2.6	Identify staffing requirements to effectively produce or deliver products and services
	2.7	Identify, assess and prioritise internal and external risks
	2.8	Identify specialist services and sources of advice, where required, and cost in accordance with available resources
3. Develop strategies for minimising risks	3.1	Identify specific interests and objectives of relevant people and seek and confirm their support of planned business direction
	3.2	Identify and develop risk management strategies according to business goals and objectives, and relevant legal requirements
	3.3	Develop a contingency plan to address possible areas of non-conformance with the plan

BSBSMB403 Market the small business

Element	Performance Criteria	
1. Develop marketing strategies	1.1	Analyse the business and its key products or services to determine focus of marketing activities, in accordance with objectives of the business plan
	1.2	Evaluate customer base and target market for the small business as a basis for marketing objectives and strategies
	1.3	Conduct a competitor analysis to inform development of marketing strategies
	1.4	Determine marketing objectives in consultation with relevant people and in accordance with the business plan
	1.5	Ensure strategies are ethically and culturally appropriate and aligned with customer and industry expectations
2. Determine a marketing mix for the business	2.1	Assess product mix, volumes and pricing opportunities to determine marketing focus and optimise profit
	2.2	Evaluate costs and benefits of using different distribution channels or providing different levels of customer service, and consider results in determining marketing mix
	2.3	Determine marketing and promotional activities including the role of digital engagement to suit target market
	2.4	Consider the customer journey and conversations in determining marketing mix
3. Implement marketing strategies	3.1	Brief those involved in the marketing effort on their roles and responsibilities, to ensure success of marketing strategies
	3.2	Plan and implement marketing activities, in accordance with marketing objectives and budgetary requirements
	3.3	Consider digital devices, platforms and technologies for effectiveness in implementing marketing activities
4. Monitor and improve marketing performance	4.1	Monitor marketing activities and evaluate business performance according to objectives and targets of the business plan
	4.2	Analyse performance gaps and take corrective action or set new targets
	4.3	Encourage all relevant people to propose ways to improve marketing performance
	4.4	Seek and analyse customer reaction to all aspects of the marketing mix, using culturally appropriate processes, to improve targeting and outcomes

	4.5	Conduct ongoing research of customer requirements and expectations in both on-line and off-line environments to identify opportunities for change and improvement
	4.6	Identify and respond to opportunities to aid business development through new technologies and different ways of marketing

Content

Week	Content	Core Learning Activities	Supportive Learning Activities
1	Unit introduction Your goals Getting to know your industry Business structure	PowerPoint Presentations (live or recorded) BEM421 Reading Material – Components of a Business Plan	
2	Analysing your competition WHS & Legal	PowerPoint Presentations (live or recorded)	Guide to intellectual property law. Ethics Bottom Line. Risk management guide for small business.
3	Operational aspects of your business Using technology	PowerPoint Presentations (live or recorded) BEM421 Reading Material - Business Operations	Good Practice Guide – Customer Service
4	Contingency planning & exit strategies Designing an action plan	PowerPoint Presentations (live or recorded)	
5	Marketing – Vision, Mission and Goals The specifics of your product/service	PowerPoint Presentations (live or recorded)	Precision Nutrition – Mission Statement
6	Your Market - Demographics	PowerPoint Presentations (live or recorded)	
7	Your Market - Strategy	PowerPoint Presentations (live or recorded)	Business.gov.au – Marketing Plan & Template Guide

8	Monitoring performance - KPIs	PowerPoint Presentations (live or recorded)	
9	Financing options	PowerPoint Presentations (live or recorded)	
10	Tracking financial performance	PowerPoint Presentations (live or recorded)	

Primary Learning Resources*

1	PowerPoint Presentations (live or recorded)
2	Reading Materials

* Primary learning resources includes the practical texts from all pre-requisite units that students are expected to utilise in their clinical practicums.

Supplementary Learning Resources

1	www.business.gov.au resources
2	Guide to intellectual property law.
3	Ethics Bottom Line.
4	Risk management guide for small business.
5	Good Practice Guide – Customer Service
6	Precision Nutrition – Mission Statement

Assessment

Assessment for this unit of study is both formative and summative.

- *Formative* means that a student will receive feedback in a timely manner and apply this feedback in order to improve their learning throughout the duration of the study period.
- *Summative* means that the assessment item contributes to the overall assessment of required knowledge or / and skills or / and application of these in practice in order to demonstrate competency.

For this unit of study, please note the specific requirements for each assessment item and the required level of achievement expected in order to show satisfactory progress towards competency.

Vocational Education & Training (VET) students are required to pass all pieces of summative assessment. The Assessment Schedule (due dates) is to be followed and students are to adhere to these dates unless they have legitimate grounds for extension or deferral (see [Assessment Policy - VET](#)).

Students who fail a piece of assessment will be offered two reassessment opportunities and must complete this reassessment within the time frame given for that reassessment item.

Assessment Task	Required Skills & Knowledge	Assessment Schedule	Conditions
Directed Learning Activities	BSBSMB404 Theory Assessment	Week 5	<i>Satisfactory/Not Yet Satisfactory</i>
Directed Learning Activities	Business Video Assessment 1	Week 6	<i>Satisfactory/Not Yet Satisfactory</i>
Directed Learning Activities	BSBSMB403 Case Study Assessment	Week 7	<i>Satisfactory/Not Yet Satisfactory</i>
Directed Learning Activities	BSBSMB420 Theory Assessment	Week 8	<i>Satisfactory/Not Yet Satisfactory</i>
Directed Learning Activities	Business Plan	Week 9	<i>Satisfactory/Not Yet Satisfactory</i>
Directed Learning Activities	Business Video Assessment 2	Week 10	<i>Satisfactory/Not Yet Satisfactory</i>

NOTE: On the satisfactory completion of all tasks listed above the learner will be deemed competent in each Unit of Competency. All assessments are underpinned by Endeavour’s quality client service philosophy which embraces client safety and safe work practices. Endeavour uses the following underpinning criteria for all assessments:

Attendance	Students must have 100% attendance for all practicum sessions.
Participation	Students must demonstrate a high level of participation in all clinic activities including reception / administration duties and assessing & treating clients.
Professionalism	Students are required to wear the mandated College uniform, prepare for classes and act in a professional manner.
Adherence to Code of Conduct	Students are expected to adhere to the College’s Student Code of Conduct - VET .