

The Learning Company
Business and Legal Practice – Student Outline

COURSE DESCRIPTION:

This course will provide an understanding of accepted business management concepts, the establishment of external business relationships, the development of adequate documentation and record keeping, conformance to common law, and participation in quality assurance program

DURATION: **40 Hours**

TEXTBOOK/RESOURCES:

- Materials provided by Instructor.

COURSE OBJECTIVES:

After completing this course, you will have an understanding of:

- Appropriate and mandatory financial and clinical records, and MTAM's suggested record keeping
 - Regulated Health Professions Act (RHPA)
 - Massage Therapy Act (MTA)
 - Regulated Provinces Standards of Practice
 - Quality Assurance Program
- Effective marketing and advertising strategies based on MTAM
 - Regulated Provinces Standards of Practice
 - Complaints process
 - Discipline Committee

KEY TOPICS:

- Maintain appropriate and mandatory financial and clinical records
 - Confidentiality
 - Professionalism
 - Discipline process
 - Complaints process
 - Employ standards of practice, code of ethics, policies and position statements
 - Harmonized Sales Tax
- Demonstrate effective marketing and advertising strategies based on regulation governed by regulatory bodies
 - Relationship Marketing
 - Business Plan
 - Advertising Strategies
 - Ethical decision making

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EVALUATION:

Each student's performance is evaluated based on the satisfactory completion of all exercises and assignments to the standard set by the instructor as well as achieving a passing grade on all tests. The passing grade for this subject is 70%.

Assignments	50%
Business Plan	<u>50%</u>
Total	100%