

Introduction to Fitness Business Entrepreneurship – Diploma Course

Purpose

Graduates will gain an understanding of how Fitness Clubs, Personal Training Studios and Boot Camps differ, what planning and support is needed to successfully develop each, and how to measure, manage and optimise business performance.

Who should enrol in this programme?

Anyone who would, at some point in their career, like to successfully manage or operate a Fitness Club, PT Studio or Fitness Boot Camp and would like to understand how to manage the business for optimum results.

NOTE:

*For best results you should ideally do this course **BEFORE** you start one of the above businesses!*

Topics covered

Tutorials	Description
Characteristics of small businesses	We review the characteristics of Fitness Clubs, Personal Training Studios and Fitness Boot-camps including turnover, staffing, deliverables, equity and asset value, planning, systems, marketing, and demands on the owner(s)
Comparing business options, structures and finance	We review the financial investment, returns and risks associated with each business, the legal structures and finance options that exist
Developing a small business	We investigate the common failures in small business, the risks, and how to manage, seek advice and get assistance to improve success
Marketing a small business	We review marketing tactics for each type of business and explore how to choose and set up marketing campaigns for maximum effect
Measuring and managing performance in a small business	We explore the performance measures in a fitness business and identify the types of controls that enable effective risk management and profit optimisation

Format

6 x 90-minute tutorials complimented by video lectures, written learning materials, and supported by pre and post tutorial assessment questions.

Assessment

- Written assessments are due within 4 days of the final day of the course. The majority of the assessment will be completed during preparation and workshop activities
- Re-assessments are due within 7 days of the return of any initial assessments that were deemed not yet competent

Qualification pathway

Graduates are awarded: [435 Fundamentals of Small Business \(20 credits\)](#)

This credit contributes to the: [New Zealand Diploma in Business \(Level 6\)](#)

Tutors

[Steven Gourley](#)

[Gerome Garthwaite](#)

[Daniel Speirs](#)

Fees

A number of Full Fee Scholarships are available to graduates from the NZIHF programme in 2012 only. Scholarships cover the fees and all materials for the course – there are no additional charges

\$695 for all other students

Course times and dates

There are two options available which will confirm based on demand.

Weekend course intake 1 (Auckland)	Weekend course intake 2 (Auckland)
Saturday 22 nd of June 9am – 2:30pm Sunday 23 rd of June 9am – 2:30pm	Saturday 3 rd of August 9am – 2:30pm Sunday 4 th of August 9am – 2:30pm
Assessments due: 27th of June Re-assessment due: 4 th of July	Assessments due: 8 th of August Re-assessment due: 15 th of August

