

Subject Title : SERVICE MANAGEMENT IN HEALTH AND FITNESS
Subject Code : FIT3205-E
Credit Points : 2.0 (Theory)
Teaching Hours : 1400 Minutes/23.3 Hours
Subject Type : Elective
Semester : 3 & 4

Subject Description:

The focus of this subject is to learn the basic concept of management in health and fitness including management skill, ethical code and professional issues. Focus will be placed on the ability to create good chemistry with potential customers, communicate with the customer on an equal level Particular emphasis will be placed on how to manage a client holistically, administration-principles and career development.

Objective:

This course aimed to enable the candidate to acquire the knowledge of ethical code of professional practice as well as its moral and legal aspects.

Subject Content:

- Appropriate communication with customers
- Customer service
- How to be a professional, controlling the conversation and add clear standards for how the customer will accomplish his goal
- Timing in terms of language and choice of questions
- Concepts of morality, ethics and legality, rules of professional conduct and moral implications
- Management studies related to the fitness business, management and structure, planning delivery with quality assurance and funding of service delivery, career development.
- Administration-principles based on the goal and functions at a fitness center
- Healthcare interview – creating collaborative relationship between provider and client, counseling and persuading
- Health and safety, including first aid and CPR rescue