



PHTY816

Business Management and Law for Health Professionals

S2 Day 2015

Department of Health Professions

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Deborah Howlett

deborah.howlett@mq.edu.au

Contact via Phone: 950 4814

Office location: E4A Room 419

Consultation hours: Mondays 11am - 12pm and Wednesdays 2.00pm - 3.00pm

Credit points

4

Prerequisites

PHTY811

Corequisites

Co-badged status

Unit description

This unit will cover core aspects of business management, including the fundamentals of business planning, staffing, and budgetary controls. Marketing plans, use of technology and strategies which comply with the regulatory and professional standards for physiotherapists will also be examined. Students will attain proficiency in relevant legal obligations. Negotiation skills and business obligations will be introduced to augment the level of physiotherapy expertise so that graduates will be well prepared to enter either the public or private sector on graduation.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Outline the most common for-profit and not-for-profit business structures relevant to the delivery of physiotherapy services with associated models of employment, performance incentives and tax implications.

Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand

fee setting and how this can affect service delivery and incentives of staff.

Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.

Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.

Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.

Explain the major health care funding systems in Australia and analyse the implications for service delivery in physiotherapy.

General Assessment Information

Assessment/Standards

Macquarie University uses the following grades in coursework units of study:

HD	High Distinction	85-100
D	Distinction	75-84
CR	Credit	65-74
P	Pass	50-64
F	Fail	0-49

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy, which is available at: <http://www.mq.edu.au/policy/docs/grading/policy.html>

To pass this unit, students must demonstrate sufficient evidence of achievement of the learning outcomes and complete all assessment tasks.

Further details for each assessment task will be available on iLearn including marking rubrics.

All final grades in the Department of Health Professions are determined by a grading committee and are not the sole responsibility of the Unit Convenor.

Students will be awarded one of these grades plus a Standardised Numerical Grade (SNG). The SNG is not necessarily a summation of the individual assessment components. The final grade and SNG that are awarded reflect the corresponding grade descriptor in the Grading Policy.

Extensions for Assessment Tasks

Applications for assessment task extensions must be submitted via www.ask.mq.edu.au. For further details please refer to the Disruption to Studies Policy available at http://mq.edu.au/policy/docs/disruption_studies/policy.html

Late Submission of Work

All assignments which are officially received after the due date, and where no extension has been granted by the course convenor or tutor, will incur a deduction of 10% for the first day, and 10% for each subsequent day including the actual day on which the work is received. Weekends and public holidays are included. For example:

Due Date	Received	Days Late	Deduction	Raw Mark	Final Mark
Friday, 14th	Monday, 17th	3	30%	75%	45%

Assessment Tasks

Name	Weighting	Due
<u>Policy Critique</u>	50%	Week 9, 6 October
<u>Presentation of Business Plan</u>	20%	Week 12 and Week 13 in class
<u>Business Plan</u>	30%	Week 14, 9 November

Policy Critique

Due: **Week 9, 6 October**

Weighting: **50%**

Students will undertake a critique of pre - selected business policies and procedures and rewrite an appropriate policy in terms of an allocated physiotherapy practice and justify the changes made.

On successful completion you will be able to:

- Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand fee setting and how this can affect service delivery and incentives of staff.
- Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.

Presentation of Business Plan

Due: **Week 12 and Week 13 in class**

Weighting: **20%**

The Business Plan will be presented to the class and Lecturer as if they are the Financial Approval body for the business venture to go ahead

Students will present in Groups, but be assessed individually and business attire is to be worn.

On successful completion you will be able to:

- Outline the most common for-profit and not-for-profit business structures relevant to the delivery of physiotherapy services with associated models of employment, performance incentives and tax implications.
- Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand fee setting and how this can affect service delivery and incentives of staff.
- Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
- Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
- Explain the major health care funding systems in Australia and analyse the implications for service delivery in physiotherapy.

Business Plan

Due: **Week 14, 9 November**

Weighting: **30%**

Students will write a business plan for a physiotherapy practice/service. This is a group assignment graded by peers and staff.

On successful completion you will be able to:

- Outline the most common for-profit and not-for-profit business structures relevant to the delivery of physiotherapy services with associated models of employment, performance incentives and tax implications.
- Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand fee setting and how this can affect service delivery and incentives of staff.
- Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
- Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- Demonstrate an understanding of current and proposed legal regulations that impact

physiotherapy and health care delivery.

- Explain the major health care funding systems in Australia and analyse the implications for service delivery in physiotherapy.

Delivery and Resources

Unit Organisation

This is a four credit point unit run over a 13 week session. Each week there is a 3 hour seminar, which comprise one lecture and a two hour tutorial session. Further information is available via the PHTY816 online Learning Management System (LMS) iLearn <http://ilearn.mq.edu.au>

Teaching and Learning strategy

3 hours weekly seminars will include both content lecture delivery and tutorial discussion and activities format. Students are expected to engage in their learning by participating in the seminar, come to class having read the material and be prepared to discuss, debate, pose and answer questions relating to the unit. Lecture and tutorial questions and activities will be available each week. Students are required to access iLearn on a regular basis for unit updates, clarifications, unit activities and any announcements in relation to the subject.

Delivery

The unit will be taught by staff from the Department of Marketing and Management based on in depth consultation with physiotherapy academics.

Textbooks

There is no prescribed textbook for this unit.

Recommended Textbook:

Barringer, B.R (2015) *Preparing Business Effective Business Plans*. Pearson 2nd Ed. UK

Assignment referencing: Students will be required to use Harvard Referencing. Footnoting isn't acceptable

Readings

The readings for each week will be listed in the tutorial worksheets available on iLearn. For readings that are journal articles available electronically through the library it is your responsibility to find and download these.

Attendance

All lectures and tutorials are scheduled in your individual timetable. In most cases lectures are recorded however, attendance is expected at both lectures and tutorials, as this is where the majority of learning occurs. Failure to attend may impact your final results. It is the responsibility of the student to contact their lecturer by email to inform them if they are going to be absent. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Technology and Equipment

On-campus

Teaching rooms are equipped with state of art audio-visual equipment including wifi internet connection.

Off-campus

Should you choose to work off campus you will need to have access to a reliable internet connection in order to retrieve unit information & at times to submit assessment tasks via iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)

- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand fee setting and how this can affect service delivery and incentives of staff.
- Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
- Explain the major health care funding systems in Australia and analyse the implications for service delivery in physiotherapy.

Assessment tasks

- Policy Critique
- Presentation of Business Plan
- Business Plan

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Outline the most common for-profit and not-for-profit business structures relevant to the delivery of physiotherapy services with associated models of employment, performance incentives and tax implications.
- Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
- Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
- Explain the major health care funding systems in Australia and analyse the implications for service delivery in physiotherapy.

Assessment tasks

- Policy Critique
- Presentation of Business Plan
- Business Plan

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand fee setting and how this can affect service delivery and incentives of staff.
- Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.

- Explain the major health care funding systems in Australia and analyse the implications for service delivery in physiotherapy.

Assessment tasks

- Policy Critique
- Presentation of Business Plan
- Business Plan

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcome

- Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand fee setting and how this can affect service delivery and incentives of staff.

Assessment tasks

- Presentation of Business Plan
- Business Plan

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Assessment tasks

- Presentation of Business Plan
- Business Plan

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Apply key management principles to for-profit and not-for-profit entities in order to construct business plans for development or negotiation with stakeholders, understand fee setting and how this can affect service delivery and incentives of staff.
- Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.

Changes from 2014.2 Offering

The 2015.2 offering of this unit will focus more strongly on establishing a Business and an understanding of the requirements of setting up a new or an established Physiotherapy Practice effectively.