



# PHTY816

## Business Management and Law for Health Professionals

S2 Day 2016

*Department of Health Professions*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	4
<u>Delivery and Resources</u>	7
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	9
<u>Changes from Previous Offering</u>	12

#### Disclaimer

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## General Information

Unit convenor and teaching staff

Unit Convenor

Deborah Howlett

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Contact via Phone: 950 4814

Office location: E4A Room 419

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

Catherine Dean

[catherine.dean@mq.edu.au](mailto:catherine.dean@mq.edu.au)

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 collaboratively construct marketing and 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.

Work collaboratively in groups to develop and present a business plan for a Physiotherapy service.

## 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](http://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](http://mq.edu.au/policy/docs/disruption_studies/policy.html)

## **Assessment Tasks**

Name	Weighting	Due
<a href="#">Marketing Plan</a>	40%	Week 7
<a href="#">Presentation of Business Plan</a>	30%	Week 12
<a href="#">Business Plan</a>	30%	Week 14, 14 November

### **Marketing Plan**

Due: **Week 7**

Weighting: **40%**

Students will be allocated a type of Physiotherapy Practice; this listing will be uploaded and available on ilearn by week 2. Students will be required to develop a comprehensive marketing plan for the designated physiotherapy service allocated. This is an individual assessment task. Assessment criteria will be available on ilearn

#### **Submission:**

In class in week 7

#### **Late Submission:**

No extensions will be granted. There will be a deduction of 10% of the total available mark made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which a Disruption for Studies is made and approved. No submission will be accepted after grades have been posted.

On successful completion you will be able to:

- Apply key management principles to for-profit and not-for-profit entities in order to collaboratively construct marketing and 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.

# Presentation of Business Plan

Due: **Week 12**

Weighting: **30%**

**This assessment task comprises two components:**

## **1. Presentation:**

The Business Plan will be presented and produced in a business like manner and delivered to the Lecturer on a USB. The lecturer will act as if they are the Financial Approval body for the business venture to go ahead and the assessment criteria will be available on ilearn

**Students will present in Groups and be assessed as an individual presenter worth 20%.**

## **2. Peer Assessment:**

Students will also be required to undertake a Peer assessment on themselves and their group members in relation to 10 criteria revolving around the contribution made by students to the group work (i.e Business Plan). These criteria will be discussed and outlined in Week 1 and be available on ilearn.

This component highlights the need for students to positively contribute to their group work from early in the semester.

**Worth 10%**

### **Submission:**

To lecturer In class - Week12 for presentation

To lecturer via email - Week 14 for Peer Assessment

### **Late Submission:**

No extensions will be granted. There will be a deduction of 10% of the total available mark made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which a Disruption for Studies is made and approved. No submission will be accepted after grades have been posted.

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 collaboratively construct marketing and 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.
- Work collaboratively in groups to develop and present a business plan for a Physiotherapy service.

## Business Plan

Due: **Week 14, 14 November**

Weighting: **30%**

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

Details of the assessment criteria will be available on ilearn.

### **Submission:**

To main reception at Department of Physiotherapy and deposited in box marked PHTY816 - Week 14 (14 November)

### **Late Submission:**

No extensions will be granted. There will be a deduction of 10% of the total available mark made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which a Disruption for Studies is made and approved. No submission will be accepted after grades have been posted.

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 collaboratively construct marketing and 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.
- Work collaboratively in groups to develop and present a business plan for a Physiotherapy service.

## 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

Wood, M.B.W (2014) *The Marketing Plan Handbook*. Pearson 5th Ed. USA

Assignment referencing: Students will be required to use Harvard Referencing or APA.

Footnoting isnt acceptable

### Readings

The readings for each week will be listed in the tutorial section 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 expected and 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.

## 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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

**New Assessment Policy in effect from Session 2 2016** [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html). For more information visit [http://students.mq.edu.au/events/2016/07/19/new\\_assessment\\_policy\\_in\\_place\\_from\\_session\\_2/](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/)

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](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/](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](http://ask.mq.edu.au).

## Student Support

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



[dents.mq.edu.au/support/](https://dents.mq.edu.au/support/)

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](https://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](https://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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 collaboratively construct marketing and 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.
- Work collaboratively in groups to develop and present a business plan for a Physiotherapy service.

## **Assessment tasks**

- Marketing Plan
- 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**

- 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 collaboratively construct marketing and 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.
- Work collaboratively in groups to develop and present a business plan for a Physiotherapy service.

## **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:

### 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.
- Apply key management principles to for-profit and not-for-profit entities in order to collaboratively construct marketing and 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.
- Work collaboratively in groups to develop and present a business plan for a Physiotherapy service.

### Assessment tasks

- Marketing Plan
- 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 collaboratively construct marketing and 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.
- Work collaboratively in groups to develop and present a business plan for a Physiotherapy service.

## **Assessment tasks**

- Marketing Plan
- Presentation of Business Plan
- Business Plan

## **Changes from Previous Offering**

Changes were made to Unit learning outcomes to ensure collaborative group work was highlighted as per the new assessment policy guidelines , also one learning outcome was removed due to a slight change in focus within the unit material covered. This learning outcome covered Health care funding systems which is covered in other units within the Degree program.

A new assessment task where students are assessed on developing a marketing plan for a physiotherapy service replaced the previous assessment on critiquing policies, which is covered in PHTY818. Students will now submit a digital presentation, instead of a physical presentation in class.