



# PHTY816

## Business Management and Law for Health Professionals

S2 Day 2017

*Department of Health Professions*

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#### Disclaimer

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## General Information

Unit convenor and teaching staff

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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.

Develop and present a business plan for a Physiotherapy Service.

## General Assessment Information

Information concerning Macquarie University's assessment policy is available at [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html). Grade descriptors and other information concerning grading requirements are contained in Schedule 1 of the Macquarie University Assessment Policy.

To pass this unit, students must demonstrate sufficient evidence of achievement of the learning outcomes and attempt 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 Schedule 1 of the Assessment Policy. If there is a lack of sufficient evidence demonstrating that a student has met the required level of achievement in all learning outcomes they will be awarded a Fail grading with an assigned mark of 45 or less.

### 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 <https://students.mq.edu.au/study/my-study-program/special-consideration/disruption-to-studies>

### 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	Hurdle	Due
<a href="#">Business Plan (Part A)</a>	30%	No	9am Tuesday 12 September
<a href="#">Business Plan (Part B)</a>	40%	No	9am Monday 6 November
<a href="#">Written Examination</a>	30%	No	End of semester exam period

### Business Plan (Part A)

Due: **9am Tuesday 12 September**

Weighting: **30%**

Students will be required to submit Part A of their Business plan which includes details of the the proposed business structure, target audience, business name and a 5 min business pitch video. Comprehensive details for the assignment and assessment criteria will be available on iLearn.

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.
- Develop and present a business plan for a Physiotherapy Service.

## Business Plan (Part B)

Due: **9am Monday 6 November**

Weighting: **40%**

This written task will require students to complete Part B of the business plan . There will be a compulsory section plus students will be able to select from a list of other sections to complete. Comprehensive details for the assignment and assessment criteria will be available on iLearn.

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.
- Develop and present a business plan for a Physiotherapy Service.

## Written Examination

Due: **End of semester exam period**

Weighting: **30%**

Written examination (2 hour) will assess students' understanding and application of all the content delivered in this unit. It will include short answer questions as well as questions related to business and law scenarios. This examination will be a joint exam with PHTY818 Leadership, Policy and Advocacy

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

## Delivery and Resources

### Unit Organisation

This is a four credit point unit run over a 13 week session. The teaching will be delivered via a series of 1 and 2 day workshops. Online content is used to enhance and support learning and teaching activities. Further information is available via the PHTY816 online Learning Management System (LMS) iLearn <http://ilearn.mq.edu.au>

### Teaching and Learning strategy

The 1 and 2 day workshops will include both content lecture delivery and small group discussions and activities. Students are expected to engage in their learning by participating in the workshops, come to prepared to discuss, debate, pose and answer questions relating to the unit. Students are required to access iLearn on a regular basis for unit updates, clarifications, unit activities and any announcements in relation to the subject.

There is no prescribed textbook for this unit.

## Readings

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

## Attendance

Workshops are scheduled in your individual timetable. Failure to attend may impact your final results. The timetable for workshops can be found on iLearn.

## Technology and Equipment

### On-campus

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

### Off-campus

To study optimally when off campus you will need to have access to a reliable internet connection 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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.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 (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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](#).

## 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](http://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](http://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.
- Develop and present a business plan for a Physiotherapy Service.

## Assessment tasks

- Business Plan (Part A)
- Business Plan (Part B)
- Written Examination

## 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.
- 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.
- Develop and present a business plan for a Physiotherapy Service.

## **Assessment tasks**

- Business Plan (Part A)
- Business Plan (Part B)
- Written Examination

## **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.
- Develop and present a business plan for a Physiotherapy Service.

## **Assessment tasks**

- Business Plan (Part A)
- Business Plan (Part B)
- Written Examination

## **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.
- Develop and present a business plan for a Physiotherapy Service.

## Assessment tasks

- Business Plan (Part A)
- Business Plan (Part B)
- Written Examination

## 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.
- Develop and present a business plan for a Physiotherapy Service.

## **Assessment tasks**

- Business Plan (Part A)
- Business Plan (Part B)
- Written Examination

## **Changes from Previous Offering**

This unit is no longer delivered by the Faculty of Business and Economics instead the Faculty of Medicine and Health Sciences have engaged key personnel with expertise in the Health Law and Business Management of Health and Physiotherapy enterprises to deliver 1 and 2 day workshops.