



PHTY816

Business Management and Law for Health Professionals

S2 Day 2018

Department of Health Professions

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Co-convenor

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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:

1. 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.
2. 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.

3. Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
4. Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
5. Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
6. 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. 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 have attempted 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.

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 Unit Convenor, 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
Business plan - background	20%	No	9am Friday 14th September
Business pitch - video	30%	No	9am Friday 12th October
Business plan - template	50%	No	9am Friday 9th November

Business plan - background

Due: **9am Friday 14th September**

Weighting: **20%**

The business plan for assessment task 1 consists of a background component and a marketing component.

On successful completion you will be able to:

- 1. 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.
- 2. 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.
- 3. Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
- 4. Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- 6. Develop and present a business plan for a Physiotherapy service.

Business pitch - video

Due: **9am Friday 12th October**

Weighting: **30%**

Assessment task 2 involves creating a 5 minute business pitch video.

On successful completion you will be able to:

- 1. 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.
- 2. 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.
- 3. Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
- 4. Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- 5. Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.

Business plan - template

Due: **9am Friday 9th November**

Weighting: **50%**

Assessment task 3 involves completing a business plan template.

On successful completion you will be able to:

- 1. 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.
- 2. 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.
- 3. Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
- 4. Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- 5. Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
- 6. 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. Content is delivered predominantly in

half and full day workshops and seminars. 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>

Assumed knowledge

This unit builds on your learning in the previous four semesters and assumes you have knowledge and skills in all key areas of physiotherapy

Teaching and Learning Strategy

The teaching strategy will comprise a combination of face-to-face contact and online activities. Further details will be available on iLearn.

Attendance

In the Faculty of Medicine and Health Sciences professionalism is a key capability embedded in all our programs. As part of developing professionalism, Faculty of Medicine and Health Sciences students are expected to attend all interactive sessions including tutorials, workshops, seminars and practical sessions. In most cases lectures are recorded; however, lecture recordings cannot be guaranteed and some discussion or content may not be available for viewing via the recording system. Specifically, not all content will be recorded for this unit, due to the interactive nature of the activities and personal insights being delivered by leaders and business owners. Therefore, attendance is expected at all learning and teaching activities.

All lectures, tutorials and workshops are scheduled in your individual timetable. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>. You may make a request to your tutor to attend a different tutorial on a one-off basis for extenuating circumstances.

Failure to attend any learning and teaching activities, including lectures and tutorials, may impact your final results. It is the responsibility of the student to contact the unit convenor 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/>.

Textbooks

There is no prescribed textbooks for this unit.

Readings

Readings for each learning and teaching activity 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. For readings that are chapters from a textbook and meet copyright restrictions they will be available on e-reserve as a PDF.

Technology and equipment

On-campus

Teaching rooms are equipped with state of art audio-visual and ICT equipment including iPads, internet connection, high quality video cameras and multiple LCD screens.

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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://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

- 1. 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.
- 2. 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.
- 3. Outline the fundamentals of branding and marketing in the health care industry and as

it pertains to the profession and practice of physiotherapy.

- 4. Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- 5. Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
- 6. Develop and present a business plan for a Physiotherapy service.

Assessment tasks

- Business plan - background
- Business pitch - video
- Business plan - template

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

- 1. 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.
- 2. 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.
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- 5. Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
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Assessment tasks

- Business plan - background
- Business pitch - video
- Business plan - template

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

- 1. 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.
- 2. 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.
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- 6. Develop and present a business plan for a Physiotherapy service.

Assessment tasks

- Business plan - background
- Business pitch - video
- Business plan - template

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 outcomes

- 2. 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.

- 4. Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- 5. Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
- 6. Develop and present a business plan for a Physiotherapy service.

Assessment tasks

- Business plan - background
- Business pitch - video
- Business plan - template

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

- 1. 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.
- 6. Develop and present a business plan for a Physiotherapy service.

Assessment tasks

- Business plan - background
- Business pitch - video
- Business plan - template

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

- 2. 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.
- 3. Outline the fundamentals of branding and marketing in the health care industry and as it pertains to the profession and practice of physiotherapy.
- 4. Describe principles of applying practice management systems to enhance physiotherapy service delivery and meet legal, regulatory and funder requirements.
- 5. Demonstrate an understanding of current and proposed legal regulations that impact physiotherapy and health care delivery.
- 6. Develop and present a business plan for a Physiotherapy service.

Assessment tasks

- Business plan - background
- Business pitch - video
- Business plan - template

Changes from Previous Offering

Minor changes have been made to the assessment tasks in this unit so that students find the assessment load more manageable whilst ensuring that all learning outcomes are still assessed.