



PHTY816

Business Management and Law for Health Professionals

S2 Day 2014

Department of Health Professions

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Julie Zetler

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E4A 510

Student consultation by appointment via email

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>

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.

To pass this unit, students must complete all assessments and receive a total mark of at least 50%. In addition, it is mandatory that each student meets a satisfactory level of Clinical Performance in order to successfully pass the unit. For this unit, a satisfactory level of Clinical Performance is scoring > 1 on at least 17 items of the Assessment of Physiotherapy Practice Instrument (APP).

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:

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

Assessment Tasks

Name	Weighting	Due
Quiz	20%	Week 7, 15 September
Written assignment	50%	Week 12, 3 November
Viva examination	30%	Week 16, 1-5 December

Quiz

Due: **Week 7, 15 September**

Weighting: **20%**

The quiz is held in seminar time and is 20 minutes, closed book, short answer and/or multi-choice questions. It is an assessment of earlier key concepts.

On successful completion you will be able to:

- 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.

Written assignment

Due: **Week 12, 3 November**

Weighting: **50%**

Students will write a business plan for a physiotherapy practice/service (Part A) and provide reflective feedback on the course content and overall subject experience (Part B). Both components (Part A and Part B) are submitted together on the due submission date.

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.
- 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.

Viva examination

Due: **Week 16, 1-5 December**

Weighting: **30%**

The student viva is held during week 16 (at a time to be arranged) of the examination period. It is a 10 minute Viva (oral) examination comprising of two 5 minute questions. One question relates to the submitted business plan and the second question is a general question pertaining to the overall content of the unit.

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

The following text book is required for this course: Brendan Pentony, Stephen Graw, David Parker & Keturah Whitford, *Understanding Business Law* (LexisNexis, 6th ed 2013) available at Co-Op Book shop.

Highly recommended text book: Ben White, Fiona McDonald & Lindy Willmont, *Health Law in Australia* (Lawbook Co, 2nd ed 2014). See iLearn Important Documents icon for list of recommended reference texts for this subject. Copies of the required and highly recommended texts will be held in library reserve.

Assignment referencing: Students will be required to use legal citation and referencing for assignments in this subject. The lecturer will spend some time introducing and revising legal citation referencing requirements. *Australian Guide to Legal Referencing* (Melbourne University, 3rd ed 2010) is recommended. This Legal Referencing Guide is available online.

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.

Technology and Equipment.

Technology and limited equipment is available for your use.

All lectures and tutorials are scheduled in your individual timetable. Failure to attend classes may impact your final results.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

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/

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 - 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

- Quiz
- Written assignment
- Viva 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 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

- Quiz
- Written assignment
- Viva examination

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

- Written assignment
- Viva 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:

Assessment task

- Written assignment

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.
- 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.

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 task

- Written assignment

Changes from Previous Offering

Not applicable.