

YMCA Awards Level 3 Award in Business Skills for the Fitness Professional 600/1146/4

Purpose Statement

Overview

Who is this qualification for?

- Those who have a career in the health and fitness industry and would like to become self-employed.
- Those wishing to use the qualification as a platform for progression on to further learning within the health and fitness or active leisure sectors (see 'Progression to further learning' below)

What prior qualifications/levels of attainment are needed to take this qualification? Are there any age restrictions?

There are no prior qualifications required, however it is designed for fitness instructors and personal trainers working in the industry who are possibly looking to become self-employed, this qualification is aimed at individuals aged 16 +.

What does this qualification cover?

The YMCA Awards Level 3 Award in Business Skills for the Fitness Professional is regulated by Ofqual and comprises of a total of:

- 1 mandatory unit with a credit value of 6

It equips learners with specialist knowledge, understanding and skills required to become a successful self-employed fitness instructor or personal trainer.

Key topics/skills/knowledge covered:

- the components and the purpose of a business plan
- establishing a business within the required legal frameworks
- researching business ideas
- creating a marketing plan
- how to identify and exploit internal and external factors that can affect the business
- using targets and objectives
- product levels and how to manage the lifecycle of products and services
- building a pricing strategy and payment policy
- the importance of forecasting financial information

What could this qualification lead to?

Future employment possibilities

This qualification can lead to self-employment for a qualified fitness instructor or personal trainer.

Progression to further/higher level learning

This qualification provides progression to other qualifications at the same and higher levels, for example:

- Apprenticeship in exercise and fitness
- Level 3 Certificate in Personal Training (if the learner already has the Level 2 Certificate in Fitness Instructing – gym-based exercise)
- Level 3 Diploma in Personal Training (if the learner already has the Level 2 Certificate in Fitness Instructing – gym-based exercise)
- Level 3 Diploma in Exercise Referral (if the learner already has the Level 2 Certificate in Fitness Instructing)

Who supports this qualification?

This qualification is supported by ukactive, a not-for-profit body comprised of members and partners from across the UK active lifestyle sector. It provides services and facilitates partnerships for a broad range of organisations, all of which support the vision of more people, more active, more often to improve the health of the nation. We exist to serve anyone with a benefit to be gained or a role to play in achieving that goal.

Ukactive's membership, which stands at over 3,000 members, includes operators of fitness facilities of all sizes, as well as local authority leisure centres, leisure trusts, outdoor fitness providers, trainers, sports providers, education and training providers, lifestyle companies, equipment suppliers and charities. Read more about ukactive here:

<http://www.ukactive.com/about-us>