

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

Qualification Specification



YMCA Awards

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Level 3 Award in Business skills for the Fitness Professional

Qualification Specification

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Introduction

About YMCA Awards

At YMCA Awards, we are passionate about learner progress. Our qualifications support every learner, whether they are taking their first steps into fitness or simply wishing to boost their skills. Our high-quality resources and assessment materials have been created by leading industry experts in consultation with employers and training providers.

YMCA Awards is an internationally recognised organisation. We are highly respected in health and fitness circles and, most importantly of all we have helped over 200,000 people launch and advance their careers.

Qualification overview

This qualification is regulated by:

- Ofqual
- CCEA (Council for Curriculum, Examinations and Assessment)
- QW (Qualifications Wales).

Qualification aim

The aim of this qualification is to equip learners with the knowledge and understanding required to market, plan and deliver a successful personal-training service. It teaches the skills required to prepare and implement business strategies that are both effective and financially sound. This qualification is particularly relevant for learners wishing to work in a freelance capacity.

Overview of knowledge, skills and understanding

Learners will cover:

- 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.

Target group and age range

This qualification is aimed at a range of learners aged 16 and above.

Qualification structure

To achieve the YMCA Level 3 Award in Business Skills for the Fitness Professional, 1 mandatory unit must be completed.

Unit reference number	Unit title	Level	Credit
T/503/0518	Business and Marketing for the Fitness Professional.	3	6

The total credit for this qualification is 6.

The Total Qualification Time (TQT) for this qualification is 60. The Guided Learning Hours (GLH) assigned are 49.

Total Qualification Time (TQT)

This is an estimate of the total amount of time, measured in hours that a learner would reasonably need to be able to show the level of achievement necessary for the award of a qualification.

Total Qualification Time is made up of the following two elements:

- (a) the number of hours which an awarding organisation has assigned to a qualification for guided learning (see below), and
- (b) an estimate of the number of hours a learner will reasonably be likely to spend in preparation, study or any other form of participation in education or training, including assessment, which takes place as directed by – but not under the immediate guidance or supervision of – a lecturer, supervisor, tutor or other appropriate provider of education or training.

Guided Learning Hours (GLH)

This is:

- Face-to-face delivery (learning delivered by a lecturer, supervisor, tutor or other appropriate member of the training team)
- eLearning with a lecturer, teacher or tutor present/available in real-time (the co-presence of learner and tutor can be either remote or in the same physical place)
- Invigilated assessment (external tests sat under controlled or open-book conditions)
- Internal assessment carried out by the learner with a lecturer, teacher or tutor present/available in real-time (the co-presence of learner and tutor can be either remote or in the same physical place).

This is not:

Unsupervised learning such as:

- E-learning that the learner carries out unsupervised and with no real-time support from a lecturer, teacher or tutor
- Assessment internally carried out by the learner without a lecturer, teacher or tutor present/available in real-time (for example, completing a Learner Assessment Record [LAR] at home)
- Any further study, revision and training activities that the learner does unsupervised to support their learning.

Recommended Guided Learning Hours – our ongoing review

Your External Quality Assurer (EQA) will ask you to feedback on GLH annually as part of the quality-assurance visit. You should base your feedback on a typical learner taking this qualification and the time spent on supervised learning (GLH). If you feel the GLH is different from the above and you wish to feedback before your next EQA visit, please email us: awards.products@ymca.co.uk.

Entry requirements

There are no prerequisites for this qualification, however this award is designed for personal trainers and instructors already working in the fitness industry and possibly looking to become self-employed.

Opportunities for progression

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, eg:

- 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).

Mapping to standards

There are no directly related standards mapping to this qualification at the present time.

Centre approval

This qualification can only be offered by centres approved by YMCA Awards to deliver it. Details of YMCA Awards approvals processes can be found on our website: www.ymcaawards.co.uk/centres/become-a-ymca-awards-centre.

Qualification approval

If your centre is already approved, you should only need to complete and submit a qualification approval form to deliver this qualification. However, you may also need to complete an additional staff approval form if the qualification is going to be delivered by staff who are not currently approved by YMCA Awards. Details of additional approvals can be found on our website: www.ymcaawards.co.uk/approvals.

Tutor, assessor and IQA approval requirements

To make sure you meet the most up-to-date requirements please see the YMCA Awards staff approval requirement document. This can be found on our website: www.ymcaawards.co.uk/centres/centre-guidance.

Registration

All learners must be registered within the first 10% of the duration of their course (eg, for a course that lasts 10 days, learners should be registered on the first day of their course at the latest). For further details on registration please go to our website: www.ymcaawards.co.uk/registration.

Qualification availability

This qualification is available in:

- England and regulated by Ofqual
- Northern Ireland and regulated by CCEA (Council for Curriculum, Examinations and Assessment)
- Wales and regulated by QW (Qualifications Wales).

Reasonable adjustments and special considerations

In making this qualification available, YMCA Awards has made every attempt to make sure that there are no unnecessary barriers to achievement. You can find full details of our reasonable adjustment and special considerations policy on our website: www.ymcaawards.co.uk/centres/policies-and-procedures.

Enquires and appeals procedures

YMCA Awards has an appeals procedure in accordance with the regulatory arrangements in the General Conditions of Recognition. Full details of these procedures are available on our website: www.ymcaawards.co.uk/centres/policies-and-procedures.

Assessment and quality assurance

How the qualification is assessed

Assessment is the process of measuring a learner's skills, knowledge and understanding against the standards set in the qualification.

This qualification is unit-based and each unit contains learning outcomes and assessment criteria. Learning outcomes set out what the learner is expected to know, understand or be able to do as a result of the learning process. Assessment criteria detail the standards a learner is expected to meet and are broken down into what the learner 'can' do as a result of successfully achieving the unit.

The learner can be assessed holistically or individually as long as they show that the learning outcomes have been achieved.

Competency-based learning outcomes (eg, be able to) are typically assessed through direct observation and these will take place in a real work environment. Where a real work environment is not stipulated, the observation can be simulated and be internally assessed.

Knowledge-based learning outcomes (eg, know or understand) can be assessed in a number of different ways such as worksheets, projects, professional discussion, etc. The assessment method chosen should reflect the content of the unit.

This qualification must be assessed in line with YMCA Awards assessment policies and procedures www.ymcaawards.co.uk/centres/centre-guidance.

The YMCA Awards Level 3 Award in Business Skills for the Fitness Professional is assessed through Internal assessment.

Internal assessment

YMCA Awards suggest the following approaches to internal assessment:

Using a Learner Assessment Record (LAR)

This document typically contains assessment guidance and paperwork developed by YMCA Awards to support the assessment of a qualification.

A Learner Assessment Record is available for this qualification, please make sure you are logged in to the centre home on the website and follow this link: www.ymcaawards.co.uk/download-resources/lars.

Creating a portfolio of evidence

If you choose not to use a YMCA Awards Learner Assessment Record (LAR) to evidence internal assessment then the learner must create a portfolio of evidence. Centres must work with learners to create this portfolio and need to make sure that the learner's portfolio shows coverage of the learning outcomes and/or assessment criteria where required.

A typical portfolio of evidence could include:

- evidence index
- assessor observation – completed observational checklists and related action plans
- witness testimony
- candidate's proof of work
- worksheets
- assignments/projects/reports/presentations
- record of professional discussion
- record of oral and written questioning
- candidate and peer reports
- Recognition of Prior Learning (RPL)
- summary of achievement.

Centres need to make sure assessment specifications and paperwork are signed off by the EQA before delivery.

As a guide to selecting appropriate assessments methods, see the suggested example in the 'Qualification content' section of this specification.

External assessment

There is no external assessment for this qualification.

Assessors

The role of the assessor is to make an informed judgement about the evidence a learner should provide to show they can meet the assessment criteria. For further guidance please see the 'Role of the assessor' document on the website: www.ymcaawards.co.uk/centres/centre-guidance.

Internal and external quality assurance

The role of the Internal Quality Assurer (IQA) is to make an informed judgement regarding the practice of and decisions made by the assessment team to maintain standards. They are a vital link between the assessors and the External Quality Assurer (EQA). For further information on the role of the IQA and the EQA go to the website: www.ymcaawards.co.uk/centres/centre-guidance.

Unit specifications and recommended assessment methods

Business and Marketing for the Fitness Professional. (T/503/0518)

Unit aim

To equip learners with the knowledge and understanding required to market, plan and deliver a successful fitness-training service.

Unit content

The learner will:

1. Know the components and the purpose of a Business Plan

The learner can:

1.1 Describe the purpose of a business plan

1.2 Identify the audience for the business plan

1.3 Describe the components of the business plan in terms of:

- executive summary
- management team and personnel
- the business opportunity
- marketing and sales strategy
- financial forecasts

The learner will:

2. Know how to set up a business within the law

The learner can:

2.1 Describe how to register as self-employed with H M Revenue & Customs

2.2 State the legal responsibilities of having 'self-employed' status

2.3 Describe the different ways of operating as self-employed and the advantages and disadvantages of each

2.4 Explain the following terms:

- gross income
- taxable income
- net income
- income tax
- PAYE

2.5 Explain the different types of National Insurance contributions

2.6 Describe the HMRC book keeping requirements when registered as self employed

2.7 Explain the current rates of Personal Allowances and Tax Rates:

- Lower rate
- Higher rate
- Basic rate

2.8 Explain HMRC allowable expenses and capital allowance relevant to the nature of the business

2.9 Explain Value Added Tax (VAT):

- How to register for VAT
- How VAT is calculated
- Current VAT thresholds

2.10 Explain the need and value of cash flow forecasting to ensure business survival

2.11 Produce a 12 month forecast of income and expenditure for their proposed fitness enterprise

The learner will:

3. Understand how to research the health and fitness business idea and create a marketing plan

The learner can:

3.1 Identify the Chartered Institute of marketing as a professional body for Marketing information and knowledge

3.2 Explain the importance of marketing research as an interface between the business and the customers

3.3 Identify a framework for devising a marketing plan

3.4 Describe the sources of primary and secondary research and their value in developing the business idea and creating a marketing plan

3.5 Explain that research data used to develop the business idea and marketing plan should be both qualitative and quantitative

3.6 Identify the design of a marketing questionnaire in obtaining primary information

3.7 Explain how to segment people into groups who have similar needs or responsiveness to the business offering

3.8 Develop a profile of the target market(s) to which the business will direct its products/services

3.9 Explain how to check that a target market is a viable business proposition using MARS viability test

3.10 Describe the marketing mix

3.11 Describe the process and tasks of a marketing audit

The learner will:

4. Understand how to identify and exploit internal and external factors that can affect the business

The learner can:

4.1 Analyse the strengths and weaknesses in relation to a health and fitness business and the potential opportunities and threats that the business may encounter

4.2 Analyse the business environment to identify factors that may impact the business

The learner will:

5. Understand how to use targets and objectives to implement the health and fitness business idea

The learner can:

5.1 Explain the purpose of setting targets and objectives

5.2 Develop and record specific business objectives that are specific, measurable, achievable/agreed realistic and time framed (SMART)

5.3 Explain when and how to use targets/objectives to assess the performance of the business

5.4 Know the importance of a mission statement

5.5 Develop a mission statement for their proposed business

The learner will:

6. Understand product levels and how to manage the lifecycle of products and services

The learner can:

6.1 Explain the three product levels:

- Core
- Actual/Generic product
- Augmented

6.2 Explain how to manage the lifecycle of products and services, in terms of:

- Development
- Introduction
- Growth
- Maturity
- Decline

6.3 Describe how to extend the lifecycle of a products and services

6.4 Explain the purpose of a strong brand identity

6.5 Develop a business brand for their proposed business

The learner will:

7. Understand how to build a pricing strategy and payment policy

The learner can:

7.1 Explain the key factors that influence the pricing of the product or service offered

7.2 Explain how the pricing strategy must cover costs for the business to make a profit

7.3 Describe the two basic methods of pricing the pricing strategy:

- Cost plus
- Value based

7.4 Describe other pricing strategies and the advantages and disadvantages of each

7.5 Explain the importance of providing information to customers on the pricing strategy

The learner will:

8 Understand how to communicate the health and fitness business benefits to the target market or markets

The learner can:

8.1 Explain the advantages and disadvantages of different promotional activities

8.2 Evaluate the different ways of communicating the benefits of the product or service

8.3 Explain how to use relationship marketing techniques to build contacts with the media and community

8.4 Explain how to get media coverage by writing a press release

8.5 Develop a press release for their proposed business

8.6 Explain how to choose appropriate promotional activities to both attract clients and to keep clients over time

8.7 Describe how to develop a promotional strategy that is efficient and effective

8.8 Explain the importance of creating an image in the marketplace that clearly identifies the business

8.9 Develop a 12 month promotional plan for the proposed business

The learner will:

9. Understand the importance of forecasting financial information

The learner can:

9.1 Explain that by predicting how money will move in and out of the business this can assist in:

- achieving objectives
- preparing for unexpected costs
- keeping the business solvent
- allow planning for growing and developing the business

9.2 Estimate the start up cost of the business, to include:

- Start up costs
- Contingency plan

9.3 Produce a report of predicted income and expenditure for the first 12 month of the business

Assessment specification

- Assessment workbook
- Project



YMCA Awards is one of the UK's leading health, fitness and wellbeing specific awarding organisations. It offers training centres and learners across the world a diverse suite of qualifications, from introductory (Level 1) to advanced levels (Level 4).

YMCA Awards issues over 30,500 qualification certificates a year, helping learners in the UK and overseas to launch and progress their careers in the active leisure sector.

*To view YMCA Awards' full range of qualifications please visit
www.ymcaawards.co.uk.*

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Awarding excellence

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