

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

Syllabus



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Level 3 Award in Business for the Fitness Professional

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Qualification number: 600/1146/4

Operational start date: 1st April 2011

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Introduction

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. Learners will apply the knowledge and skills they have learned to prepare and market a business strategy whilst ensuring that the strategy is financially sound. This qualification is particularly relevant for learners wishing to work in a freelance capacity.

Qualification structure

This qualification comprises 1 unit.

Unit reference number	Unit title	Level	Credit
T/503/0518	Business and marketing for the fitness professional	3	6

The total credit value for this qualification is 6.

The total qualification time (TQT) for this qualification is 60.

The total guided learning hours (GLH) for this qualification 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)
- E-learning 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 additional further study, revision and training activities that the learner does unsupervised to support their learning.

Pre-requisites

There are no pre-requisites for this qualification, however this award is designed for personal trainers and fitness instructors and so it is recommended that learners possess or be working towards a relevant qualification in order to achieve the learning outcomes (eg, Certificate in Personal Training).

Tutor and assessor requirements

For tutor and assessor requirements please refer to the YMCA Awards website, www.ymcaawards.co.uk.

Syllabus information and supporting resources

This Syllabus has been created to reflect the knowledge, understanding and skills of the YMCA Level 3 Award in Business Skills for the Fitness Professional.

This Syllabus details the unit, learning outcomes and assessment criteria that make up this qualification, together with the relevant assessment strategies and evidence requirements.

This Syllabus does not contain the assessment paperwork; this is contained in the Learner Assessment Record (LAR), described below.

Learner Assessment Record (LAR)

This document is used by the learner and assessor to record evidence and assessment decisions. It contains all the assessment paperwork relating to the unit.

The LAR is available to approved centres to download from the YMCA Awards website, or it can be purchased in hard copy.

To order resources that support this qualification, email awards.resources@ymca.co.uk.

Units explained

Units form the building blocks of some qualifications and can comprise the following:

Learning outcomes

These outcomes set out what a learner is expected to know, understand or be able to perform as the result of a process of learning. They are expressed in this Syllabus as 'The learner will...'

Assessment criteria

These specify the standard a learner is expected to meet in order to demonstrate that the learning outcomes of that unit have been achieved. They are expressed in this Syllabus as 'The learner can...'

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, to include:

- Direction of business and timeframe of plan
- Structure of the financial side of the business:
 - How much funding you will need to start the business
 - How to attract investors or apply for a bank loan
 - How to estimate cash flow, income and expenditure over a period of time and when the business starts trading
- Predicting potential financial pitfalls
- Day-to-day business operation
- Measuring the success of the business
- Convincing customers, suppliers and potential employees to support the business

1.2 Identify the audience for the business plan, to include:

- Banks
- External investors
- Grant providers
- Other interested parties
- Potential business partners

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

Executive summary

- An overview of the business

Management team and personnel

- Business owner and staff

The business opportunity

- Business idea and plan

Marketing and sales strategy

- The market for the product
- How to market the product
- Sales ideas/promotions

Financial forecasts

- Translating the business plan into figures

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 HM Revenue & Customs, to include:

- How and when to register
- Implications of late registration

Ref: <https://www.gov.uk/starting-up-a-business/set-up-your-business>

2.2 State the legal responsibilities of having 'self-employed' status, to include:

- Completing 'self-assessment' returns within required dates
- How and when to make payments
- Deadlines and penalties for late/non-completion of tax returns and tax payments
- Informing HMRC if there are changes to the nature of your business

2.3 Describe the different ways of operating as self-employed and the advantages and disadvantages of each, to include:

- Sole Trader
- Partnership
- Franchise
- Limited Company

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, to include:

- Class 1, 2, 3 and 4
- Exemptions, lower profit limits and upper profit limits
- Which rate/s applies/apply to their own business
- How and when they are paid
- Where to obtain current tax year values (HMRC)

2.6 Describe the HMRC book keeping requirements when registered as self-employed, to include:

- Records of sales and taking
- Records of purchases and expenses
- Retaining evidence to back up all income and expenditure:
 - Invoices, receipts, cash books etc.
- Recording all monies taken out of the business (personal drawings/salary) and put into the business (capital/cash injections)
- Keeping records:
 - Fines involved for inadequate record keeping and retention of business records

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

Lower rate/Basic rate

Higher rate

Additional

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, to include:

- Estimation of the timing and amounts of cash inflows and outflows, usually over a 12-month period
- A forecast of when a business needs to borrow, how much, when and how it will repay any deficits

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, to include:

- Marketing prior to the business launch
- Target audience to determine:
 - What products and services to offer
 - What customers want
 - What price to charge
 - Where to operate and other specific details
- Delivering a better service than competitors
- Ongoing process throughout the lifespan of the business:
 - Ensuring that customers' wants and expectations are achieved

3.3 Identify a framework for devising a marketing plan, to include:

- Where is the business now:
 - Specific details of your business idea
- Where does the business need to be:
 - A marketing plan
 - Fact finding
 - Budget on how, what and where marketing will take place
- How is the business going to get there:
 - Marketing strategies:
 - To find out who will be your customers
 - How best to deliver your products and services to your customers
 - How best to reach them
 - What price to charge
 - What your competitors are doing
- Marketing evaluation:
 - Marketing audit:
 - To determine the success or otherwise of your marketing strategies
 - To plan more effectively in the future

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

- Customers' needs and habits:
 - Primary:
 - Information/data gathered for the first time directly from the customer eg, surveys, interviews, questionnaires
 - Secondary:
 - Information/data already gathered from other sources eg, government policies and initiatives, trends

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 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 months of the business

Assessment specification

Assessment element 1: Assessment workbook

The learner will need to complete the 'Business and marketing for the fitness professional' assessment workbook.

All questions must be answered correctly. The work must be the learner's own and group completion is not allowed.

The assessment workbook questions are externally set by YMCA Awards and internally marked. This is an open book assessment and you can allow learners to resubmit their workbooks if all questions are not answered correctly. The number of times a workbook can be resubmitted is at the centre's discretion.

The assessment workbook is available in a number of formats:

Paper-based document (download and print)

Fillable Word version (download)

eAssessment workbook (self-marking) via Moodle

Assessment element 2: Project

The learner will need to complete the 'Business and marketing project' paperwork (listed below). To do this the learner will need to develop an authentic plan for the start of their own fitness industry business.

Business and marketing project paperwork:

Company information – this is where they record details about their company's name, social media handles and where they have an opportunity to outline their thoughts behind their company name.

Business plan overview – this section will be where they record a concise and accurate summary of the entirety of their business plan. They will also outline the service or services that their business will be offering along with a proposed pricing structure. In this section, they will also outline their company's mission statement.

Market research – this document is their opportunity to develop detailed knowledge of their competitors and their potential customer base. They will need to research competitors within their local area and develop a questionnaire which is to be answered by prospective clients. In addition, they will analyse their business offering in the form of a SWOT analysis and a MARS viability test.

Business aims and objectives – this document is used to outline their business goals for the immediate term and their long-term aspirations. It will also be a chance to fully define the target market for their product or service.

Marketing plan – this requires them to outline their marketing activity at various stages of their first year of business. This will include social media strategy, advertising plans, and prospective deals and discounts. They will also have to develop the content for a leaflet brief which can then be submitted to a designer, and also the content for a press release which can then be submitted to selected media outlets.

Cash flow forecasting – this document will incorporate the findings from their research into the income potential for their service in their area. They will also have to outline all of the potential expenditure costs for their first year of business. These cash flow forecast findings will form a key element to their executive summary.

Learners can develop their own paperwork for the project if they prefer. The paperwork supplied in the LAR is a guide to the type of information required to meet the criteria outlined on the project checklist.

Learners will be assessed against the 'Project checklist' and they must get a tick in every box to pass.

Resubmission of paperwork is allowed and it is at the centre's discretion how many times the learner resubmits.

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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