

SYLLABUS

NAME OF COURSE: Launching Your Business CPP-439

LENGTH OF COURSE: 3 units, 40 hours (4 hours lecture/week)

COURSE DESCRIPTION: This course deals with the establishment and maintenance of a successful chiropractic business. The course will focus on the development of a five year plan leading to the student directed goal that is his or her ideal practice.

PREREQUISITES: CPP-436, HC-413

COURSE OFFERED BY: Department of Chiropractic Philosophy and Principles

REQUIRED TEXT: Book Yourself Solid by Michael Port

RECOMMENDED TEXT: 5 Levels of Leadership by John Maxwell
E-Myth Revisited by Michael Gerber
The One-Minute Manager by Dan Blanchard

REFERENCE TEXTS: Start Your Own Business (5th Edition) by Entrepreneur Press
Into Practice by Michael Meyer, DC
Business Plans That Work by Timmons, Zacharakis, and Spinelli

METHOD OF INSTRUCTION: Lecture, discussion and guest speakers

METHOD OF GRADING:

Vision and Mission Statement – 5 points

Ideal Practice – 5 points

Year 1, 2, 3 and 4 Plan – 5 points

Startup Costs and Overhead Expenses – 15 points

Budgets and Statistics – 20 points

Book Yourself Solid Workbook – 25 points

Final Project (Business/Life Plan) – 25 points

TOTAL – 100 POINTS

All assignments submitted via course Canvas page

GRADING PROCEDURE:

A Superior work	90 - 100%
B Above average work	80 - 89%

C	Average work	70 - 79%
F	Failure - the student must repeat the entire course	69% or below

EXTRA CREDIT: **None**

INDEPENDENT STUDENT WORK: All work must be the product of the individual student's original efforts for this class. Collaboration on other class assignments is permitted as defined by the instructor.

Grades and the Grading System Final Grades are available online through the CAMS student portal. If there are any questions on grading procedures, computation of grade point average, or the accuracy of the grade report, please contact the Registrar's Office or the Office of Academic Affairs. Grades will be reported and evaluation will be based on the Academic Policies, Procedures, & Services. Please refer to Evaluation Policy (**Policy ID: OAA.0007**)

In order to maintain **Satisfactory Academic Progress**, a student must maintain a 2.0 or better in each and every course. **Any grade less than a C must be remedied by repeating the class.** Please refer to Satisfactory Academic Progress (**Policy ID: OAA.0006**)

Attendance: Please refer to Attendance Policy (**Policy ID: OAA.0002**)

Conduct and Responsibilities: Please refer to the Personal Conduct, Responsibility and Academic Responsibility Policy (**Policy ID: OAA.0003**)

Make-up Exams: Please refer to Make-up Assessment Policy (**Policy ID: OAA.0001**)

Request for Special Testing: Please refer to Request for Special Testing (**Policy ID: OAA.0004**)

Accommodation for Students with Disabilities:

If you have approved accommodations, please make an appointment to meet with your instructor as soon as possible. If you believe you require an accommodation, but do not have an approved accommodation letter, please see the Academic Counselor Lori Pino in the Office of Academic Affairs. Contact info: Lpino@lifewest.edu or 510-780-4500 ext. 2061. Please refer to Service for Students with Disabilities Policy (**Policy ID: OAA.0005**)

Electronic Course Management:

Canvas is LCCW's Learning Management System (LMS). Canvas will be used throughout the quarter during this course. Lectures, reminders, and messages will be posted. In addition, documents such as the course syllabus and helpful information

about the class project will be posted. Students are expected to check Canvas at least once a week in order to keep updated. The website address for Canvas is <https://lifewest.instructure.com/login/canvas> Please refer to the Educational Technologies Policy (**Policy ID: OAA.0009**)

COURSE GOALS:

The goal of this course is to provide the student with an introduction to the knowledge, skills, and planning necessary to initiate a Chiropractic practice.

COURSE OBJECTIVES (subject to revision):

Week 1:

Session 1: Students will be introduced to the course and objectives, and will also begin the process of asking the right questions in the creation of their five year plan. Students will be guided through the Plan rubric, what the expectations are for the successful plan and how it will be assessed.

Session 2: Students must submit a completed Vision and Mission statement (may update from prior course work or write anew). Due by Thursday week 1, 11:59 pm in Canvas

Week 2:

Session 1: The class will participate in a generative discussion to begin the description of the students' goal in practice (define ideal practice). Students will consider options for opening a practice, small with low overhead, larger with outside financing and demographics (where will I practice). Start in class the first draft of five year plan considering the type of practice or employment per each year of the first five years.

Session 2: Students must submit a first draft of his or her ideal practice. Using course rubric at least one page, due Thursday of week 2, 11:59 pm in Canvas

Week 3:

Session 1: Understanding the difference in an independent contract and an employee agreement. How do these apply to associateship agreements?

Session 2: Students will submit a first draft of their years 1 through 4 of practice. Must include the type of arrangement (start up, employee, or IC) for each year. Due Thursday of week 3, 11:59 pm in Canvas.

Week 4:

Session 1: The class will participate in a discussion about Key Performance Indicators (KPIs) and then apply these to practice and specifically to the first four years plans.

Session 2: Students will submit a second draft of years 1 through 4 that includes important KPIs for each year that will be used to indicate the student is on track

toward achieving the five year goal. Due Thursday of week 4, 11:59 pm in Canvas.

Week 5:

Session 1: Students will participate in a discussion of demographics and financial planning for a year of practice. Financial projections for both business and personal expenses and how those relate to practice income.

Session 2: Based on a proposed location, the student will submit a financial projection for the first year of their own practice including expenses for both professional and personal needs. These projections will be used to forecast financial needs for one year of practice in the chosen location. Due Thursday of week 5, 11:59 pm in Canvas.

Week 6:

Session 1: Students will participate in a discussion of branding and logo development. This will be aligned with prior work on a marketing plan completed in the Marketing Systems course.

Session 2: Students will submit a summary of the marketing plan developed in the Marketing Systems course. Due Thursday of Week 6, 11:59 pm in Canvas.

Week 7:

Session 1: Students will participate in a discussion on the formation of legal entities and their application in chiropractic practice. Discussion will include decision making issues to consider as well as risks and benefits.

Session 2: Students will submit a determination of the legal entity for the ideal practice and describe why this was chosen. The student will also answer the question, will you incorporate during your first year and why? Due Thursday of week 7, 11:59 pm in Canvas.

Week 8:

Session 1: Participants will learn about the use of Facebook as a marketing tool for their business. Students will learn the best practices of utilizing this social media device as a means to educate inform and attract new patients.

Session 2: **Class will be held.** Graduating seniors must attend a mandatory student loan repayment strategy session hosted by Ms. Brenda Johnson, Director of Financial Aid. **Final Projects are due by 11:59 PM on Thursday of week 8.**

Week 9:

Session 1: Business plans will be reviewed with each student on an individual

basis. Session 2: Business plans will be reviewed with each student on an

individual basis.

Week 10:

Session 1: Business plans will be reviewed with each student on an individual basis.

Session 2: No class – Senior breakfast

Student Learning Outcomes (SLO): At the completion of the CPP-439 course, a student should be able to:

1. Organize the vision of their ideal practice (goal) into a tangible action plan [PLO: 9]
2. Identify the legal entity that will best suit their future business [PLO: 9]
3. Identify types of internal/external marketing to attract and retain customers [PLO: 4a, 4b, 4c, 4d, 6a, 9]
4. Identify fixed costs and startup costs in an effort to enlist strategies to make their business profitable [PLO: 9]
5. Identify and apply key demographic data in determining a site location [PLO: 6a, 9]
6. Make informed decisions regarding website and social media avenues to market their future business more effectively. [PLO: 4a, 4b, 4c, 4d, 6a, 9]

Program Learning Outcomes (PLO): Students graduating with a Doctor of Chiropractic degree will be proficient in the following:

1. **ASSESSMENT AND DIAGNOSIS:** An assessment and diagnosis requires developed clinical reasoning skills. Clinical reasoning consists of data gathering and interpretation, hypothesis generation and testing, and critical evaluation of diagnostic strategies. It is a dynamic process that occurs before, during, and after the collection of data through history, physical examination, imaging, laboratory tests and case-related clinical services.
2. **MANAGEMENT PLAN:** Management involves the development, implementation and documentation of a patient care plan for positively impacting a patient's health and well-being, including specific therapeutic goals and prognoses. It may include case follow-up, referral, and/or collaborative care.
3. **HEALTH PROMOTION AND DISEASE PREVENTION:** Health promotion and disease prevention requires an understanding and application of epidemiological principles regarding the nature and identification of health issues in diverse populations and recognizes the impact of biological, chemical, behavioral, structural, psychosocial and environmental factors on general health.
4. **COMMUNICATION AND RECORD KEEPING:** Effective communication includes oral, written and nonverbal skills with appropriate sensitivity, clarity and control for a wide range of healthcare related activities, to include patient care, professional communication, health education, and record keeping and reporting.
5. **PROFESSIONAL ETHICS AND JURISPRUDENCE:** Professionals comply with the law and exhibit ethical behavior.
6. **INFORMATION AND TECHNOLOGY LITERACY:** Information literacy is a set of abilities, including the use of technology, to locate, evaluate and integrate research and other types of evidence to manage patient care.

- 7. CHIROPRACTIC ADJUSTMENT/MANIPULATION:** Doctors of chiropractic employ the adjustment/manipulation to address joint and neurophysiologic dysfunction. The adjustment/manipulation is a precise procedure requiring the discrimination and identification of dysfunction, interpretation and application of clinical knowledge; and, the use of cognitive and psychomotor skills.
- 8. INTERPROFESSIONAL EDUCATION:** Students have the knowledge, skills and values necessary to function as part of an inter-professional team to provide patient-centered collaborative care. Inter-professional teamwork may be demonstrated in didactic, clinical or simulated learning environments.
- 9. BUSINESS:** Assessing personal skills and attributes, developing leadership skills, leveraging talents and strengths that provide an achievable expectation for graduate success. Adopting a systems-based approach to business operations. Networking with practitioners in associated fields with chiropractic, alternative medicine and allopathic medicine. Experiencing and acquiring the hard business skills required to open and operate an on-going business concern. Participating in practical, real time events that promote business building and quantifiable marketing research outcomes
- 10. PHILOSOPHY:** Demonstrates an ability to incorporate a philosophically based Chiropractic paradigm in approach to patient care. Demonstrates an understanding of both traditional and contemporary Chiropractic philosophic concepts and principles. Demonstrates an understanding of the concepts of philosophy, science, and art in chiropractic principles and their importance to chiropractic practice.