

MG 410 : Fitness Management

An application of business principles to the health/fitness/recreation area, with an emphasis on starting and running a successful fitness business. Students will be introduced to various types of fitness opportunities, including health and fitness clubs, athletic training facilities, indoor and outdoor recreation, and online/virtual fitness. Topics include legal/financial/budgeting issues, creating high value customer experiences, staffing/training, organizational structure. The emphasis is NOT on training but on how to run a fitness-related business.

Credits 4.0

Prerequisites

[AC 231](#) and [MG 364](#)