

# MSc FITNESS BUSINESS CREATION



**COLLEGE**  
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## YORK ST JOHN UNIVERSITY'S NEW LONDON CAMPUS

**Develop. Deliver. Succeed.**

You are dedicated to helping other people reach their goals. Now it's time to reach yours too. We are here to support your personal and professional development by combining industry thinking and academic expertise. We will share practical and theoretical insights, allowing you to gain the specialist knowledge and strategic skills required to create and manage your own sustainable fitness business.

## About the course.

There is nothing more rewarding than working in an industry you love. Sharing your passion and enthusiasm for fitness with others may come naturally, but that is just one essential part of creating a successful business in this increasingly competitive sector.

Health and wellbeing are set to become ever more important priorities in the lives of consumers for an increasingly health-conscious society. Aspirations to achieve fitness goals, eat well and play hard are at the forefront of many consumer choices. With the fitness business booming this course will help you share your motivation with others through a viable and dynamic business model.

In an increasingly competitive wellness industry, it can be hard to know where to begin. A sound foundation and knowledge of business is the key to creating a company that is both sustainable and successful.

You will develop an in-depth and critical understanding of the dimensions, processes, opportunities and challenges of fitness business creation, with particular reference to today's digitally-focused, globally interlinked markets. You will explore best practice in areas such as new venture idea generation, legal establishment and protection, business funding and effective business planning.

You will learn collaboratively, joining a dynamic group of programme participants, tutors and industry experts. You will develop your understanding around the key skills, processes and practices of fitness business creation. Solutions to real problems are suggested, discussed and analysed within the learning community with the support of tutors and fellow learners.

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## Modules

- Developing a Strategic Business Proposition and Plan (15 credits)
- Marketing and Brand Strategy For New Businesses (15 credits)
- Devising a Product and/or Service and Distribution Strategy (15 credits)
- Developing a Fitness Business Around a Strategy of Marketing Segmentation (15 credits)
- Industry Experience (15 credits)
- Establishing a Financial Framework (15 credits)
- Building Specialisation: The Older Fitness Customer (15 credits)
- Prototyping the Fitness Business of the Future (15 credits)
- Business Creation Capstone Project (60 credits)

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## Entry requirements

Applicants will normally have a minimum of a 2:2 Honours degree in a related discipline, but consideration may be given to applicants with a 2:2 Honours degree in any subject, as long as they have completed relevant work experience or can demonstrate strong insight into the area of study.

Students whose first language is not English will be required to achieve IELTS 6 or above with no less than Band 6 in any area, or equivalent.