

HEARING AND SPEECH DEPARTMENT

SEMINAR IN AUDIOLOGY-THE BUSINESS OF PRACTICE

TIME: Wednesday 1:00-2:30 p.m.

PLACE: Lecture, H.C. Miller Building, 4th floor

Instructor: Gary L. McKnight, AuD

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Office hours by appointment

COURSE DESCRIPTION: Business and practice management of the Audiology clinic.

COURSE OBJECTIVES: To introduce students to the day-to-day operations of an Audiology office. Aspects include human resources, marketing, staffing, location, equipment purchasing, legal concerns and growing the business.

COURSE FORMAT: Traditional lecture, power-point presentations, discussion, guest lectures by professionals in specific areas and student presentations.

TEXTBOOKS: Articles corresponding to each discussion will be assigned throughout the semester.

GRADING POLICY:

Grades (100%) based on Student Presentation, at the end of the course, with each student presenting a detailed business plan for a new practice or clinic of their design.

Grading Scale:

91-100%	A
81-90%	B
71-80%	C
61-70%	D
60% or less	F

ASHA CERTIFICATION STANDARDS:

Students enrolled in this seminar will acquire skills and knowledge associated with the following ASHA standards for certification in Audiology:

B1, B2, B12, B17, B18, B20, C1, D1, D15, E1, E8, E14,

TENTATIVE TOPIC OUTLINE

Week 1. Introduction to the "business" of Audiology. "What do you want for your life AND your Audiology career?"

Week 2. Services to be offered and location of practice.

Week 3. Equipment. Needs and options. Expenses. Lease vs. purchase.

Week 4. Marketing your practice. Guest lecture by marketing professional.

Week 5. Human resources. Personal and legal aspects.

Week 6. Financing your operation and the business plan.

Week 7. Growing your practice, the good, the bad, the ugly.

Week 8. Presentations by students of their business plan and discussion.

DISABILITY STATEMENT: Learning assistance is available by calling 913-588-6580. All accommodations will be met per the Equal Opportunity/Disability Act.