

Summer 2013 – Successful Chiropractic Practice (Room 216S)

Business Course Lecture Schedule

Thursdays 1:30 – 3:10 PM

Wk	Date	Topic
1	05/16/13	Introduction, Entrepreneurship, Success and Attitudes, Personal Traits Activity: 1) Skills Inventory, 2) Personal traits
2	05/23/13	Beliefs & Business Values, Time Line on Practice Decisions Activity: 1) Beliefs and Values, 2) Time Line Discussion
3	05/30/13	Academic Retention Exam (ARE) – NO CLASS Self-directed work – Lecture 2
4	06/06/13	Practice Town / Demographics Activities: 1) Engine of Capitalism, 2) Town evaluation checklist
5	06/13/13	Office Location & Acquisition Activities: 1) Internet search, 2) Office space planning checklist Due 11:50pm: Mission statement, 5 Core values, Personality and Values (Lecture 2)
6	06/20/13	Budgeting / Break-even analysis Activities: 1) Budgeting project handout, 2) Budgeting worksheet Due 11:50pm: Time Line (Lecture 3)
7	06/27/13	Clinic floor plan / Equipment budget Activities: 1) Clinic layout options and examples, 2) Equipment sources Due 11:50pm: Town Evaluation checklist (Lecture 4)
8	07/04/13	Independence Day Holiday – NO CLASS Self-directed work – Lecture 3-4
9	07/11/13	Patient Acquisition Activities: 1) Patient acquisition for clinic, 2) Guest Speaker Due 11:50pm: 3 Office space locations, Office evaluation checklist (Lecture 5)
10	07/18/13 1:30-3:10	Exam 1 -- Weeks 1-9
10	7/18/13 3:20-5:00	Practice Performance & Statistics Due 11:50pm: Budget worksheet and break-even analysis (Lecture 6)
11	07/25/13	Legal Lecture from 1:30 to 3:10 pm AND 3:20 to 5:00 pm Due 11:50pm: Clinic Floor plan, Equipment budget (Lecture 7)
12	07/30/13	Last Day to Withdraw – From a Course or From School - 3:00 PM Deadline
12	08/01/13	Patient Marketing – Internal / External Due 11:50pm: Clinic patient acquisition plan (Lecture 8)
13	08/08/13	Financial Policy / Insurance – Part 1 Activities: 1) Financial policy, 2) Insurance presentation, EOB Due 5:00pm: Resource Book - Completed
14	08/15/13	Insurance – Part 2 Activities: 1) Insurance practice
15	08/20/13	Final – Exam 2 -- Comprehensive 11:00 am to 12:30 pm

Updated 2013-05-13