

Unit Title:	Shiatsu Professional Development, Business Practice And Ethics
Unit Level:	Level 4
Unit Credit Value:	8
GLH:	40
LASER Unit Code:	WJG846
Ofqual Unit Code:	R/618/0176

This unit has 5 learning outcomes.

Learning Outcome (The Learner will):		Assessment Criteria (The Learner can):	
1.	Understand the key aspects of running a Shiatsu business	1.1	Outline the legal requirements for running a Shiatsu business including obligations to clients and the general public
		1.2	Evaluate how marketing and public relations can be used to support a Shiatsu business
		1.3	Outline the employment opportunities for a Shiatsu business
		1.4	Explain the nature of the Shiatsu service to be provided and how to structure fees
2.	Be able to prepare a Shiatsu business plan	2.1	Prepare a business plan for self-employment as a Shiatsu practitioner to include: a) Market research/competitor analysis b) Premises and location c) Products, services and prices/fee structure d) Fixed and variable costs e) Insurance requirements f) Marketing and publicity strategies g) Finance and accounting practices h) Legal requirements i) Security and data protection
3.	Understand the Code of Professional Conduct and Ethics relating to Shiatsu	3.1	Summarise the regulatory body's Code of Professional Conduct and Ethics relating to Shiatsu
		3.2	Explain the principle of referral and provide justification for referral decisions made in practice
		3.3	Interpret ethical and moral values relevant to Shiatsu practice
		3.4	Explain the meaning of implied and informed consent, procedures for obtaining consent to treat, and circumstances under which written consent should be obtained
		3.5	Explain the term contra-indications and its implications for Shiatsu practice

		3.6	Analyse the importance of a unified profession that works within its professional Code of Ethics and Practice
4.	Understand the principles of Continuing Professional Development in relation to running a Shiatsu business	4.1	Explain the responsibility of the practitioner to engage in Continuing Professional Development in relation to running a Shiatsu business
		4.2	Evaluate the importance of reflecting on personal and professional development in relation to running a Shiatsu business
5.	Be able to engage in Continuing Professional Development in relation to running a Shiatsu business	5.1	Review personal and professional development in relation to running a Shiatsu business
		5.2	Develop an action plan for Continuing Professional Development in relation to running a Shiatsu business

**Assessment Guidance:**

This unit must be assessed according to the LASER Level 4 Diploma in Shiatsu qualification specification.

**Additional Information:**

NA