

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

CSL6890.E1 Establishing a Private Practice
Fall 2025

PROFESSOR INFORMATION:

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COURSE INFORMATION:

CSL6890.E1 Establishing a Private Practice

Level: Graduate

Beginning Date of Session: Saturday, September 13, 2025

Ending Date of Session: Thursday, November 20, 2025

Student access available to the Student Portal: Saturday, September 13, 2025

Virtual Meeting via Zoom: Tuesdays at 6:30 pm

Dr. Stacia Alexander, LPC-S is inviting you to a scheduled Zoom meeting.

Topic: Amberton - Establishing a Private Practice

Time: Sep 16, 2025 06:30 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89680320516?pwd=2rUqyEajMUkLB3yGeHcSqtwaFcy7K6.1>

Meeting ID: 896 8032 0516

Passcode: 904679

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:

None

TEXTBOOK(S) AND REQUIRED MATERIALS:

None - information will be provided by the instructor

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

LINKS TO COUNSELING HANDBOOKS

MA in Clinical Mental Health Counseling

https://amberton.edu/wp-content/uploads/2023/12/LPC_Handbook_2023_2024.pdf

MA in Marriage and Family Therapy

https://amberton.edu/wp-content/uploads/2023/06/MFT_Handbook_2023_2024.pdf

MA in School Counseling

https://amberton.edu/wp-content/uploads/2024/10/School_Counseling_Handbook_2425.pdf

APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the *Publication Manual of the American Psychological Association*, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

This course provides graduate Counseling students with a comprehensive guide to establishing and sustaining a successful private practice. It addresses the practical, ethical, legal, and financial components often overlooked in traditional clinical training. Through structured modules, students will learn how to develop a business plan, create effective marketing strategies, and manage the day-to-day operations of a counseling business with integrity and sustainability in mind.

With an emphasis on real-world application, the course integrates technology, telehealth tools, and cultural competence to meet the demands of modern practice. Students will leave the course equipped not only to open a practice but also to grow one that reflects their clinical strengths and personal values while honoring professional standards and client care.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. *Developing a comprehensive business plan for a private practice.*
2. *Understanding the legal and regulatory requirements for private practice, including licensing, liability, and ethical guidelines.*
3. *Identifying and implementing effective marketing and branding strategies.*
4. *Managing financial aspects, including budgeting, pricing, and diversifying revenue streams.*
5. *Utilizing telehealth and practice management technology for efficiency and accessibility.*
6. *Establishing strategies for long-term client engagement and retention.*
7. *Recognizing personal and professional boundaries to prevent burnout and maintain work-life balance.*
8. *Evaluating and selecting appropriate practice management systems and client intake workflows.*
9. *Analyzing and interpreting business metrics to assess practice growth and client outcomes.*
10. *Understanding the integration of cultural competence in practice marketing and service delivery.*
11. *Applying principles of ethical decision-making to real-world business and clinical scenarios.*
12. *Demonstrating effective communication skills in both client and professional interactions.*
13. *Planning for scalability and sustainability in private practice operations.*
14. *Reflecting on one's clinical identity and aligning business practices with personal and professional values.*
15. *Utilizing Artificial Intelligence (AI) in analyzing and discovering issues and challenges within clinical private practice.*

ACQUIRED SKILLS:

*Business Planning
Ethical and Legal Navigation
Financial Management
Marketing and Branding
Technology Integration*

COURSE POLICIES:

Read the entire syllabus carefully. All graded activities and tests will be administered through the Moodle learning management system, and access to course materials will be available on the first day of class. As a

graduate student in an online course, the professor expects you to be able to meet submission deadlines listed in the course calendar, syllabus, and Moodle activities. All assignments must be submitted as specified in the Assignment Detailed Instructions (ADI) document, including file naming convention, file type, due date, or other noted detail. Points may be lost for failure to follow instructions.

Assignments may only be submitted during announced windows, and no late work or resubmissions are accepted without prior approval by the professor. All deadlines and class events are posted in Central Time Zone (US). All classwork must be completed and submitted fully no later than **Tuesday, November 18, 2025, at 6 pm (CST)**. If an emergency arises that prevents the student from submitting or meeting course requirements, the professor should be contacted promptly and may extend grace at their discretion.

Additional helpful forms and documents are available on the Moodle page for the course, most notably in the folder labeled Course Documents. Other helpful documents and resources will be posted in the weekly activity layout on the Moodle course page.

Student's Responsibilities

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Plagiarism Policy

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin “Draft Coach” is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student’s writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE OUTLINE AND CALENDAR:

Week	Topic	Assignment	Competencies Covered	Due Date
1 Sep 13 - 19, 2025	I. Introduction to Private Practice <ul style="list-style-type: none">• Benefits and challenges of private practice.• Self-assessment for readiness.• Ethical considerations in launching a practice.	Discussion Post on Module I	11, 14	Discussion Post and Colleague engagement due by Friday of this week at 11:59

2 Sep 20 - Sep 26, 2025	II. Business Planning for Private Practice <ul style="list-style-type: none"> • Developing a business model and mission statement. • Identifying a target market and defining niche services. • Financial planning: budgeting, pricing strategies, and revenue streams. 	Discussion Post on Module 2	1,13	Discussion Post and Colleague engagement due by Friday of this week at 11:59
3 Sep 27 - Oct 3, 2025	III. Legal and Regulatory Considerations <ul style="list-style-type: none"> • Licensing, liability, and compliance. • HIPAA and confidentiality in private practice. • Risk management and ethical business practices. 	Discussion Post on Module 3	2	Discussion Post and Colleague engagement due by Friday of this week at 11:59
4 Oct 4 - Oct 10, 2025	IV. Marketing and Branding Strategies <ul style="list-style-type: none"> • Developing a professional brand identity. • Online presence: website development and SEO. 	Discussion Post on Module 4	3	Discussion Post and Colleague engagement due by Friday of this week at 11:59

	<ul style="list-style-type: none"> • Networking and referral building. • Content marketing and client engagement techniques. 			
5 Oct 11 - Oct 17, 2025	V. Financial Management <ul style="list-style-type: none"> • Understanding operational costs and financial forecasting. • Diversifying income: telehealth, workshops, consulting, and product sales. • Managing cash flow, taxes, and insurance billing. 	Discussion Post on Module 5	4	Discussion Post and Colleague engagement due by Friday of this week at 11:59
6 Oct 18 - Oct 24, 2025	VI. Client Engagement and Retention <ul style="list-style-type: none"> • Strategies for strong therapeutic alliances. • Using technology for client management and scheduling. • Ethical considerations in client retention and professional boundaries. 	Discussion Post on Module 6	6, 11	Discussion Post and Colleague engagement due by Friday of this week at 11:59

7 Oct 25 - Oct 31, 2025	VII. Technology and Telehealth in Private Practice <ul style="list-style-type: none"> • Exploring telehealth platforms and ethical considerations. • Using electronic health records and secure communication. • Integrating digital tools for practice efficiency. 	Discussion Post on Module 7	5	Discussion Post and Colleague engagement due by Friday of this week at 11:59
8 Nov 1 - Nov 7, 2025	VIII. Self-Care and Burnout Prevention <ul style="list-style-type: none"> • Identifying signs of burnout in private practitioners. • Strategies for maintaining work-life balance. • Ethical responsibility to maintain personal wellness. 	Discussion Post on Module 8	7	Discussion Post and Colleague engagement due by Friday of this week at 11:59
9 Nov 8 - Nov 14, 2025	IX. The Future of Private Practice <ul style="list-style-type: none"> • Trends in counseling business models. • The impact of artificial intelligence and automation. 	Discussion Post on Module 9	15	Discussion Post and Colleague engagement due by Friday of this week at 11:59

	<ul style="list-style-type: none"> Continued professional development and business scaling. 			
10 Nov 15 - Nov 20, 2025	X. Integration and Final Project Presentation <ul style="list-style-type: none"> Synthesizing key concepts from all course modules. Peer review and feedback on business plans. Presentation of comprehensive private practice models. 	Final Project	1-15	Due Tuesday, November 18, 2025 by 11:59 pm

GRADING CRITERIA:

Graduate

92 – 100	A
82 – 91	B
72 – 81	C
62 – 71	D
Below 62	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades

An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

How To Withdraw From a Course

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
 - Internet browser settings and configuration
 - e-mail and file attachments
 - Uploading and downloading files
 - Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

HOW TO ACCESS YOUR COURSE:

Through the Amberton University Student Portal

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (<http://www.Amberton.edu>) or at <http://apps.Amberton.edu>. After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

Username = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789
Username: JJonesJr789

Password = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi and Research Tutorials.

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send an email to your professor.

Through the Amberton University Moodle Website

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: <http://moodle.Amberton.edu>

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (<http://moodle.Amberton.edu>). Otherwise use the same username and password as previous session.

Moodle Tutorial:

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Email Communication

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith SSN: 123-45-6789
Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google Gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal Gmail account.

If you need assistance with your email account, please visit <https://support.google.com/mail>

Students are responsible for reviewing the "Communication Guidelines" provided on the individual E-Course for specific instructor requirements.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

RESEARCH RESOURCES:

The Library provides access to full text, peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

RESEARCH ACCESS:

Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

Library Live Chat Feature

Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to library@amberton.edu or visit the library in person on the Garland campus for assistance.

Microsoft Office 365 Education:

Amberton University students have access to a license for Office 365 Education, a comprehensive suite of productivity tools. This package includes:

- Microsoft Word for document creation
- Excel for spreadsheets and data analysis
- PowerPoint for presentations
- OneNote for digital note-taking
- Microsoft Teams for collaboration
- Additional classroom tools to enhance your learning experience

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf

Google Workspace for Education:

All students are assigned a Gmail account in Google Workspace for Education.

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf

Once logged into your student account, you'll have access to a suite of tools designed to enhance your learning experience:

- Google Docs: Create and edit essays, reports, and other written assignments
- Google Slides: Develop engaging presentations for projects and class discussions
- Google Sheets: Perform data analysis, create charts, and manage calculations
- Google Drive: Store, organize, and easily access all your files in the cloud
- Google Calendar: Schedule study sessions, track assignment deadlines, and manage your academic timetable
- Google Keep: Take and organize quick notes during lectures or study sessions
- Google Meet: Attend virtual classes, participate in group study sessions, or meet with teachers
- Google Classroom: Access course materials, submit assignments, and receive feedback from instructors
- Google Forms: Create surveys for research projects or participate in class quizzes
- Google Sites: Build websites or digital portfolios to showcase your work