Course Prefix and Number: OPT 154  Credits: 3

Course Title: Optical Business Management

Course Description: Covers basic management and leadership skills necessary for a successful eye care office. Teaches the analysis, creative thinking, judgment, planning strategy, and implementation skills necessary for today’s optical business challenges. Lecture 3 hours per week.

General Course Purpose: The purpose of this course is to expose the student to various business-related topics and provide basic management skills for use in an eye care organization.

Course Prerequisites and Co-requisites: None

Course Objectives:
Upon completing the course, the student will be able to:

a. Apply management principles to the supervision of employees.
b. Understand professional and ethical optical management.
c. Create a basic marketing and business plan.
d. Identify customer/patient types.
e. Identify policies and regulations that influence optical business management decisions.

Major Topics to Be Included:

a. Business plans
b. Business locations and office designing
c. Types of customers
d. Optical sales
e. Merchandising
f. Frame inventory
g. Marketing fundamentals

Effective Date of Course Content Summary: August 1, 2008