

J. Sargeant Reynolds Community College
Course Content Summary

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

Student Learning Outcomes:

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; and
- 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

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