

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: OPT 154

Credits: 3

Course Title: Optical Business Management

Course Description (including lecture hours, lab hours, total contacts)

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/Corequisites

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 (Month, Date Year): August 1, 2008