

OPH 222
OPTICAL BUSINESS MANAGEMENT

COURSE DESCRIPTION:

Prerequisites: Enrollment in the Opticianry program
Corequisites: None

This course covers basic optical business management and current eyecare trends and practices. Topics include professional ethics, inventory, accounting, personnel, insurance, advertising, litigation, equipment, and future trends. Upon completion, students should be able to apply basic principles of management to the optical business setting. Course Hours Per Week: Class, 3. Semester Hours Credit, 3.

COURSE OBJECTIVES:

- I. Demonstrate an understanding of the role of sales in maintaining a profitable eyewear business.
 - a. Discuss professional ethics and make sound individual decisions regarding professional conduct.
 - b. Relate frame bar management to a profitable practice.
 - c. Apply business principles to an Opticianry practice.
 - d. Develop an understanding of sales techniques and marketing for professional growth.
 - e. Describe job opportunities and future trends affecting Opticianry and the optical industry.
 - f. Demonstrate the use of effective inventory control methods for an optical enterprise.
 - g. Demonstrate effective employee staffing skills.

- II. Demonstrate the ability to maintain records and file reports following guidelines set forth by the State of North Carolina, FTC, Medicare and other third party plans.
 - h. Understand methods of professional “self-defense” in a litigious society.
 - I. Demonstrate knowledge of third party insurance and the importance of its provision.

OUTLINE OF INSTRUCTION:

- I. Professional ethics
 - A. Marketing/advertising
 - B. Positioning of products

- II. Business/practice management
 - A. Buying groups
 - B. Pricing strategies
 - C. Frame bar management
 - D. Inventory control
 - E. Office management
 - 1) Hiring and training standards
 - 2) Laws and legal considerations

- III. Sales techniques
 - A. Individual
 - B. product specific
 - C. Marketing techniques
 - 1) Creating a marketing plan
 - 2) Identifying target market

- IV. Third party programs
 - A. HMO's
 - B. Insurance companies
 - C. Private programs
 - D. Other

- V. Future trends
 - A. Practice expansion
 - B. Niche areas

- VI. Inventory control
 - A. Standardizing books and records
 - B. Methods of inventory control
 - 1) Manual systems
 - 2) Computerized systems
 - C. Tracking breakage/remake

- VII. Employee staffing
 - A. Staffing sources
 - B. Interviewing skills
 - C. Staff scheduling
 - D. Employee termination

- VIII. Job opportunities
 - A. Franchise opportunities
 - B. Medical practices
 - C. Optometry offices
 - D. Optical dispensaries
 - E. Other

REQUIRED TEXTBOOK AND MATERIAL:

Appler, Dennis, Muth, White. Management for Opticians. 2nd ed. Butterworth-Heinieman, 1999.

SUGGESTED REFERENCES:

None

STATEMENT OF STUDENTS WITH DISABILITIES:

Students who require academic accommodations due to any physical, psychological, or learning disability should request assistance from the Disability Services Coordinator within the first two weeks of class. Likewise, students who potentially require emergency medical attention due to any chronic health condition are encouraged to disclose this information to the Disability Services Coordinator within the first two weeks of class. The Coordinator can be contacted by calling 686-3652 (V/TT), or by visiting the Student Services Office, Room 23, of the White Building.