



**Douglas  
College**

**EFFECTIVE: SEPTEMBER 2002**

## CURRICULUM GUIDELINES

**A:** Division: **Instruction** Date: **November 2001**

**B:** Department/ **Commerce & Business Admin.** New Course ☐ Revision ☒

Program Area: **Dispensing Optician**

If Revision, Section(s) Revised: **H**

Date Last Revised: **1995-09: New Course**

**C: BUSN 251 D: Enterprise Development and Management E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course provides students within the <u>Dispensing Optician Program</u> an introduction to the theoretical and practical aspects of the start-up and management of a small business within the optical dispensing industry. Topics include: Business plan development, purchasing a business, location analysis and leasing, evaluating a business opportunity, financing a business, marketing, financial management and systems, personnel management, customer relations, leadership, managing conflict and communications. The main emphasis will be on small business management.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 3 Hrs.</b> <b>Seminar: 1 Hr.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites:  BC Principles of Math 11 and effective September 2002, English 12 with a "C" or better. CISY 110 recommended.	
	<b>I:</b> Course Corequisites:  nil	
	<b>J:</b> Course for which this Course is a Prerequisite:  nil	
	<b>K:</b> Maximum Class Size:  35	
<b>L:</b> PLEASE INDICATE: <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"> <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> </div> <div>             Non-Credit              College Credit Non-Transfer              College Credit Transfer:           </div> <div style="margin-left: 20px;">             Requested <input type="checkbox"/>             Granted <input type="checkbox"/> </div> </div>		

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bccat.bc.ca](http://www.bccat.bc.ca))

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

**A.** Business Start-up

1. develop proforma financial schedules using computerized spreadsheets;
2. determine market potential;
3. develop a business plan;
4. describe the legal requirements to start a business;
5. evaluate a franchise or other small business opportunity as a possible acquisition;
6. describe the key factors in selecting a retail location;
7. outline the critical provisions to put in a lease agreement;
8. identify sources of financing.

**B.** Small Business Management

1. develop a marketing plan;
2. write and place an ad;
3. develop a promotional campaign;
4. apply personal selling techniques to the customer transaction;
5. describe principles of retail merchandising;
6. develop a budget;
7. describe the elements of:
  - small business accounting system
  - small business payroll system
  - small business inventory control system
  - small business cash handling system;
8. demonstrate an understanding of financial control techniques
9. conduct an employment interview;
10. conduct a performance appraisal;
11. describe the four step training method;
12. conduct a training session;
13. demonstrate the proper technique for handling the customer transaction;
14. demonstrate correct procedure for handling customer complaints;
15. demonstrate effective telephone skills;
16. describe appropriate leadership styles for handling different situations;
17. describe and give examples of techniques that will create a motivational climate for good employees;
18. describe and demonstrate techniques for managing conflict and dealing with performance problems.

**N:** Course Content

1. Assessing Your Potential
  - Characteristics of successful entrepreneurs
  - Skills required to manage a small business
2. Evaluation of a Business Opportunity
  - Conducting a feasibility study
  - Assessing market potential
3. Organizing a Business
  - Selecting appropriate form of business ownership
  - Legal requirements / tax implications
4. Buying a Business
  - Establishing a purchase price
  - Evaluating a franchise or other small business purchase
  - Franchise agreement
5. Selecting a Location/Leasing
  - Location analysis
  - Facilities layout
  - Lease agreement
  - Buy vs Lease decision
  - Store layout
6. Financing a Business
  - Sources of funds
  - Lending criteria
  - Negotiating a loan
7. The Business Plan
  - Introduction to a business plan
  - Steps to prepare a business plan
8. Management Functions
  - Four management functions
  - Decision making process
9. Marketing Management
  - Marketing plan
  - Pricing strategies
  - Merchandising
  - Personal selling techniques
  - Sales promotions

- Advertising
- Media buying

10. Financial Management

- Introduction to budgeting
- Introduction to financial controls

11. Personnel Management

- Hiring process
- Interviewing
- Performance appraisal
- Progressive discipline
- Compensation practices
- Training methods
- Employee documentation
- Employment Standards Act
- Human Rights Legislation

12. Customer Relations

- Handling customer complaints
- Customer transaction process
- Strategic questioning
- Telephone skills

13. Leadership

- Leadership principles
- Four leadership styles
- Principles of motivation
- Creating a motivational climate
- Resolving conflict/performance problems

**O:** Methods of Instruction

Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry specific topics.

**P:** Textbooks and Materials to be Purchased by Students:

Balderson, Wesley D., Canadian Small Business and Entrepreneurship Management, latest edition.  
Irwin.

**Q:** Means of Assessment

Midterm Examination	20%
Group Project	15%
Business Plan	25%
Final Examination	30%
Participation	<u>10%</u>
	<u>100%</u>

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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Course Designer(s): **Lorne Mackenzie**

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Education Council/Curriculum Committee  
Representative

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Dean/Director: **Jim Sator**

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Registrar: Trish Angus